



Journal of Social and Economics Research

Volume 7, Issue 2, December 2025

P-ISSN: 2715-6117

E-ISSN: 2715-6966

Open Access at: <https://idm.or.id/JSER/index.php/JSER>

THE INFLUENCE OF BOYBAND RIIZE AS A CELEBRITY ENDORSER ON CONSUMERS' PURCHASE INTENTION TOWARD ETUDE PRODUCTS

Ni Ketut Sonia Mutiara¹, Istiharini²

^{1,2}Universitas Katolik Parahyangan, Bandung, Indonesia

Email: soniamutiara32@gmail.com

ARTICLE INFO

Keywords:

Celebrity Endorser,
Online Customer
Review, Trust,
Purchase intention,
Etude, Gen Z, Digital
Marketing.

ABSTRACT

This study aims to explore the influence of celebrity endorser specifically the K-pop group RIIZE and online customer reviews on consumers' purchase intention toward Etude products, with trust serving as a mediating variable. The research is grounded in the growing importance of digital marketing, where public figures and user-generated content increasingly shape brand perception and buying behavior, especially among younger, social-media-savvy consumers. A quantitative approach was employed using Structural Equation Modeling (SEM) with AMOS 26.0 to analyze data gathered from 370 respondents, most of whom belong to Generation Z. The variables measured in this study include celebrity endorser, online customer review, trust, and purchase intention, using online questionnaires as the data collection method. The results reveal that celebrity endorsement significantly influences both consumer trust and purchase intention. Trust also plays a role in encouraging purchase intention, although it does not significantly mediate the relationship between celebrity endorsement and intention to buy. In contrast, online customer reviews do not show a significant impact, either directly or indirectly, on trust or purchase intention. These insights offer practical implications for marketers to design visually engaging and emotionally resonant strategies that align with the preferences and behaviors of digital-native consumers, especially those from Generation Z.

Copyright © 2025 JSER. All rights reserved.

INTRODUCTION

The beauty industry has seen remarkable growth in recent years, fueled by rising awareness around self-care and appearance especially among younger generations. One trend that continues to shape this industry is the global popularity of K-Beauty, a wave of beauty products and practices originating from South Korea. In countries like Indonesia, the influence of Hallyu culture from K-dramas to K-pop idols has made Korean celebrities increasingly prominent in beauty campaigns, shaping ideals and consumer behavior alike.

Among the many K-Beauty brands on the market, Etude stands out as a recognizable name in Indonesia, known for its playful, youthful branding that appeals to teenagers and young adults. However, in recent years, the brand has faced a decline in public trust due to concerns over harmful product ingredients and a flood of negative *online customer reviews*. In response, Etude launched a strategic rebranding initiative by partnering with the rising K-pop group RIIZE as its celebrity endorser. This collaboration marked a shift toward digital-first marketing, targeting Generation Z consumers across social media platforms.

In today's digital landscape, a celebrity endorser is no longer just a familiar face on a billboard. Endorsers now function as influencers a figures who can shape how consumers feel about a brand, what they believe, and ultimately, what they buy. At the same time, online customer reviews (OCRs) have become a vital part of the decision-making process. These peer-generated reviews are often viewed as more trustworthy and objective than traditional ads, making them a powerful force in shaping purchase behavior.

Within this context, trust plays a central role. It acts as the bridge between external influences (like. celebrity endorsements) and *online customer reviews* and a consumer's decision to make a purchase. In digital spaces where physical interaction is limited, trust becomes even more important, guiding how consumers navigate risk and make choices.

This study explores how celebrity endorsements and online customer reviews influence purchase intention, with trust as a mediating factor. Focusing on the collaboration between Etude and RIIZE, this research aims to offer both theoretical insights into digital consumer behavior and practical guidance for brands seeking to rebuild trust and connect meaningfully with younger audiences.

LITERATURE REVIEW

Celebrity Endorser

A celebrity endorser is a well-known public figure who uses their fame to promote a product, usually by appearing in ads or other media for the brand. Erdogan (1999) describes them as anyone who is publicly recognized and uses that recognition to support a consumer product. In the world of K-pop, idols like those in RIIZE aren't just faces for a brand they're also seen as opinion leaders who can shape how their fans think, feel, and decide what to buy (Clara, 2023).

