

Analysis of the Effect of Celebrity Endorsement, Brand Image, and Product Quality on the Purchase Decision of Make Up Products with Purchase Intention as an Intervening Variable

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ABSTRACT

The beauty industry in Indonesia has been growing rapidly along with the increasing awareness among women of the importance of self-care and appearance. This condition encourages companies to compete through product innovation in order to meet diverse consumer preferences. This study aims to analyze the influence of celebrity endorsement, brand image, and product quality on purchasing decisions of Make Over products with purchase intention as an intervening variable. Primary data were collected through questionnaires from 200 respondents, using a non-probability sampling method with purposive sampling technique. Data analysis in this study was carried out using the Structural Equation Modelling (SEM) method based on Partial Least Square (PLS), with SMARTPLS 4.0 as the testing tool. The testing stages included: validity test (convergent validity, discriminant validity, average variance extracted), realibility test (cronbach's alpha and composite reliability), R square, model fit, and hypothesis testing (path coefficient and specific indirect effect). The results of the study show that celebrity endorsement and product quality influence purchase intention of Make Over products, while brand image does not influence purchase intention. Celebrity endorsement does not influence purchasing decisions, whereas brand image and product quality do. Celebrity endorsement and product quality influence purchasing decisions through purchase intention as an intervening variable, while brand image does not influence purchasing decisions through purchase intention as an intervening variable.

Keywords: Celebrity Endorsement, Brand Image, Purchase Intention, Purchase Decision, Product Quality.

INTRODUCTION

As people, especially women, become more aware of the importance of self-care and good appearance, the global beauty industry, particularly in Indonesia, is growing rapidly. Many companies offer products through various channels, including cosmetics. Cosmetics are therapeutic substances that enhance the appearance and aroma of the human body. Make Over is a well-known brand and a popular choice for many customers, having successfully captured the attention of consumers with its high-quality beauty products that enhance appearance, along with various innovations tailored to market trends and needs.

Make Over is a cosmetics brand originating from Indonesia. Launched in 2010 by PT Paragon Technology and Innovation with the tagline "Beauty Beyond Compare," this tagline reflects support for women who want to experiment outside their comfort zone, in order to achieve satisfying transformations and results that exceed expectations. Make Over products include: lipstick, foundation, cushion, powder, eyeliner, eye palette, micellar water, blush, and various other cosmetic products. This cosmetic brand offers high-quality products and attractive packaging, always following the latest market trends. Make Over products are known for the diversity, quality, and innovation they offer, tailored to consumer needs. However, with the increasing number of beauty product choices available, competition between brands is increasingly fierce. Major brands such as Wardah,

Emina, and Purbasari have solidified their positions in the market, thus facing a significant challenge to win over consumers. Figure 1 Most Used Local Cosmetic Brands 2022.

