

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND ELECTRONIC WORD OF MOUTH WITH BRAND IMAGE AS INTERVENING VARIABLE ON CONSUMERS' PURCHASE INTENTION OF AZARINE SUNSCREEN IN SEMARANG

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Abstract: Azarine Cosmetic, a local brand, produces sunscreen and utilizes celebrity endorsements and electronic word of mouth (E-WOM), particularly online consumer reviews, as marketing strategy to increase product sales, create a favorable brand image, and attract consumer purchase intention. However, in 2023, Azarine's sunscreen sales in Semarang outlets experienced fluctuations. Without effective marketing tactics, Azarine will risks losing its share in the competitive skincare market. This research aims to know the influence of celebrity endorsement and E-WOM through brand image as intervening variable on consumers' purchase intention of Azarine sunscreen in Semarang, tested based on variables but explained through the influence of each dimension/indicator on each variable. The total sample in this research are 100 people in Semarang with unidentified population, with the technique of non-probability sampling of purposive sampling type. Data was collected through questionnaires, literature reviews, and interviews. This explanatory research follows a quantitative approach and is processed using SPSS version 26. The result show that celebrity endorsement and E-WOM has positive influence on purchase intention, both directly and indirectly through brand image. Recommendations for Azarine include encouraging celebrities to provide authentic testimonials, reallocating budget to micro- influencers and customer-generated content, fostering positive E-WOM, and reformulating product ingredients.

Keywords: brand image; celebrity endorsement; electronic word of mouth; E-WOM; purchase intention

Introduction

Many people, especially women, prioritize appearance and take various steps, such as visiting salons, using medications, and wearing makeup, to enhance it. The recent trend of skincare products, inspired by celebrity standards, has become essential for maintaining skin health and achieving desired beauty. About 80% of participants used skin care products on a daily basis (Jan *et al.*, 2019).

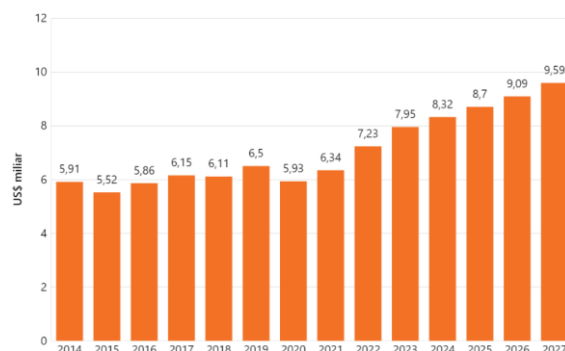


Figure 1 Estimated Personal Care and Beauty Product Revenue in Indonesia (2014-2027)

Source: databoks.katadata.co.id (2022)

A 2022 Databoks report indicates that the beauty and personal care market has seen a rise in revenue since 2021, reaching US\$7.23 billion (IDR 111.83 trillion) in 2022. In particulars, personal care will hold the largest market share in 2022 with a projected market

volume of US\$3.18 billion, followed by skincare at US\$2.05 billion, cosmetics at US\$1.61 billion, and fragrances at US\$39 million. The increasing trend in skin care and cosmetics is quite good, making Indonesia one of the potential beauty and personal care market targets. Furthermore, Indonesia is geographically located in a tropical region, which usually calls for extra caution and protection from the sun. One strategy to shield the skin from sun exposure is to use sunscreen (BPOM, 2017). One of the local brands that produces sunscreen products is Azarine Cosmetic under PT Wahana Kosmetika Indonesia that was established in 2002 (Azarine Cosmetic, 2021).

Following its corporate rebranding, Azarine has garnered increased recognition (Sukamto & Primadini, 2023). This is evident as the production capacity of one of its products, Hydrasoothe Sunscreen Gel SPF 45 PA++++, has expanded fivefold to keep up with the constant demand (Trihendrawan, 2021). On top of that, as of April to June 2022, the total sales in the market reached IDR 22.8 billion (Kompas, 2022). Products from Azarine can be purchased through a number of online retailers as well as physical stores. Azarine has 11 outlets spread widely in Semarang, one of which is Stuffbysms.