The success of a celebrity endorsement usually depends on three things: suitability, trustworthiness, and competence. Suitability means how well the celebrity fits with the brand's image. As Naseema (2016) explains, when a celebrity and product feel like a good match, people tend to remember the ad better and respond more positively. Trustworthiness is about how honest and reliable the celebrity seems, consumers are more likely to trust a brand if they feel the endorser is sincere (Dey et al., 2021). Competence refers to how knowledgeable or experienced the celebrity appears in relation to the product. According to Mishra et al. (2017), people are more persuaded when the endorser looks like they genuinely know what they're talking about, not just when they're famous.

Online Customer Review

Online customer reviews (OCRs) are digital evaluations or feedback given by consumers based on personal experiences with a product or service. These reviews play a vital role in influencing consumer attitudes and purchase decisions, especially in the era of digital marketing. Chevalier and Mayzlin (2006) categorize OCRs as a form of electronic word-of-mouth (e-WOM) that consumers perceive to be more objective and credible than traditional advertisements.

Several studies highlight the components that define effective OCRs, including perceived usefulness, quality of information, source credibility, and adoption of peer recommendations (Macheka et al., 2024). These components affect how consumers evaluate product quality and manage purchase-related uncertainty. Park and Lee (2008) show that positive reviews enhance trust and purchase intention, while negative reviews can reduce brand credibility and increase consumer hesitation. In this study, OCRs are not only considered direct influencers but also as variables that may indirectly affect behavior through the mediation of trust.

Trust

Trust is a fundamental psychological construct in consumer behavior, especially in online environments where physical verification of products is limited. Mayer, Davis, and Schoorman (1995) define trust as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor.” In online marketing, trust becomes a crucial factor in mitigating risk and enabling purchasing decisions (Gefen et al., 2003).

McKnight et al. (2002) propose two dimensions of trust in consumer contexts: trusting beliefs and trusting intentions. Trusting beliefs reflect the consumer's perception of a brand's honesty, competence, and goodwill, while trusting intentions indicate the consumer's readiness to rely on the brand in uncertain situations. In this study, trust is measured through indicators such as brand loyalty, purchase exclusivity, brand recall, and willingness to recommend (Yusuf & Purwanto, 2023). Trust is not only a key outcome of marketing efforts but also serves as a mediating variable that links promotional strategies, such as endorsements and online customer reviews to behavioral outcomes like purchase intention.

Purchase Intention

Purchase intention refers to the consumer's conscious plan or desire to buy a particular product, typically formed after evaluating available information and personal needs. Schiffman and Kanuk (2008) describe purchase intention as a strong predictor of actual purchase behavior, even though it does not always guarantee the action. Kotler and Keller (2012) support this by emphasizing that purchase intention serves as an indicator of a consumer's likelihood to act based on brand perception, marketing exposure, and emotional response.

In digital environments, purchase intention is heavily influenced by both external inputs (such as endorsements and reviews) and internal states (such as trust). According to Macheka et al. (2024), endorsements from relatable celebrities and

exposure to *online customer reviews* can strengthen consumers' intent to purchase, particularly when trust in the product or brand is present. This study thus investigates the direct and indirect effects of celebrity endorser and *online customer review* on purchase intention, while also examining the mediating role of trust in shaping that intention.

Hypothesis Development

This study is based on the integration of the Theory of Planned Behavior (TPB) (Ajzen, 1991), Brand Trust Theory (Chaudhuri & Holbrook, 2001), and theories related to celebrity endorsement and electronic word-of-mouth (e-WOM). The relationship between celebrity endorsement and consumer trust is well established in prior research. Celebrity endorsers especially those perceived as credible, competent, and trustworthy can strengthen consumers' emotional attachment to a brand and build trust (Clara, 2023; Dey et al., 2021). In this study, RIIZE is positioned not only as a promotional figure but also as an influencer whose image, values, and appeal shape audience perceptions.

According to Source Credibility Theory (Hovland & Weiss, 1951) and extended by Erdogan (1999), a celebrity who is perceived as trustworthy and competent enhances the credibility of the brand message. Thus, when RIIZE is seen as compatible with Etude's brand identity, consumers are more likely to develop trust in the product being endorsed.

H1: Celebrity Endorser has a significant positive effect on Trust.

Online customer reviews (OCRs) are widely considered as a major source of electronic word-of-mouth (e-WOM) that influence consumer attitudes and trust, especially in digital marketing environments. According to Chevalier and Mayzlin (2006) and Park & Lee (2008), positive *online customer reviews* enhance brand credibility and foster trust by reducing perceived risk and uncertainty.