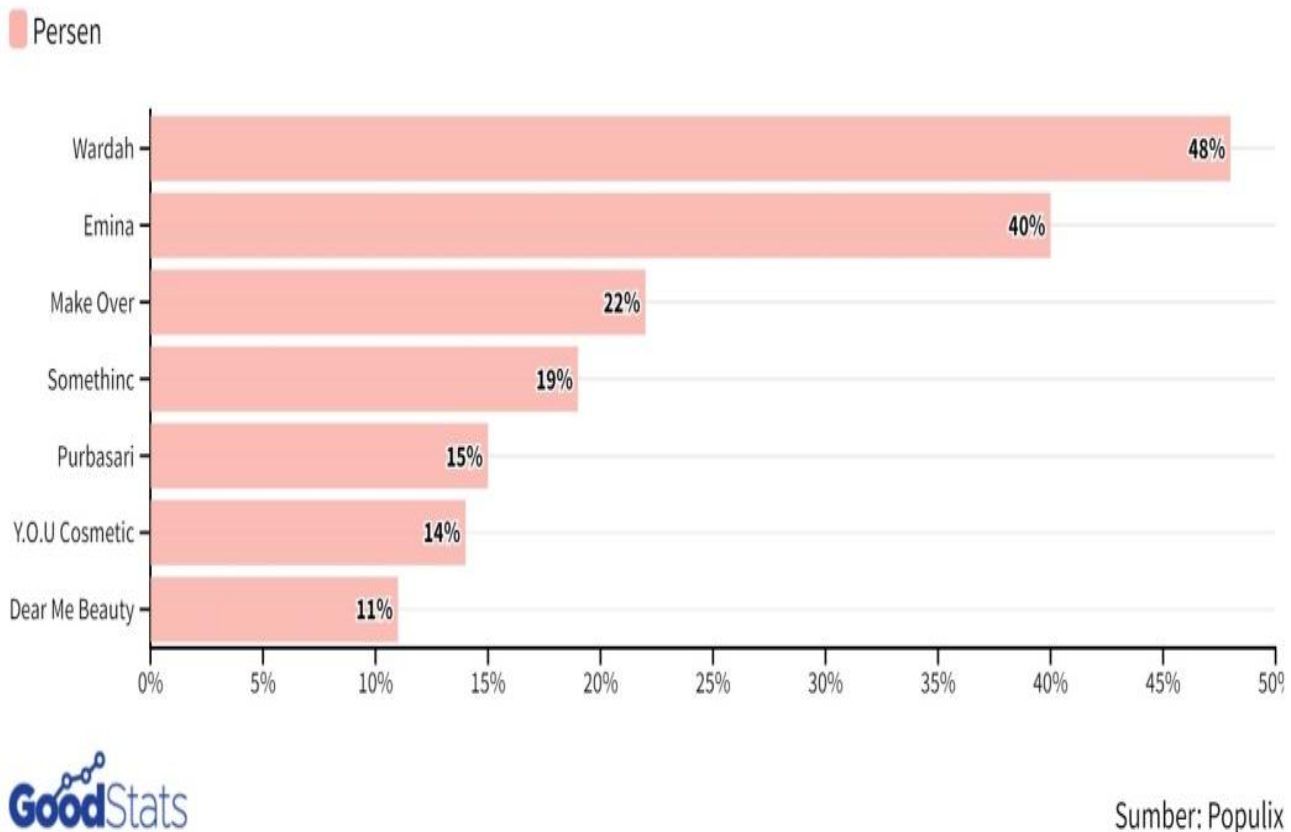


Figure 1 Most Used Local Cosmetic Brands in 2022

Based on Figure 1 of a survey conducted by Populix, the data presented in the form of a bar chart shows that Wardah holds the top position as the cosmetic brand with the highest percentage of use, reaching 48%. In second place, Emina recorded a usage rate of 40%, while Make Over followed with 22%. In addition, there are several other cosmetic brands such as Somethinc 19%, Purbasari 15%, YOU Cosmetic 14%, and Dear Me Beauty 11%.

By 2025, with Indonesia's female population exceeding 141.8 million and increasing public awareness of self-care, the global cosmetics industry is projected to reach a value of USD 677.2 billion with a growth rate of 3.37%. This indicates that Indonesia has a significant opportunity to become a major player in this industry (Ministry of Industry, 2025). This growth is driven by increased public awareness of appearance, advances in technology and information, and the rapid development of lifestyle trends.

Companies employ marketing strategies by using individuals as symbols or brand representatives. They typically choose celebrities as public figures because their achievements can captivate consumers and encourage them to purchase a product. Make Over employs various strategies in its promotional efforts. In addition to advertising, Make Over also utilizes celebrity endorsements in its promotional activities. Make Over relies on a number of celebrities and non-celebrities as celebrity endorsers to promote its products, such as Tatjana Saphira, Adinia Wirasti, Tasya Farasya, and Abel Cantika. Celebrity endorsement refers to the use of well-known individuals, both actors and actresses, who have gained widespread public recognition to promote a brand or product through advertising (Zhu, Amelina, and Yen, 2020).

Based on the description above and the interest in selecting this research subject, it can influence the tangible aspects of each variable. Therefore, the title of the research that the researcher wants to study is "Analysis of the Influence of Celebrity Endorsement, Brand Image, and Product Quality on Makeup Product Purchase Decisions with Purchase Intention as an Intervening Variable."

