

The Influence of Celebrity Influencers' Credibility and Online Customer Reviews on Purchase Intention: The Mediating Role of Consumer Attitudes

Angelia Laksana¹, Irantha Hendrika^{2*}, Gladys Greselda Gosal³

¹⁻³ Universitas Ciputra Surabaya, Indonesia

Email : alaksana@student.ciputra.ac.id¹; irantha.hendrika@ciputra.ac.id²; gladys.gosal@ciputra.ac.id³

Correspondence author: irantha.hendrika@ciputra.ac.id *

Abstract, This study aims to analyze the influence of celebrity influencers' credibility and online customer reviews on purchase intention, with consumer attitudes as a mediator. The research employs a quantitative approach, utilizing a questionnaire distributed via Google Forms to 160 Gen Z respondents in Surabaya. Results indicate that celebrity influencers' credibility significantly impacts consumer attitudes and purchase intention directly and indirectly through consumer attitudes. Similarly, online customer reviews have a significant impact on purchase intention directly and indirectly through consumer attitudes. The findings highlight the importance for businesses to strategically leverage credible influencers and encourage positive online reviews to enhance consumer attitudes and drive purchase intentions.

Keywords: Celebrity influencers' credibility, online customer reviews, consumer attitudes, purchase intention.

1. INTRODUCTION

Marketing and sales have long been recognized as fundamental activities for businesses to deliver value and sustain competitiveness. In the modern era, digital platforms, particularly social media, have revolutionized how companies engage with their customers. Social media platforms offer unique opportunities for businesses to connect with a diverse range of audiences, providing tools that are not only cost-effective but also scalable on a global level (Singh, 2024). By leveraging these platforms, businesses can establish direct communication with their consumers, fostering relationships that translate into brand loyalty and increased sales.

One of the critical phenomena emerging from the social media landscape is the rise of social media influencers—individuals who have cultivated substantial followings based on their credibility, expertise, or personal appeal. These influencers, particularly celebrity influencers, have become pivotal in shaping consumer attitudes and behaviors. Nafees et al. (2021) highlight that influencer endorsements can sway public opinion positively or negatively, depending on the influencer's perceived credibility. In this context, celebrity influencers are often sought after due to their ability to amplify brand messaging and influence purchase decisions across broad demographics.

Another vital component in the digital consumer decision-making process is online customer reviews. With e-commerce becoming a dominant mode of shopping, online reviews have become a trusted source for consumers evaluating product quality and performance (Bevan-Dye, 2020). These reviews serve as digital word-of-mouth, offering authentic insights from other customers' experiences. Miah et al. (2022) indicate that the sentiment expressed in online reviews can significantly shape consumer perceptions and influence purchase intentions. Thus, businesses are increasingly focusing on cultivating positive customer reviews to enhance their brand reputation.

Consumer attitudes act as a mediating factor in the relationship between marketing stimuli, such as influencer credibility and online reviews, and purchase intentions. Consumer attitude, which encompasses individuals' evaluations, sentiments, and behavioral tendencies toward a product, plays a crucial role in determining their buying behavior (Blanco-Encomienda et al., 2024). As Ndofirepi et al. (2022) suggest, a favorable consumer attitude can mitigate perceived risks and strengthen trust in a brand, ultimately enhancing purchase intentions. For brands in competitive markets like skincare, understanding and influencing consumer attitudes is essential for driving sales.

Skintific, a skincare brand targeting Generation Z in Indonesia, leverages both celebrity influencers and online customer reviews to build its market presence. This study investigates the combined effects of these factors on consumer attitudes and their subsequent impact on purchase intentions. By focusing on the highly dynamic Gen Z demographic, this research contributes to understanding how modern consumers make purchasing decisions in an increasingly digital marketplace. The findings aim to provide actionable insights for marketers, particularly in the beauty and skincare industries, on optimizing their strategies to influence consumer attitudes and purchase behaviors effectively.

Building on the critical role of social media and digital platforms in consumer decision-making, this study draws on the Stimulus-Organism-Response (SOR) Theory, introduced by Mehrabian and Russell (1974), to explore the dynamics between marketing stimuli and consumer behavior. According to the SOR framework, external stimuli such as celebrity influencers' credibility and online customer reviews act as triggers that influence an individual's internal state, referred to as the organism (in this case, consumer attitudes), which then leads to behavioral responses, such as purchase intentions. This theoretical foundation highlights the interconnectedness of external marketing efforts and internal consumer evaluations in shaping purchasing behaviors. Applying this framework to the skincare industry

provides a structured way to assess how these marketing stimuli influence Generation Z consumers.