Based on Information Adoption Theory and Elaboration Likelihood Model (Petty & Cacioppo, 1986), consumers process review content through central and peripheral routes. Reviews that are perceived as useful, credible, and emotionally positive can generate trust even without direct brand interaction.

H2: Online Customer Review has a significant negative effect on Trust.

Trust is a fundamental antecedent to consumer behavioral intentions, particularly in online and intangible product categories such as cosmetics. According to Brand Trust Theory (Chaudhuri & Holbrook, 2001), trust functions as a psychological safety mechanism that drives both attitudinal and behavioral loyalty, including the intention to purchase.

In the context of TPB (Ajzen, 1991), trust influences attitudes and perceived behavioral control, thereby increasing the likelihood of behavioral intention. Mayer et al. (1995) also emphasized that trust allows individuals to take action under uncertainty, which applies to online purchases influenced by celebrity and peer inputs.

H3: Trust has a significant positive effect on Purchase Intention.

Several studies have shown that celebrity endorsements can directly impact consumer purchase intention by increasing product attractiveness and brand association. When fans or followers feel a personal connection with a celebrity, their attitudes and buying decisions are heavily influenced (Singh & Banerjee, 2018; Aji et al., 2022). This effect is further supported by the Theory of Planned Behavior, where a celebrity endorser can shape both attitude toward the brand and subjective norms (i.e., perceived social expectations), which in turn affect intention to buy.

H4: Celebrity Endorser has a significant positive effect on Purchase Intention.

According to e-WOM theory and TAM (Technology Acceptance Model), the perceived usefulness and credibility of *online customer reviews* can influence consumers' purchase decisions, particularly when they cannot physically evaluate the product. Park & Lee (2008) argue that positive reviews increase purchase likelihood, while negative reviews can deter buyers. OCRs provide informational and normative cues that help consumers form beliefs and intentions, as supported by Pavlou & Fygenon (2006) in online retail contexts.

H5: Online Customer Review has a significant negative effect on Purchase Intention.

In this study, trust acts as a mediating variable linking the influence of celebrity endorsement and online customer reviews to purchase intention. While celebrities like RIIZE can draw attention through emotional appeal, their long-term impact depends on their ability to foster brand trust. Similarly, credible *online customer reviews* serve as social proof that enhances trust, especially in digital contexts where direct product evaluation is limited. Supported by the Theory of Planned Behavior and the dual-process model of persuasion, trust plays a crucial role in converting both emotional and rational influences into actual buying intentions.

H6: Trust mediates the relationship between Celebrity Endorser and Purchase Intention.

H7: Trust mediates the relationship between Online Customer Review and Purchase Intention.

METHOD

This study used a quantitative, explanatory research design to explore how celebrity endorsers and online customer reviews affect purchase intention, with trust acting as a mediating factor. This type of design is ideal for identifying cause-and-effect relationships based on real data (Sugiyono, 2019). The research was grounded in well-established theories, including the Theory of Planned Behavior (Ajzen, 1991) and Brand Trust Theory (Chaudhuri & Holbrook, 2001). To test the proposed model and hypotheses, the study used Structural Equation Modeling (SEM) with AMOS 26.0 to analyze multiple relationships between variables at the same time.

Data were collected through an online questionnaire distributed via social media, making it easy to reach a large number of participants especially those from younger, digitally active demographics. The survey consisted of 21 items, measuring four key variables: 10 questions on celebrity endorser, 4 on online reviews, 3 on trust, and 4 on purchase intention. Responses were recorded using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), allowing participants to express their

level of agreement clearly.

The questionnaire items were adapted from previous studies to ensure relevance and accuracy. Specifically, the scales were based on Clara (2023) for celebrity endorser, Macheka et al. (2024) for both online reviews and purchase intention, and Yusuf & Purwanto (2023) for trust. Before distributing the full survey, a pilot test with 30 participants was conducted to confirm that the items were reliable, valid, and easy to understand.

The target sample for this study consisted of Indonesian social media users who had been exposed to the Etude x RIIZE promotional campaign between 2024 and 2025. Using a purposive sampling method, participants were selected based on specific criteria: they had to be 18 years or older, active on social media, have experience with online shopping, be familiar with the Etude x RIIZE collaboration, and live in Jakarta.