LITERATURE REVIEW

Celebrity Endorsement

In the modern marketing world, competition between brands is becoming increasingly fierce, forcing businesses to seek effective strategies to attract consumer attention. One frequently used approach is celebrity endorsement, which involves using well-known public figures to endorse or recommend products. According to Firmansyah (2020), celebrity endorsement involves the use of celebrities as advertising stars in various media, including print, social media, and television. Celebrities are chosen as endorsers because they possess popular attributes such as attractive appearance, courage, talent, charm, strength, and physical attractiveness, which are considered to align with the brand image they represent. According to Shimp (2010) in (Wardani & Maskur, 2022) Celebrity endorsement indicators include five main attributes summarized in the acronym TEARS. The TEARS components consist of: 1) Trustworthiness, 2) Expertise, 3) Attractiveness, 4) Respect, 5) Similarity

The results of previous research conducted Suyono, Augustin, Lydia, Andi, and Fransisca (2025) shows that celebrity endorsements have a significant positive influence on purchasing decisions. This is also supported by the results of research conducted by Insani (2025) which states that celebrity endorsement has a positive and significant influence on purchasing decisions.

Brand Image

Brand image is one of the main factors that can differentiate a product from its competitors and create a positive perception in the minds of consumers. Therefore, developing a strong and consistent brand image is a key strategy for companies in their efforts to increase customer loyalty and trust. According to Laksono and Suryadi (2020) brand image serves as a reference for consumers in evaluating products when they lack sufficient knowledge about them. According to Rangkuti (2009) in (Supriyatna, 2020), brand image indicators include the following: 1) Recognition, 2) Reputation, 3) Attractiveness, 4) Loyalty

Previous research conducted by Alfiah, Suhendar, and Yusuf (2023) found that brand image plays a significant role in influencing purchasing decisions. This finding is also supported by research conducted by Larika and Ekowati (2020) which found that brand image has a significant influence on purchasing decisions.

Product Quality

According to Mariansyah and Syarif (2020), product quality is a characteristic of a product based on its ability to meet stated or implemented consumer needs. According to Kotler and Keller (2016), product quality refers to the extent to which an item performs its function effectively, encompassing aspects such as durability, accuracy, reliability, ease of use, and other features that can provide consumer satisfaction. According to Tjiptono (2019), there are 8 indicators of product quality, including: 1) Performance Features, 2) Reliability, 3) Conformity, 4) Durability, 5) Ease of repair, 6) Aesthetics, 7) Perceived quality

The results of previous research conducted by Alfiah et al., (2023) found that product quality has a positive and significant impact on purchasing decisions. This is also supported by the results of research conducted by Fatmaningrum, Susanto, and Fadhilah (2020) which stated that product quality has a positive and significant impact on purchasing decisions.

Purchase Interest

Consumer interest in purchasing a product or service, also known as purchase intention, is typically influenced by various factors, such as perceptions of product quality, brand image, promotional methods, and the use of public figures in advertising. When purchase intention arises, it reflects an initial consumer interest that has the potential to develop into a real purchase. According to Fitriah (2018), purchase intention can be defined as the process of forming an impression in the consumer's mind that then develops into a strong desire to own the product through motivational drive. According to Ferdinand in (Japariato & Adelia, 2020), a person's buying

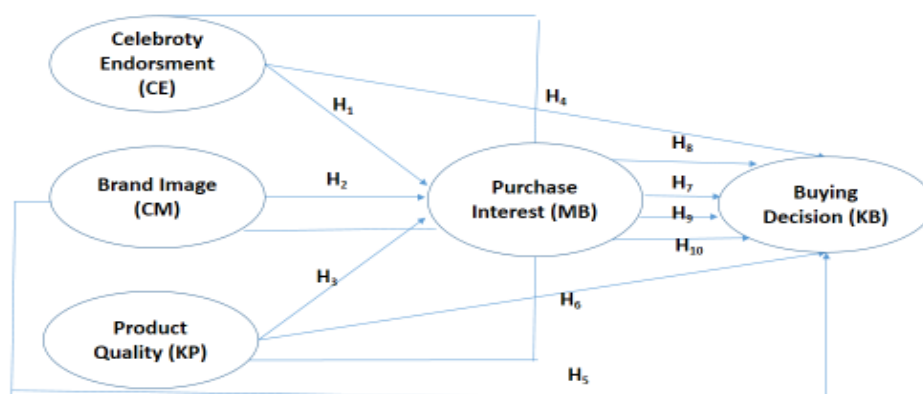
interest can be seen from four indicators, namely: 1) Transactional interest, 2) Referential interest, 3) Preferential interest, 4) Exploratory interest.