Table 1 Azarine Sunscreen Sales Data in Stuffbysms Tembalang and Singosari Outlet per Quarter in 2023

Outlet	Quarter	Net Sales (Rp)	Growth (%)
Stuffbysms Tembalang	Q1 (Jan-Mar)	50.585.680	-
	Q2 (Apr-Jun)	60.169.427	18,9%
	Q3 (Jul-Sep)	36.027.637	-40,1%
	Q4 (Oct-Dec)	37.964.413	5,37%
Stuffbysms Singosari	Q1 (Jan-Mar)	53.626.230	-
	Q2 (Apr-Jun)	59.225.790	10,44%
	Q3 (Jul-Sep)	37.969.953	-35,88%
	Q4 (Oct-Dec)	42.165.637	11,05%

Source: Stuffbysms Tembalang and Singosari Outlet, Semarang (processed primary data, 2024)

Based on this data, it is known that Stuffbysms outlets in Tembalang and Singosari in 2023 experienced fluctuating growth in sales of Azarine sunscreen. Several factors can influence purchase intention, with one of the key factors being the use of celebrity endorsements. It has been proven that the use of celebrity endorsements has a significant impact on the company's purchase intention, as Azarine consistently uses famous celebrities to endorse its sunscreen products.

Apart from endorsements by celebrities, Azarine sales can also be influenced by electronic word of mouth (E-WOM), particularly online consumer reviews. The proportion of Azarine sunscreen product reviews on beauty platform that have one to three stars, which are considered to be negative reviews, varies, which in turn can have an impact on prospective customers' decisions. Former customers' reviews on social media about expressing their dissatisfaction with the change in Azarine skincare prices after the appointment of brand ambassadors and endorsements from famous artists, may also lead potential buyers to be reluctant to make a purchase.

Based on the problems mentioned, the author wants to prove whether the utilization of celebrity endorsement and E-WOM can influence Azarine sunscreen's purchase intention through brand image. The goal is to increase product sales and attract consumer purchase intention amid competition in the skincare market.

Based on the background above, the research problem can be formulated as follows: (1) Is there any effect of Celebrity Endorsement on consumer Purchase Intention of Azarine

Sunscreen consumer in Semarang? (2) Is there any effect of Celebrity Endorsement on Brand Image of Azarine Sunscreen in Semarang? (3) Is there any effect of Electronic Word of Mouth (E-WOM) on Brand Image of Azarine Sunscreen in Semarang? (4) Is there any effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang? (5) Is there any effect of Brand Image on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang? (6) Is there any effect of Celebrity Endorsement on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang? (7) Is there any effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang?

Theoretical Framework

Consumer Behavior

Kotler and Keller (2009) define consumer behavior as the study of how individuals, groups, and organizations select, purchase, utilize, and discard goods, services, ideas, or experiences to fulfill their needs and wants. According to Swastha (1982) as quoted by Hadi (2007) the consumer behavior analysis framework are as follows:

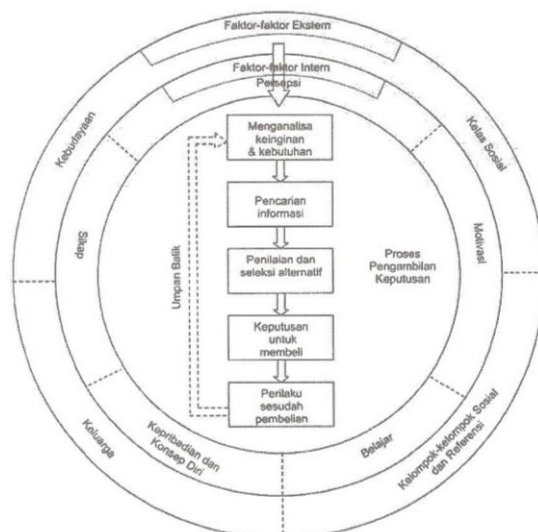


Figure 2 Consumer Behavior Analysis Framework

Source: Hadi (2007)

The framework involves various stages such as analysis of needs and wants, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. According to Kotler (2002), consumer buying behavior is influenced by: (1) Cultural Factor, including culture, sub-culture, and social class. (2) Social Factor, including reference groups, family, social roles and status. (3) Personal Factor, including age and life cycle stage, occupation and economic situation, lifestyle and values. (4) Psychological Factor, including motivation, perception, and learning process. All of which shape individuals' preferences and purchasing decisions.