A total of 370 valid responses were collected. The majority of respondents were female (73.2%) and belonged to Generation Z (89.1%), mostly aged between 19 and 28 years. Most participants reported spending around IDR 300,000–399,999 per month on beauty products, reflecting a moderate level of purchasing power. Interestingly, 80% identified themselves as fans of RIIZE, highlighting the strong emotional connection between the celebrity endorser and the audience.

RESULT AND DISCUSSION

Table 1. Variable and Indicators

Indeks	Result	Notes
CMIN/DF	2,403	Good Fit
RMSEA	0.062	Good Fit
GFI	0.896	Marginal Fit
CFI	0.951	Good Fit
TLI	0.944	Good Fit

The results of the goodness of fit test show that the research model fits the data well. Key indicators (such as Chi-square/df, RMSEA, GFI, and TLI) were all within acceptable limits, suggesting that the structure of the model is appropriate and reliable. In simple terms, the model successfully captures the relationships between celebrity endorser, online customer review, trust, and purchase intention. This means the model is suitable for testing the research hypotheses and can be trusted to reflect the real dynamics among these variables.

The results showed that all variables had AVE values above 0.5 and CR values above 0.7, which means the measurement items were both valid and reliable. An AVE above 0.5 shows that the questions truly reflect the concept being measured. A CR above 0.7 means the items within each variable are consistent and work well together. In short, these results confirm that the questionnaire used in this research was strong and trustworthy for analyzing the relationships between variables.

Table 2. Validity & Reliability Result

Item	Std. Loading	AVE	CR
CE10	0,829	0,605	0,932
CE9	0,267		

CE8	0,892		
CE7	0,822		
CE6	0,219		
CE5	0,898		
CE4	0,857		
CE3	0,799		
CE2	0,821		
CE1	0,96		
OCR4	0,807		
OCR3	0,783	0,542	0,824
OCR2	0,638		
OCR1	0,704		
T3	0,612		
T2	0,938	0,501	0,738
T1	0,5		
PI4	0,956		
PI3	0,335	0,689	0,888
PI2	0,924		
PI1	0,935		

The results in Table 3 show that most of the questionnaire items used in this research are statistically valid and reliable for measuring each variable. The Celebrity Endorser (CE) variable has excellent reliability (CR = 0.932) and strong validity (AVE = 0.605), which means the items used to measure RIIZE as an endorser work very well. Most statements were understood consistently by respondents. However, two items (CE6 and CE9) had low scores, suggesting they may need revision or removal in future research.

The Online Customer Review (OCR) variable is also reliable (CR = 0.824) and valid (AVE = 0.542). This indicates that customer reviews are well represented by the questions asked, and respondents gave consistent answers. The Trust (T) variable has moderate reliability (CR = 0.738) and borderline validity (AVE = 0.501). This suggests the questions can still be trusted to represent trust, but one item (T1) may not fully reflect the concept and might need to be improved.

The Purchase Intention (PI) variable performs well, with strong reliability (CR = 0.888) and high validity (AVE = 0.689). Most items reflected the construct well, except for PI3, which scored low and may need to be rewritten for better clarity in the future.

In short, the measurement tools used in this study are mostly strong and consistent, meaning the results of this research are built on a solid foundation.

Table 3. Hypothesis Result

H	Path	S.E	C.R.	P	Notes
(+) H1	CE→T	0,52	2,779	0,005	<i>Supported</i>
(+) H2	OCR→T	0,31	-0,099	0,921	<i>Not Supported</i>
(+) H3	T→PI	0,76	2,588	0,01	<i>Supported</i>
(+) H4	CE→PI	0,62	2,088	0,037	<i>Supported</i>
(+) H5	OCR→PI	0,39	1,196	0,232	<i>Not Supported</i>

Based on the results shown in Table 4, three out of five hypotheses in this study were supported, while two were not.

First, the analysis shows that RIIIZE as a celebrity endorser has a significant positive impact on consumer trust (H1 supported). This means that when people see their favorite K-pop idols promoting a product, they tend to feel more confident and trusting toward the brand. In addition, trust itself significantly influences consumers' desire to buy the product (H3 supported). Simply put, the more consumers trust the brand, the more likely they are to want to buy it.