One of the key external stimuli examined in this study is celebrity influencers' credibility, which plays a crucial role in modern marketing. Celebrities are perceived as trustworthy and relatable figures who can effectively persuade their audience (Oteh et al., 2023). Research suggests that credibility, encompassing aspects such as expertise, trustworthiness, and attractiveness, is essential for an influencer to successfully drive positive consumer attitudes (Sokolova & Perez, 2021). For skincare brands like Skintific, which heavily rely on endorsements, understanding the nuances of how influencer credibility impacts consumer attitudes and purchase intentions is critical for crafting effective marketing campaigns.

Similarly, online customer reviews have emerged as an influential factor in shaping consumer perceptions in e-commerce. Reviews serve as a form of electronic word-of-mouth, providing potential customers with detailed and often unfiltered insights into a product's performance (Zhang et al., 2020). Positive reviews can significantly enhance a product's credibility, while negative reviews may deter potential buyers. Studies, such as those by Miah et al. (2022), demonstrate how consumers often rely on online reviews to reduce uncertainty and assess the perceived risks associated with a purchase. For brands targeting digitally savvy consumers like Gen Z, cultivating positive online reviews is as important as managing influencer partnerships.

At the core of this study lies the mediating role of consumer attitudes, which reflect individuals' evaluations, emotional connections, and tendencies toward a product or brand. Consumer attitudes are shaped by their exposure to stimuli like influencer credibility and online reviews, and they play a pivotal role in determining subsequent purchase intentions (Blanco-Encomienda et al., 2024). Favorable attitudes not only enhance trust in a brand but also foster a stronger inclination toward purchasing its products (Ndofirepi et al., 2022). Understanding how these attitudes mediate the relationship between marketing efforts and purchase decisions can help brands tailor their strategies to resonate more effectively with their target audiences.

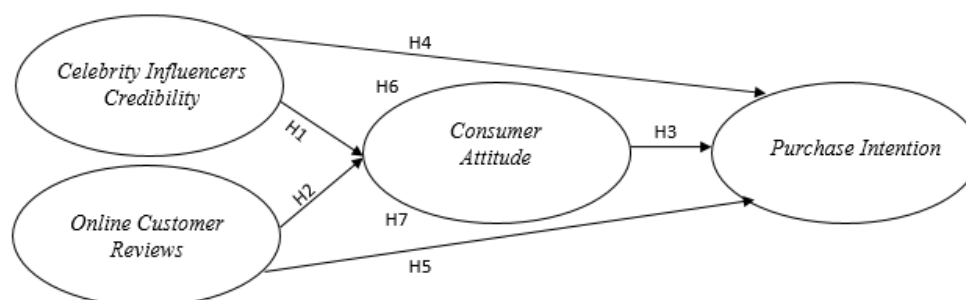


Figure 1. Research Model

2. METHODS

This study employed a quantitative research design, grounded in the Stimulus-Organism-Response (SOR) Theory, to examine the relationships between celebrity influencers' credibility, online customer reviews, consumer attitudes, and purchase intentions. Data were collected using a structured questionnaire distributed via Google Forms, targeting Generation Z respondents in Surabaya, Indonesia. The sample was selected using a purposive sampling method, focusing on individuals aged 17–27 years who were familiar with Skintific skincare products. A total of 160 respondents participated, meeting the sample size recommendation based on Hair et al.'s (2010) guidelines for multivariate analysis. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS software.

3. RESULT AND DISCUSSION

The analysis shows that the majority of respondents were female, totaling 97 individuals (60.6%). Most respondents were aged between 21–24 years, accounting for 88 participants (53.8%), while the largest occupational group was college students, representing 78 respondents (48%). In terms of expenditure, 43.8% of respondents reported spending between Rp 500,000 and Rp 1,000,000 monthly on skincare products.