AIDA (Attention, Interest, Desire, Action)

According to Kotler and Keller (2009), the AIDA formula/theory is the most frequently used formula to aid in comprehensive advertising planning, and it can be applied to an advertisement. The AIDA model is the purchasing decision-making process, a psychological process undergone by consumers or buyers. The process begins with: (1) Capturing attention (Attention) towards a product or service. (2) If it makes a positive impression, the consumer then moves to

the stage of interest (Interest) to learn more about its features. (3) If this interest is strong, it progresses to the stage of desire (Desire), as the product or service meets their needs. (4) If the desire remains strong, driven either by internal motivations or persuasive external stimuli, the consumer will proceed to make the purchase decision (Action to buy).

Celebrity Endorsement (X1)

According to Shimp (2003), an endorser is a person who supports an advertised product through advertising, also referred to as an advertising star. On the other hand, celebrities are people (actors, entertainers, or athletes) who are well-known for accomplishments unrelated to the products they support (Shimp, 2003). Advertisements that feature well-known individuals or public figures as endorsers are known as celebrity endorsers (Shimp, 2003). The indicators by Shimp (2014) including: (1) Visibility, which is the dimension of how popular the celebrity is. (2) Credibility, which is closely associated with expertise and objectivity. (3) Attraction, it focuses on the attractiveness of the star which concerns two important things, namely the level of likeability and the level of similarity with the desired personality of the product user. (4) Power, which is the celebrity's capacity to draw in customers and make purchases.

Electronic Word of Mouth (X2)

Purchasing decisions made by prospective consumers will require additional information to assess and decide on the product to be purchased in the form of suggestions from friends, reviews, or experience based on previous experiments (Noel, 2009). This additional information can be obtained through word of mouth, previous consumers will give their opinions regarding a particular product, brand or service to influence potential consumers, this process is called word of mouth (Reza *et al.*, 2011). As a result of digitalization, consumers will use the internet as a medium to search for information, this information sharing process then develops into electronic word of mouth (E-WOM). According to Hennig-Thurau *et al.* (2004), E-WOM is any statement—positive or negative—formed from the perspectives of past or potential customers about a product that is widely accessible online. The indicators including: intensity, valence of opinion, and content (Goyette *et al.*, 2010)

Brand Image (Z)

According to Setiawan (2012), a brand meets certain requirements to be considered good: it must be visually appealing, well-protected, show off the advantages of the product, draw attention to how it differs from those of competitors, and be simple to remember, say, and identify. Kotler & Keller (2016) describe brand image as the perception a consumer holds of a brand, reflecting their mindset. It is possible to conceptualize these associations according to their type, strength, uniqueness, and support. Brand associations can be categorized into attributes, benefits, and attitudes. Attributes refer to the product's features, such as price, user, and usage image. Benefits are divided into functional benefits, symbolic benefits, and experiential benefits (Shimp, 2003). The indicators including: brand identity, brand personality, brand association, brand behavior and attitude, brand competence and benefits (Wijaya, 2011).

Purchase Intention (Y)

According to Kotler and Keller (2016), purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product. Purchase intention, according to Belch in the journal (Stevina *et al.*, 2015), is the tendency to purchase a brand, generally depending on how well purchase motives align with the features or characteristics of the brand. According to Eagly in Bimantari (2019), purchase intention is an intention with the presence of a consumer's motivation for feelings or plans that consciously carry out certain behavioral actions. From the definitions provided above, the researcher concludes that purchase intention is a consumer's response reflecting their desire to

wish for, buy, or choose a product, influenced by conscious experiences, preferences, and motives. The indicators by Pavlou (2003) and Ferdinand (2006) including: transactional interests, preferential interests, referential interests and explorative interests.