Interestingly, RIIIZE also has a direct impact on purchase intention without needing to go through trust first (H4 supported). This suggests that for fans and followers, the presence of RIIIZE is already enough to encourage them to make a purchase, purely because of emotional attachment or admiration.

On the other hand, online customer reviews didn't show a significant effect on either trust (H2 not supported) or purchase intention (H5 not supported). This might be because, in today's digital landscape, many people (especially Gen Z) are becoming more skeptical about reviews. Unless the review comes from someone they personally follow or trust, they may not see it as convincing enough to drive a purchase decision.

In summary, the findings highlight just how powerful celebrity influence can be, especially when the celebrity connects emotionally with their audience. In this case, RIIIZE proved to be a much stronger driver of trust and buying intention than online reviews, which are often seen as secondary or less authentic by today's consumers.

Table 4. Indirect Effect

H	Path	t	Notes
(+) H6	CE → T → PI	1,893	<i>Not Supported</i>
(+) H7	OCR → T → PI	-0,967	<i>Not Supported</i>

The results for H6 and H7 show that trust doesn't play a meaningful role as a bridge between either celebrity endorsement or online customer reviews and the consumer's intention to buy.

For H6, although RIIIZE as a celebrity endorser is able to build trust, that trust doesn't significantly explain why people want to buy Etude products. In this case, fans might not need to go through the usual process of "trust first, then buy." Instead, their decision to purchase seems to come straight from their emotional connection with RIIIZE. They admire them, they feel close to them, and that's enough reason to buy, regardless of how much they rationally trust the product.

Meanwhile, for H7, online customer reviews also don't seem to increase trust in a way that leads to buying behavior. In fact, the result suggests that reviews might even create some hesitation. This could be because consumers today, especially Gen Z, are very aware that many online reviews might not be honest or genuine. Unless the review feels truly authentic, it's unlikely to influence their trust or decision.

So, in both cases, the data tells us something important: trust isn't always the middle step that pushes someone from influence to action. People don't always make buying decisions based on logic or deep consideration. Often, especially with emotional connections like fandom, decisions happen quickly (based on feeling, excitement, or admiration) not on calculated trust.

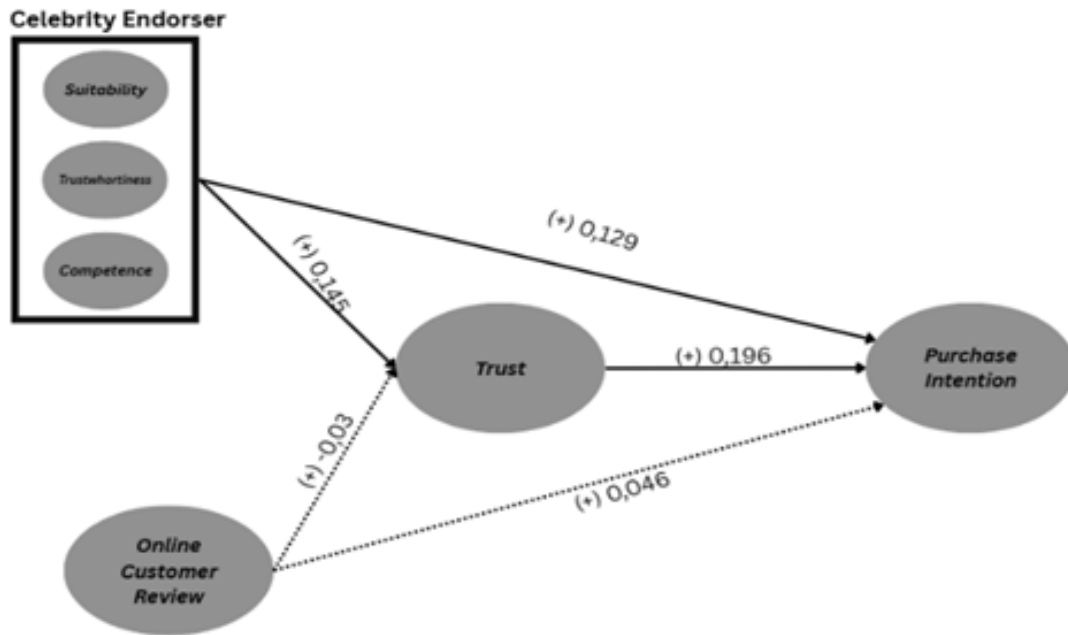


Figure 1. Hypothesis Results

Figure 3 gives us a clear picture of how celebrity endorsement and online customer reviews influence consumer trust and purchase intention in the context of Etude’s collaboration with RIIZE. From the figure, we can see that the celebrity endorser (RIIZE) has a strong and direct impact on how much people trust the brand. Not only that, but RIIZE also directly influences consumers’ desire to buy Etude products. This shows just how powerful a familiar and admired public figure can be, especially for young audiences like Gen Z, who often feel emotionally connected to their favorite idols. In this case, many people seem to buy not just because they trust the brand, but simply because RIIZE is involved.