The results of previous research conducted by Yuse, Kumbara, and Putri (2025) shows that brand image significantly influences purchasing interest. This is also supported by the results of research conducted by Variska, Meiriyanti, and Putri (2025) that product design has a positive and significant influence on purchasing interest.

Buying Decision

The purchase decision is the final step in the consumer behavior process, where an individual ultimately chooses to purchase a product or service after considering various factors. According to Kotler and Keller (2016), a purchase decision is a consumer's action in selecting a product from several available alternatives after going through an evaluation process and then deciding to purchase the product that is considered most suitable for their needs. According to Kotler and Keller (2016), purchasing decisions have the following indicators, namely: 1) Product selection, 2) Brand selection, 3) Distribution channel selection, 4) Purchase amount, 5) Purchase time, 6) Payment method

The results of previous research conducted by Nabila and Azijah (2024), shows that brand image and influencer marketing have a positive and significant influence on purchasing decisions. This is also supported by the results of research conducted by Gustian, Purbawati, and Wijayanto (2024), that electronic word of mouth and key opinion leaders have a positive influence on purchasing decisions.



Source: (Rohmah and Dewi, 2021), (Andriani et al., 2022), (Makaminang et al., 2022), (Tajudinnur et al., 2022), (Buanantari and Arinta 2024), (Irawanti, 2024).

Figure 2 Research Model

Research Methods

According to Sugiyono (2019), research subjects are individuals or parties who have a relationship with the object being studied, so they can provide the information needed as samples in the research. The subjects in this study were consumers who use Make Over cosmetic products. According to Sugiyono (2019), research objects are attributes, characteristics, or values of individuals, objects, or activities that have certain variations and are determined by researchers to be studied and conclusions drawn. The objects in this study are celebrity endorsement (CE), brand image (CM), and product quality (KP) as independent variables, purchasing decisions (KB) as dependent variables, and purchasing interest (MB) as intervening variables.

Sugiyono (2019) defines a population as a group of subjects or objects with specific characteristics and numbers, determined by the researcher to be studied and used as a basis for drawing conclusions. The population in this study were consumers who use Make Over cosmetic products who live in Greater Jakarta (Jabodetabek). The sample is a portion of the population used as a source of research data. According to Sugiyono (2019), a sample

is a portion of the number and characteristics possessed by the population. This study used a non-probability sampling method, a sampling technique that does not provide equal opportunities for all members of the population to be part of the sample being studied (Sugiyono, 2019). The sample for this study was determined using a purposive sampling technique, a sample selection technique using certain criteria.

The sample size used in this study was adjusted using the Structural Equation Model (SEM) method. The data used in this study was quantitative. The data sources used in this study were primary data sources. Primary data collection was obtained directly by the researcher through questionnaires given to respondents who had purchased and used Make Over products. The questionnaire distribution process is carried out online using Google Forms via the following link: <https://forms.gle/qPC1jJ8VabhYRZUw8>.

This study used the Structural Equation Modeling (SEM) statistical test tool with the Partial Least Squares (PLS) program. Structural Equation Modeling (SEM) is a statistical technique used to explain the relationship between latent variables and their indicators, the relationship between variables, and directly measure errors. According to Hair, Hult, Ringle, Sarstedt, Danks, and Ray (2021), Partial Least Squares (PLS) analysis is conducted in two stages: the first stage is testing the measurement model (outer model): convergent validity, discriminant validity, and reliability testing. The second stage involves testing the structural model (inner model): r-square test, model fit test, and path analysis.