Table 1. Outer Loading

	CIC	OCR	CA	PI
CIC 1	0,870			
CIC 2	0,860			
CIC 3	0,833			
CIC 4	0.801			
OCR 1		0,812		

OCR 2	0.848
OCR 3	0,850
OCR 4	0,817
CA 1	0,856
CA 2	0,831
CA 3	0,866
CA 4	0,789
PI 1	0,800
PI 2	0,825
PI 3	0,875
PI 4	0,843

Based on Table 1, the outer loading values indicate that the indicators for each variable meet the established criteria, with all values exceeding the threshold of 0.7. This confirms that the items used in the research effectively explain their respective constructs, demonstrating strong reliability and validity within the measurement model.

Table 2. Construct Validity and Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
CIC	0,862	0,906	0,708
OCR	0,851	0,900	0,691
CA	0,856	0,903	0,699
PI	0,856	0,903	0,699

Based on the Rule of Thumb, the relationship between two different instruments measuring the same construct should demonstrate a high level of correlation. This is supported by the values shown in Table 2, where the Average Variance Extracted (AVE) for all variables exceeds the threshold of 0.5, indicating that the constructs capture sufficient variance from their indicators. Additionally, the composite reliability values for all variables are greater than 0.70, confirming the internal consistency and reliability of the measurement model. These findings validate the robustness of the constructs used in the study.

Table 3. R-Square Analysis

Variable	R- Square	R-Square Adjusted
CA	0,500	0,493
PI	0,686	0,680

The results of R-Square test shown in Table 3 indicate that 50% of the variance in the consumer attitude variable is explained by the combined effects of celebrity influencers' credibility and online customer reviews. Similarly, 68.6% of the variance in purchase intention is accounted for by celebrity influencers' credibility, online customer reviews, and consumer attitude. The remaining 31.4% of purchase intention is influenced by other factors not included in this study, suggesting potential avenues for future research to explore additional determinants.

Table 4. Q-Square Analysis

	SSO	SSE	Q-Square (Q ²)
CIC	640.000	317.845	0,503
OCR	640.000	326.757	0,489
CA	640.000	334.580	0,477
PI	640.000	328.838	0,486

The Q-Square values (Table 4), all exceeding 0.05, indicate that the construct model has predictive relevance. This demonstrates that the exogenous variables effectively explain and predict the endogenous variables, confirming the accuracy and validity of the model's structure.

Table 5. Direct Hypothesis Analysis

	Standard Deviation (STDEV)	T- Statistics	P- Values	Result
CIC -> CA	0,081	4,336	0,000	Significant
CIC -> PI	0,079	3,658	0,000	Significant
CA -> PI	0,076	5,826	0,000	Significant
OCR -> CA	0,083	4,940	0,000	Significant
OCR -> PI	0,089	2,294	0,022	Significant

Table 6. Indirect Hypothesis Analysis

	Standard Deviation (STDEV)	T- Statistics	P- Values	Result
CIC -> CA -> PI	0,047	3,303	0,001	Significant
OCR -> CA -> PI	0,051	3,542	0,000	Significant

The results of the hypothesis testing indicate significant relationships between the variables, affirming the theoretical assumptions of the study. Celebrity influencers' credibility and online customer reviews significantly impact consumer attitudes, which in turn strongly influence purchase intentions. Additionally, both celebrity influencers' credibility and online customer reviews directly affect purchase intentions, with consumer attitudes playing a mediating role in these relationships.

Celebrity Influencers' Credibility → Consumer Attitude

The results confirm that celebrity influencers' credibility significantly impacts consumer attitudes. This finding aligns with previous research by Macheka et al. (2023) and Han & Chen (2022), which highlight the importance of a credible source in shaping positive consumer attitudes toward a brand or product. Celebrity influencers who demonstrate expertise, trustworthiness, and attractiveness can effectively enhance consumers' emotional and evaluative connections with a product.

Online Customer Reviews → Consumer Attitude

The influence of online customer reviews on consumer attitudes was also found to be significant. This supports Rathod et al. (2022), who assert that reviews play a critical role in shaping consumer evaluations, thereby influencing their behavioral intentions. Honest and positive reviews provide reassurance, helping consumers form favorable attitudes toward products and reducing perceived risks.

Consumer Attitude → Purchase Intention

Consumer attitudes were shown to significantly influence purchase intentions, corroborating findings from Macheka et al. (2023). Favorable attitudes toward a product create a strong psychological foundation for purchase decisions, as consumers are more likely to act on their positive beliefs and preferences.