Ferdinand added that if the level of consumer buying interest is high, consumers will be interested in referring the product to others and interested in exploring in finding information on other make-up products at that brand. Conversely, the level of consumer purchase interest is low if consumers are not interested in referring products from the brand to other people and are not interested in exploring in finding information on other products on that brand.

Research Hypothesis

This study's hypotheses include the following:

- H1: Celebrity Endorsement has positive significant influence on Purchase Intention
- H2: Celebrity Endorsement has positive significant influence on Brand Image
- H3: Electronic Word of Mouth has positive significant influence on Brand Image
- H4: Electronic Word of Mouth has positive significant influence on Purchase Intention
- H5: Brand Image has positive significant influence on Purchase Intention
- H6: There is a positive significant influence of the Celebrity Endorsement variable on Purchase Intention through Brand Image
- H7: There is a positive significant influence of the Electronic Word of Mouth variable on Purchase Intention through Brand Image

The research hypothesis model is depicted in the following figure:

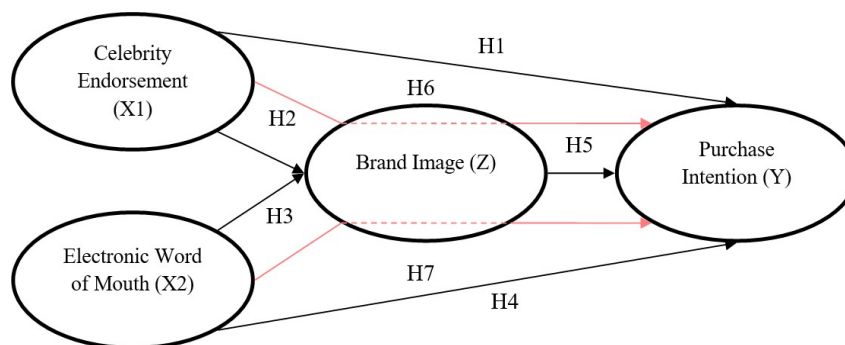


Figure 3 Research Hypothesis Model

Research Methods

This research takes a quantitative approach and uses an explanatory research design. Explanatory research, as defined by Sugiyono (2017), is a research method aimed at explaining the position of variables and the relationships between them. It focuses on the correlation between the Celebrity Endorsement (X1) and E-WOM (X2) on the Purchase Intention (Y), with Brand Image (Z) serving as a mediating variable. In this study, the population is Semarang city residents who have purchased Azarine Sunscreen. The non-probability sampling technique supported by purposive sampling has been determined by the author as the sampling method. Research data was obtained through questionnaire with a Likert scale measurement. The data analysis technique used in this study was processed using SPSS for windows version 26.

Results

Based on the research data that has been obtained through questionnaire, the following are the results of the examination and analysis of the research data. The first test carried out includes validity and reliability testing. The following is the data from the validity test results on the variables Celebrity Endorsement (X1), E-WOM (X2), and Brand Image (Z), on the Purchase Intention (Y).

Table 2 Validity Test Results

Variable	Question Item	R test		R table	Conclusion
Celebrity Endorsement (X1)	X1.1	0,763	>	0,1966	Valid
	X1.2	0,722	>	0,1966	Valid
	X1.3	0,590	>	0,1966	Valid
	X1.4	0,737	>	0,1966	Valid
	X1.5	0,648	>	0,1966	Valid
	X1.6	0,786	>	0,1966	Valid
	X1.7	0,725	>	0,1966	Valid
	X1.8	0,693	>	0,1966	Valid
	X1.9	0,697	>	0,1966	Valid
	X1.10	0,749	>	0,1966	Valid
	X1.11	0,780	>	0,1966	Valid
E-WOM (X2)	X2.1	0,572	>	0,1966	Valid
	X2.2	0,620	>	0,1966	Valid
	X2.3	0,758	>	0,1966	Valid
	X2.4	0,675	>	0,1966	Valid
	X2.5	0,687	>	0,1966	Valid
	X2.6	0,704	>	0,1966	Valid
	X2.7	0,759	>	0,1966	Valid
	X2.8	0,786	>	0,1966	Valid
Brand Image (Z)	Z1	0,665	>	0,1966	Valid
	Z2	0,665	>	0,1966	Valid
	Z3	0,591	>	0,1966	Valid
	Z4	0,660	>	0,1966	Valid
	Z5	0,732	>	0,1966	Valid
	Z6	0,751	>	0,1966	Valid
	Z7	0,751	>	0,1966	Valid
	Z8	0,689	>	0,1966	Valid
	Z9	0,723	>	0,1966	Valid
	Z10	0,735	>	0,1966	Valid
Purchase Intention (Y)	Y1	0,856	>	0,1966	Valid
	Y2	0,846	>	0,1966	Valid
	Y3	0,889	>	0,1966	Valid
	Y4	0,893	>	0,1966	Valid
	Y5	0,670	>	0,1966	Valid