RESULTS AND DISCUSSION

Respondent data characteristics

Based on the distribution of questionnaires that have been done obtained 200 respondents. Respondents on this study considering the characteristics of the respondents based on gender, age level, type of job, domicile, income level, purchase mode and payment method

Convergent Validity Test

According to Haryono (2016), it is defined as testing reflective indicators by examining the correlation between item scores and component scores with construct scores. The results of this correlation yield a loading factor value, where an indicator is considered valid if it has a correlation of more than 0.7 with the construct being measured. Based on the validity test with convergent validity, the results obtained in Table 1 are as follows:

Table 1 Convergent Validity Test Results

Variables	Indicator	Outer Loading	Information
Celebrity Endorsement (CE)	CE.1	0.798	Valid
	CE.2	0.799	
	CE.3	0.706	
	CE.4	0.742	
	CE.5	0.814	
Brand Image (CM)	CM.1	0.762	Valid
	CM2	0.820	
	CM3	0.846	
	CM.4	0.717	
Product Quality (KP)	KP.1	0.799	Valid
	KP.2	0.754	
	KP.3	0.802	
	KP.4	0.771	
	KP.5	0.776	
	KP.6	0.780	
	KP.7	0.799	
	KP.8	0.809	

Purchase Interest (MB)	MB.1	0.864	Valid
	MB.2	0.716	
	MB.3	0.757	
	MB.4	0.851	
Buying Decision (KB)	KB.1	0.763	Valid
	KB.2	0.824	
	KB.3	0.821	
	KB.4	0.771	
	KB.5	0.732	
	KB.6	0.809	

Based on Table 1 above, it is known that the outer loading value has a correlation of more than 0.7, so it can be concluded that all items are declared valid.

Discriminant Validity Test

According to Haryono (2016), it is assessed through cross-loading, namely by comparing the correlation between the indicator and the construct it is intended to measure. Discriminant validity is met if the correlation of the indicator with its construct is higher than the correlation with other constructs. Table 2 presents the results of the discriminant validity test by comparing the cross-loading value of each indicator with all the variables studied.

Table 2 Results of Discriminant Validity Test

Indicator	Celebrity Endorsement	Brand Image	Product Quality	Purchase Interest	Buying Decision
CE.1	0.798	0.656	0.737	0.725	0.680
CE.2	0.799	0.695	0.711	0.697	0.728
CE.3	0.706	0.563	0.650	0.580	0.575
CE.4	0.742	0.664	0.665	0.641	0.647
CE.5	0.814	0.726	0.756	0.708	0.755
CM.1	0.614	0.762	0.629	0.580	0.630
CM.2	0.714	0.820	0.727	0.664	0.741
CM.3	0.750	0.846	0.749	0.704	0.759
CM.4	0.612	0.846	0.749	0.704	0.759
KP.1	0.738	0.725	0.799	0.719	0.776
KP.2	0.681	0.633	0.754	0.720	0.703
KP.3	0.738	0.690	0.802	0.729	0.726
KP.4	0.734	0.679	0.771	0.689	0.715
KP.5	0.666	0.644	0.776	0.691	0.706
KP.6	0.734	0.656	0.780	0.711	0.699
KP.7	0.721	0.676	0.799	0.709	0.701
KP.8	0.721	0.747	0.809	0.678	0.735
MB.1	0.772	0.702	0.796	0.864	0.768
MB.2	0.600	0.552	0.630	0.716	0.613
MB.3	0.685	0.686	0.692	0.757	0.676
MB.4	0.712	0.646	0.741	0.851	0.719
KB.1	0.661	0.683	0.689	0.642	0.763
KB.2	0.728	0.676	0.734	0.749	0.824
KB.3	0.723	0.699	0.770	0.711	0.821
KB.4	0.701	0.691	0.726	0.645	0.771
KB.5	0.624	0.671	0.666	0.665	0.732
KB.6	0.716	0.685	0.741	0.701	0.809

Based on Table 2 above, it is known that each indicator in each research variable has a higher cross loading value on the variable it forms compared to other variables, so it is declared valid.