Celebrity Influencers' Credibility → Purchase Intention

A direct relationship between celebrity influencers' credibility and purchase intention was established. This finding is consistent with previous research (Macheka et al., 2023) that highlights the role of credible endorsements in driving consumer buying interest. When influencers are perceived as reliable and relatable, their endorsements become persuasive, increasing purchase intention.

Online Customer Reviews → Purchase Intention

Online customer reviews also demonstrated a significant direct effect on purchase intention. This reinforces the findings of Bevan-Dye (2020), who identified online reviews as a key determinant of purchasing decisions. Positive reviews contribute to building consumer trust, making them more likely to buy the product.

Mediating Role of Consumer Attitude

The mediating role of consumer attitudes was confirmed in the relationships between both celebrity influencers' credibility and online customer reviews with purchase intention. These findings align with Chetioui et al. (2020) and Wahab et al. (2023), who emphasize that consumer attitudes serve as a critical link in translating external marketing stimuli into actionable behaviors. This indicates that fostering positive consumer attitudes is a vital strategy for brands to enhance the effectiveness of their marketing efforts.

4. CONCLUSION

This study demonstrates that both celebrity influencers' credibility and online customer reviews play a significant role in shaping consumer attitudes, which, in turn, strongly influence purchase intentions. The results confirm that these external factors not only have direct effects on purchase intention but also operate through consumer attitudes as mediating variables. Additionally, the high predictive relevance of the model, as indicated by the Q-square values, reinforces the robustness of the relationships explored. The findings highlight the importance for brands, especially in the skincare industry, to carefully select credible influencers and encourage positive online reviews to foster favorable consumer attitudes and drive purchasing decisions. Future research could expand upon these findings by investigating other potential variables, such as brand loyalty and awareness, that may further enhance the understanding of consumer behavior in the digital age.

REFERENCES

- Al Mamun, A., Naznen, F., Yang, Q., Ali, M. H., & Hashim, N. M. H. N. (2023). Modelling the significance of celebrity endorsement and consumer interest on attitude, purchase intention, and willingness to pay a premium price for green skincare products. *Heliyon*, 9(6), e16765. <https://doi.org/10.1016/j.heliyon.2023.e16765>
- Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. (2020). Followers' reactions to influencers' Instagram posts. *Spanish Journal of Marketing - ESIC*, 24(1), 37–54. <https://doi.org/10.1108/SJME-11-2019-0100>
- Bevan-Dye, A. L. (2020). Antecedents of Generation Y consumers' usage frequency of online consumer reviews. *Spanish Journal of Marketing - ESIC*, 24(2), 193–212. <https://doi.org/10.1108/SJME-12-2019-0102>
- Biemans, W. (2023). The impact of digital tools on sales-marketing interactions and perceptions. *Industrial Marketing Management*, 115(September), 395–407. <https://doi.org/10.1016/j.indmarman.2023.10.015>
- Blanco-Encomienda, F. J., Chen, S., & Molina-Muñoz, D. (2024). The influence of country-of-origin on consumers' purchase intention: a study of the Chinese smartphone market. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-05-2023-0462>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chih, W. H., Hsu, L. C., & Ortiz, J. (2020). The antecedents and consequences of the perceived positive eWOM review credibility. *Industrial Management and Data Systems*, 120(6), 1217–1243. <https://doi.org/10.1108/IMDS-10-2019-0573>
- Dalziel, R. C., & De Klerk, N. (2020). Media and group influence on Generation Y consumers' attitudes towards beauty products. *Spanish Journal of Marketing - ESIC*, 25(1), 115–136. <https://doi.org/10.1108/SJME-12-2019-0104>
- Hair JR, J. F., W.C. Black, B.J.Babin, R.E.Anderson, & R.L.Tatham. (2010). *Multivariate Data Analysis*. *hair.pdf* (p. 761). <https://www.drnishikantjha.com/papersCollection/Multivariate Data Analysis.pdf>
- Han, J., & Chen, H. (2022). Millennial social media users' intention to travel: the moderating role of social media influencer following behavior. *International Hospitality Review*, 36(2), 340–357. <https://doi.org/10.1108/ihr-11-2020-0069>
- Huang, M., Mohamad Saleh, M. S., & Zolkepli, I. A. (2024). The moderating effect of environmental gamification on the relationship between social media marketing and consumer-brand engagement: A case study of Ant Forest Gen Z users. *Heliyon*, 10(4), e25948. <https://doi.org/10.1016/j.heliyon.2024.e25948>
- Kara, N. S. (2024). *The role of celebrity involvement in influencing domestic tourists' intention to visit Tanzania's attractions: attitude as a mediating variable*. <https://doi.org/10.1108/IHR-05-2023-0031>