On the other hand, online customer reviews didn’t have much impact. They didn’t significantly affect how much people trust the product, nor did they strongly encourage people to make a purchase. This might be because in today’s digital age, many consumers (especially younger ones) are more skeptical about online reviews. Unless the review feels truly authentic or comes from someone they know or follow, it often doesn’t hold much weight. Interestingly, trust itself plays a role in influencing purchase intention, meaning that when people do feel confident in the product, they’re more likely to want to buy it. But in this study, trust didn’t act as a “bridge” between online reviews or celebrity endorsement and buying decisions. In simpler terms, people didn’t necessarily need to trust the brand first before deciding to buy (especially if the product was promoted by someone they admire, like RIIZE).

In short, this figure tells us that in a world full of digital content, emotional connection with celebrities can be more powerful than logic or written reviews. Consumers, especially fans, often rely on their feelings rather than analysis when choosing what to buy and that’s exactly what happened in this case.

CONCLUSION

This study explored how celebrity endorsers and online customer reviews influence purchase intention, with trust playing a potential mediating role. Using the case of Etude's collaboration with K-pop group RIIZE, the findings highlight that celebrity endorsement has a strong and direct impact on both consumer trust and their intention to purchase. This reinforces the idea that public figures, especially those with emotional influence like K-pop idols can effectively shape brand perception and drive consumer behavior, particularly among Gen Z audiences.

The study also found that trust plays a significant role in encouraging consumers to act on their interest, especially in online shopping settings where physical interaction with the product is limited. However, the results also revealed that online customer reviews did not significantly influence trust or purchase intention. In this context, emotional connection to the celebrity endorser appeared to outweigh the influence of peer reviews. While trust partially mediated the effect of celebrity endorsement on purchase intention, it did not mediate the relationship between online reviews and purchasing behavior. These findings offer useful insights for brands aiming to connect with younger, digital-native consumers. Emotional engagement, authenticity, and a strong brand-celebrity fit can be more persuasive than rational product reviews alone specially in lifestyle and beauty categories.

Looking ahead, future research could build on this study by targeting different age groups, geographic regions, or types of endorsers such as micro-influencers or beauty experts. Exploring how these different figures affect consumer trust and behavior could offer a more nuanced understanding of endorsement strategies. In addition, longitudinal studies may help track how trust and purchase intention evolve over time, especially after brand controversies or shifting trends. Finally, qualitative approaches, like interviews or focus groups, could provide deeper insight into why fans trust certain celebrities and how emotional bonds shape their purchasing choices.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Clara, C. (2023). K-pop as a cultural branding tool: The role of idol credibility and parasocial interaction in building consumer trust. *Asian Journal of Media and Communication*, 5(1), 22–34.
- Dey, A., Roy, S., & Das, A. (2021). Trust in celebrity endorsers: A study on young Indian consumers. *International Journal of Consumer Studies*, 45(3), 294–306.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management*, 15(4), 291–314.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson.

- Macheka, A., Bhero, E., & Mavengere, K. (2024). User-generated content and purchase intention: The role of trust and source credibility. *Journal of Retailing and Consumer Services*, 76, 103460.
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734.
- Mishra, A. S., Sinha, P. K., & Koul, S. (2017). Impact of celebrity credibility on advertising effectiveness. *Journal of Consumer Behaviour*, 16(6), 564-576.
- Naseema, C. (2016). Role of celebrity endorsement in brand recall and brand attitude. *International Journal of Marketing and Business Communication*, 5(2), 1-8.
- Park, D. H., & Lee, J. (2008). e-WOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386-398.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Yusuf, R. M., & Purwanto, A. (2023). The role of brand trust in mediating the effect of brand image on purchase intention. *International Journal of Data and Network Science*, 7(1), 109-116.