In addition, discriminant validity can also be measured by looking at the Average Variance Extracted (AVE) value, which must be greater than 0.5. Table 3 presents the results of the discriminant validity test as measured by the Average Variance Extracted (AVE) value.

Table 3 Average Variance Extracted (AVE) Value

Variable	AVE	Information
<i>Celebrity Endorsement</i>	0.597	Valid
Brand Image	0.621	
Product Quality	0.618	
Purchase Interest	0.639	
Purchasing Decision	0.620	

Based on Table 3, it can be seen that all variables have an Average Variance Extracted (AVE) value greater than 0.5, so it can be concluded that the questionnaire statements on all variables can be declared valid.

Reliability Test

Measurement using reliability testing is used to assess the value of a questionnaire in the form of indicators for variables or constructs. This study conducted reliability testing using Cronbach's alpha and composite reliability methods. The criteria for determining construct reliability are: if the Cronbach's alpha and composite reliability values are each greater than 0.7, then the construct is considered reliable. Table 4.16 presents the results of the reliability test.

Table 4 Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability	Information
Celebrity Endorsement	0.831	0.881	Reliable
Brand Image	0.795	0.867	Reliable
Product Quality	0.912	0.928	Reliable
Purchase Interest	0.809	0.876	Reliable
Purchasing Decision	0.877	0.907	Reliable

Based on Table 3 in the study, it can be concluded that each variable can be stated as reliable, so that all variables have high consistency in explaining each variable used.

R Square Test

The structural model (inner model) in this study was conducted by examining the R-square value for each dependent latent variable. The coefficient of determination (R-square) is used to measure how much the independent variable influences the dependent variable. Table 5 presents the R-square results.

Table 5 R Square Values

Variable	R Square
Purchase Interest	0.822
Purchasing Decision	0.872

Based on Table 5 above, it shows that the R Square value of the Purchase Intention variable is 0.822. This value can explain that the influence of Purchase Intention is 82.2%, while the remaining 17.8% is influenced by other

variables not examined in this study. The R Square value of the Purchase Decision variable is 0.872. This value can explain that the influence of Purchase Decision is 87.2%, while the remaining 12.8% is influenced by other variables not included in this study.

Model Fit Test

The model fit test is used to determine whether the model fits the data. The model fit test can be seen from the model's SRMR value.

Table 6 Model Fit Test Results

	Estimated Model
SRMR	0.051
NFI	0.820

Based on Table 5 above, the results of the SRMR value are $0.051 < 0.1$, so it can be concluded that the structural model in this study meets the criteria and the NFI result of 0.820 is close to 1, so it can be concluded that this model is appropriate.