- Li, X., Romainoor, N. H., & Sun, Z. (2024). Factors in consumers' purchase intention for Gejia batik. *Heliyon*, 10(1), e23085. <https://doi.org/10.1016/j.heliyon.2023.e23085>
- Macheke, T., Quaye, E. S., & Ligaraba, N. (2023). *The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions*. <https://doi.org/10.1108/YC-05-2023-1749>
- Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The Influence of Hedonic Motivation, Influencer Marketing on Purchase Decision With fomo (Fear of Missing out) As Mediation. *International Journal of Professional Business Review*, 8(11), e03834. <https://doi.org/10.26668/businessreview/2023.v8i11.3834>
- Miah, M. R., Hossain, A., Shikder, R., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon*, 8(9), e10600. <https://doi.org/10.1016/j.heliyon.2022.e10600>
- Nafees, L., Cook, C. M., Nikolov, A. N., & Stoddard, J. E. (2021). Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility. *Digital Business*, 1(2), 100008. <https://doi.org/10.1016/j.digbus.2021.100008>
- Ndofirepi, T. M., Chuchu, T., Maziriri, E., & Nyagadza, B. (2022). Examining the influence of price-quality inference and consumer attitudes on the inclination to buy non-deceptive counterfeit goods: evidence from South Africa. *European Journal of Management Studies*, 27(3), 317–339. <https://doi.org/10.1108/ejms-04-2022-0026>
- Oteh, O. U., Oloveze, A. O., Emeruem, O. L., & Ahaiwe, E. O. (2023). Celebrity endorsement in African context: TEARS model approach. *Revista de Gestao*, 30(4), 334–347. <https://doi.org/10.1108/REGE-07-2021-0110>
- Rathod, I., Sharma, R., & Thakkar, A. (2022). a Study on Impact of Online Reviews on Brand Perception & Purchase Intention. *International Research Journal of Modernization in Engineering Technology and Science* www.Irjmets.Com @International Research Journal of Modernization in Engineering, 03, 2582–5208. www.irjmets.com
- Rodrigo, A., & Mendis, T. (2023). Impact of social media influencers' credibility on millennial consumers' green purchasing behavior: a concept paper on personal and social identities. *Management Matters*, 20(2), 134–153. <https://doi.org/10.1108/manm-12-2022-0113>
- Russel A. James and Mehrabian Albert. (1974). *An Approach to Environmental Psychology*. The Colonial Press, Inc. .
- Singh, P. (2024). Beyond the basics: Exploring the impact of social media marketing enablers on business success. *Heliyon*, 10(5), e26435. <https://doi.org/10.1016/j.heliyon.2024.e26435>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58(May 2020), 102276. <https://doi.org/10.1016/j.jretconser.2020.102276>

- Suhyar, S. V., & Pratminingsih, A. (2023). The Influence of Live Streaming and Trust on Impulsive Buying in The Purchase Of Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintificid 2 *Corresponding Author. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 2). <http://journal.yrpiiku.com/index.php/msej>
- Wahab, F., Khan, I., Kamontip, Hussain, T., & Amir, A. (2023). An investigation of cyber attack impact on consumers' intention to purchase online. *Decision Analytics Journal*, 8(August), 100297. <https://doi.org/10.1016/j.dajour.2023.100297>
- Wan, H., Mei, M. Q., Yan, J., Xiong, J., & Wang, L. (2023). How does apology matter? Responding to negative customer reviews on online-to-offline platforms. *Electronic Commerce Research and Applications*, 61(March 2022), 101291. <https://doi.org/10.1016/j.elerap.2023.101291>
- Yadav, N., Verma, S., & Chikhalkar, R. (2023). Online reviews towards reducing risk. *Journal of Tourism Futures*, 1–18. <https://doi.org/10.1108/JTF-01-2022-0016>
- Zhang, J., Zheng, W., & Wang, S. (2020). The study of the effect of online review on purchase behavior: Comparing the two research methods. *International Journal of Crowd Science*, 4(1), 73–86. <https://doi.org/10.1108/IJCS-10-2019-0027>