Source: Processed primary data (2024)

In the table above, it can be seen that the r-test calculated on all question items used to measure all research variables is greater than the r-table (0,1966) or in other words, the r-test > r-table. Based on the results of the test, it was concluded that all question indicators that had been formulated and disseminated to measure the Celebrity Endorsement (X1), E-WOM (X2), Brand Image (Z), and Purchase Intention (Y) are valid.

Table 3 Reliability Test Result

No	Variable	Cronbach Alpha		Alpha	Conclusion
1	Celebrity Endorsement	0,906	>	0,60	Reliable
2	E-WOM	0,845	>	0,60	Reliable
3	Brand Image	0,878	>	0,60	Reliable
4	Purchase Intention	0,890	>	0,60	Reliable

Source: Processed primary data (2024)

Based on the table above, it shows that all variables, Celebrity Endorsement (X1), E-WOM (X2), Brand Image (Z), and Purchase Intention (Y) are reliable. The results of the alpha calculation in each variable are more than 0,60 (Cronbach Alpha > 0,60), so that all variables in this research are reliable.

Table 4 Hypothesis Test Results

Hypothesis	Correlation Coefficient	Coefficient Determination	Simple Linear Regression	T test			Conclusion
				T test		T table	
X1 → Z	0,517	26,7%	$7,072 + 0,259X1$	5,976	>	1.660	Accepted
X1 → Y	0,588	34,5%	$15,906 + 0,528X1$	7,187	>	1.660	Accepted
X2 → Y	0,514	26,4%	$16,473 + 0,697X2$	5,932	>	1.660	Accepted
X2 → Z	0,462	21,3%	$7,111 + 0,398X2$	5,153	>	1.660	Accepted
Z → Y	0,612	37,4%	$4,980 + 0,388Z$	7,656	>	1.660	Accepted

Table 5 Mediation Test Results

Hypothesis	Correlation Coefficient	Simple Linear Regression	T test			Conclusion
			T test		T table	
X1 → Z → Y	0,528 (X1→Z) 0,295 (X1→Y) 0,388 (Z→Y) a) 0,137 (X1→Y) b) 0,299 (Z→Y)	$2,322 + 0,137X1 + 0,299Z$	4,057	>	1.660	Accepted
X2 → Z → Y	0,697 (X2→Z) 0,398 (X2→Y) 0,388 (Z→Y) a) 0,172 (X2→Y) b) 0,323 (Z→Y)	$1,791 + 0,172X2 + 0,323Z$	4,052	>	1.660	Accepted

Discussions

The **first** finding is that the celebrity endorsement has a positive significant influence on purchase intention. The test results indicate a relationship between the celebrity endorsement and purchase intention in the moderate category because the correlation coefficient value is 0,517 with the determinant coefficient value reaching 26,7%, meaning that purchase intention can be explained by the celebrity endorsement at 26,7%. In regression testing, the equation that can be formed is $Y = 7,072 + 0,259X1$, meaning that if celebrity endorsement increases in a positive direction, purchase intention will also increase in a positive direction. Then in the t test, the t test value is obtained (5.976) > t table (1.660), meaning that H_0 is rejected and H_1 is

accepted, then hypothesis one which reads "Celebrity Endorsement has positive significant influence on Purchase Intention" is **accepted**.

The **second** finding is that the celebrity endorsement has a positive significant influence on brand image. The test results indicate a relationship between the celebrity endorsement and brand image in the moderate category because the correlation coefficient value is 0,588 with the determinant coefficient value reaching 34,5%, meaning that brand image can be explained by the celebrity endorsement at 34,5%. In regression testing, the equation that can be formed is $Z = 15,906 + 0,528X_1$, meaning that if celebrity endorsement increases in a positive direction, brand image will also increase in a positive direction. Then in the t test, the t test value is obtained $(7,187) > t \text{ table } (1,660)$, meaning that H_0 is rejected and H_2 is accepted, then hypothesis two which reads "Celebrity Endorsement has positive significant influence on Brand Image" is **accepted**.

The **third** finding is that E-WOM has a positive significant influence on brand image. The test results indicate a relationship between E-WOM and brand image in the moderate category because the correlation coefficient value is 0,514 with the determinant coefficient value reaching 26,4%, meaning that brand image can be explained by E-WOM at 26,4%. In regression testing, the equation that can be formed is $Z = 16,473 + 0,697X_2$, meaning that if E- WOM increases in a positive direction, brand image will also increase in a positive direction. Then in the t test, the t test value is obtained $(5,932) > t \text{ table } (1,660)$, meaning that H_0 is rejected and H_3 is accepted, then hypothesis three which reads "Electronic Word of Mouth has positive significant influence on Brand Image" is **accepted**.

The **fourth** finding is that E-WOM has a positive significant influence on purchase intention. The test results indicate a relationship between E-WOM and Purchase Intention in the moderate category because the correlation coefficient value is 0,462 with the determinant coefficient value reaching 21,3%, meaning that purchase intention can be explained by E-WOM at 21,3%. In regression testing, the equation that can be formed is $Y = 7,111 + 0,398X_2$, meaning that if E-WOM increases in a positive direction, purchase intention will also increase in a positive direction. Then in the t test, the t test value is obtained $(5,153) > t \text{ table } (1,660)$, meaning that H_0 is rejected and H_4 is accepted, then hypothesis four which reads "Electronic Word of Mouth has positive significant influence on Purchase Intention" is **accepted**.

The **fifth** finding is that brand image has a positive significant influence on purchase intention. The test results indicate a relationship between brand image and purchase intention in the high category because the correlation coefficient value is 0,612 with the determinant coefficient value reaching 37,4%, meaning that purchase intention can be explained by brand image at 37,4%. In regression testing, the equation that can be formed is $Y = 4,980 + 0,388Z$, meaning that if brand image increases in a positive direction, purchase intention will also increase in a positive direction. Then in the t test, the t test value is obtained $(7,656) > t \text{ table } (1,660)$, meaning that H_0 is rejected and H_5 is accepted, then hypothesis five which reads "Brand Image has positive significant influence on Purchase Intention" is **accepted**.

The **sixth** finding is that there is a positive significant influence of celebrity endorsement on purchase intention through brand image. This finding is proven by testing the calculated t value $(4,057) > t \text{ table } (1,660)$, thus indicating that brand image is able to mediate the celebrity endorsement and purchase intention. Brand image is an intervening variable or partial mediation between the celebrity endorsement and purchase intention. This is proven

based on the mediation test of the four regression stages, all of which are significant. This means that H_0 is rejected and H_6 is accepted, then hypothesis six which reads "There is a positive significant influence of the Celebrity Endorsement variable on Purchase Intention through Brand Image" is **accepted**.

The **seventh** finding is that there is a positive significant influence of E-WOM on purchase intention through brand image. This finding is proven by testing the calculated t value ($4,052 > t$ table ($1,660$)), thus indicating that brand image is able to mediate the E-WOM and purchase intention. Brand image is an intervening variable or partial mediation between the E-WOM and purchase intention. This is proven based on the mediation test of the four regression stages, all of which are significant. This means that H_0 is rejected and H_7 is accepted, then hypothesis seven which reads "There is a positive significant influence of the Electronic Word of Mouth variable on Purchase Intention through Brand Image" is **accepted**.

Conclusions

Celebrity endorsement has a positive significant influence on purchase intention for Azarine sunscreen consumers in Semarang. This study reveals a moderate correlation between celebrity endorsement and purchase intention, with celebrity endorsement accounting for 26.7% of the variation in purchase intention. This implies that an increase in celebrity endorsement leads to a corresponding increase in purchase intention by 26.7%, as consumers are inclined to form favorable opinions about products endorsed by celebrities.

Celebrity endorsement has a positive significant influence on brand image for Azarine brand. This study reveals a moderate correlation between celebrity endorsement and brand image, with celebrity endorsement accounting for 34.5% of the variation in brand image. This implies that an increase in celebrity endorsement leads to a corresponding increase in brand image by 34.5%, as consumers are more likely to develop positive perceptions and associations with brands endorsed by celebrities.

E-WOM has a positive significant influence on brand image for Azarine brand. This study reveals a moderate correlation between E-WOM and brand image, with E-WOM accounting for 26.4% of the variation in brand image. This implies that an increase in E-WOM leads to a corresponding increase in brand image by 26.4%, since consumers tend to form positive perceptions and associations with brands based on the information and experiences shared by other consumers online.

E-WOM has a positive significant influence on purchase intention of Azarine sunscreen consumer in Semarang. This study reveals a moderate correlation between E-WOM and purchase intention, with E-WOM accounting for 21.3% of the variation in purchase intention. This implies that an increase in E-WOM leads to a corresponding increase in purchase intention by 21.3%, since consumers are often motivated to purchase a product based on the online reviews, recommendations, and discussions they encounter.

Brand image has a positive significant influence on purchase intention of Azarine sunscreen consumer in Semarang. This study reveals high correlation between brand image and purchase intention, with brand image accounting for 37.4% of the variation in purchase intention. This implies that an increase in brand image leads to a corresponding increase in purchase intention by 37.4%, since consumers are more likely to consider and decide to purchase products from brands that have a strong, positive image.

Celebrity endorsement has a positive significant influence on purchase intention through brand image as a partial mediator for Azarine sunscreen consumers in Semarang. So, it

can be concluded that if Azarine successfully uses celebrity endorsements as a representation of their sunscreen, it can enhance consumers' purchase intention. Specifically, celebrity endorsements can improve the brand image, which in turn can increase consumers' intention to purchase the sunscreen. Therefore, with or without the mediation of brand image, celebrity endorsements can positively impact purchase interest by enhancing the brand image and directly influencing purchase intention.

E-WOM has a positive significant influence on purchase intention through brand image as a partial mediator for Azarine sunscreen consumers in Semarang. So, it can be concluded that if Azarine successfully leverages E-WOM as a strategy, it can enhance consumers' purchase intention for the sunscreen. Specifically, E-WOM can improve the brand image, which in turn can increase consumers' intention to purchase the sunscreen. Thus, with or without the mediation of brand image, E-WOM can positively impact purchase interest by improving the brand image and directly influencing purchase intention.

Suggestions

Several recommendations that can be given to Azarine as a consideration for the future are: (1) The celebrity endorsement of Azarine sunscreen is considered very good. However, the researcher suggested Azarine to encourage celebrities to share genuine personal experiences and testimonials about using Azarine sunscreen. Moreover, instead of relying heavily on high-cost celebrity endorsements, Azarine could shift some budget to micro-influencers or customer-generated content. (2) The E-WOM of Azarine sunscreen is considered good. However, the researcher suggested Azarine to increase the amount of detailed information about each sunscreen variant on the official website and social media channels, such as usage instructions, benefits, and comparison charts. (3) The brand image of Azarine is considered good. However, the researcher suggested Azarine to reformulating products to address concerns about performance. Improved product quality leads to better user experiences, which translates into higher customer satisfaction. (4) The purchase intention of Azarine is considered very good. However, the researcher suggested Azarine to use advertisements that highlight the superior aspects of Azarine sunscreen compared to competitors, focusing on quality, effectiveness, and value for money.

In addition, suggestion that can be given for the next research further is this research needs to be carried out by Azarine or outsiders related to variables outside this study, such as price variable, quality variable, customer satisfaction variable, and so on. So that it can strengthen the results of the application of science in the field of marketing.

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