Hypothesis Testing

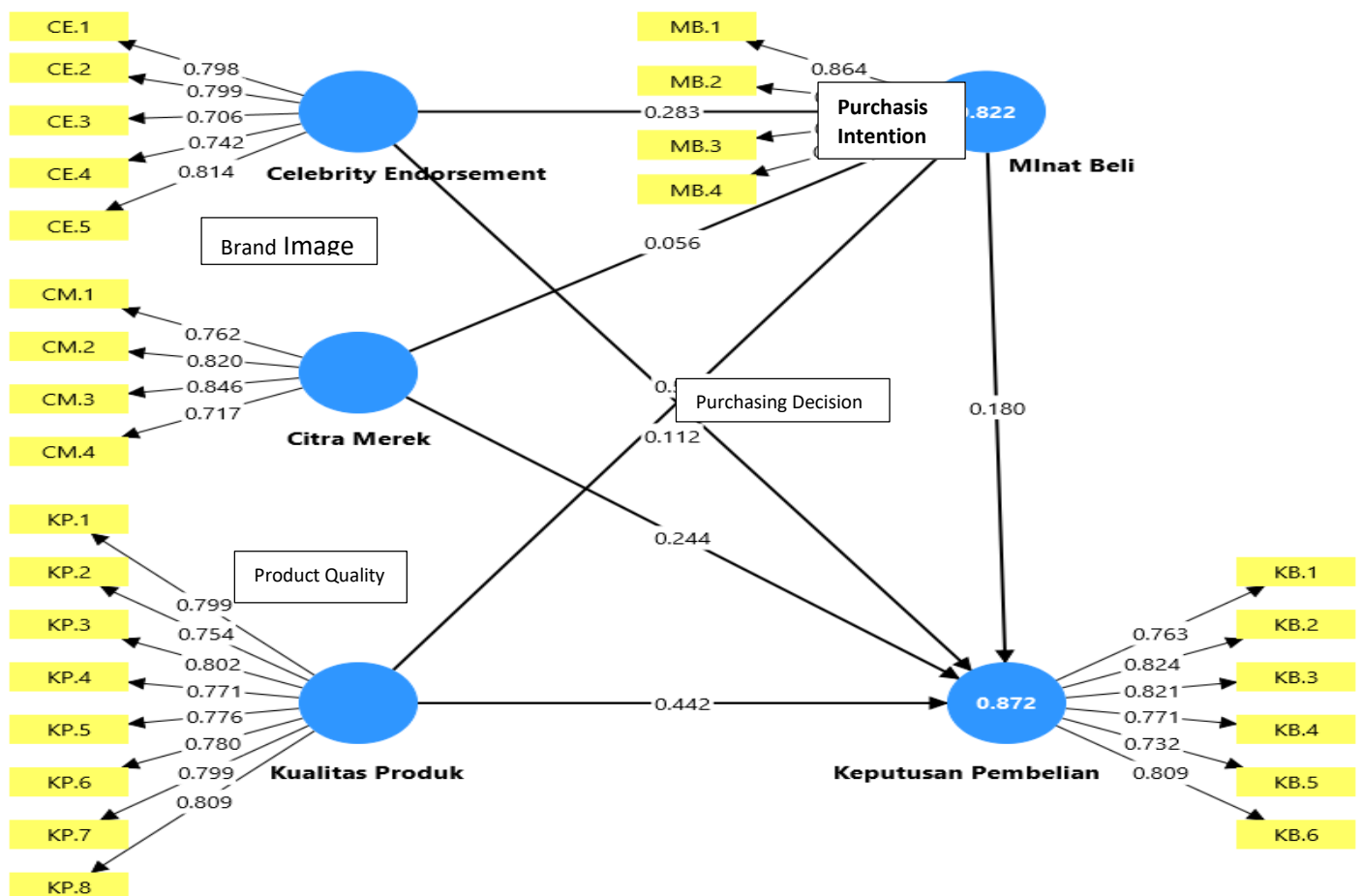


Figure 3 Hypothesis Testing (Bootstrapping)

Based on Figure 3, the data processed using the bootstrapping method can be used to answer the hypothesis in this study. Hypothesis testing can be seen in the path coefficient and specific indirect effect calculated using SmartPLS 4 software by observing the t-statistic and p-value.

Path Coefficient

The hypothesis in this study can be accepted if the t-statistic value is > 1.96 and the p-value is < 0.05 . The path coefficient results can be seen in Table 7 as follows:

Table 7 Path Coefficient

Relationship between variables	Original Sample	T Statistics	P Value	Information
Celebrity Endorsement $\rightarrow$ Purchase Interest	0.283	2,906	0.004	Influential
Brand Image $\rightarrow$ Purchase Interest	0.056	0.761	0.446	No effect
Product Quality $\rightarrow$ Purchase Interest	0.591	6,327	0,000	Influential
Celebrity Endorsement $\rightarrow$ Purchasing Decision	0.112	1,579	0.114	No effect
Brand Image $\rightarrow$ Purchasing Decision	0.244	3,944	0,000	Influential
Product Quality $\rightarrow$ Purchasing Decision	0.442	4,728	0,000	Influential
Purchase Interest $\rightarrow$ Purchasing Decision	0.180	2,376	0.018	Influential

Specific Indirect Effect

Specific Indirect Effect used to show the strength of the direct and indirect influence between variables. The hypothesis in this study is accepted if the t-statistic value is > 1.96 and the p-value is < 0.05 . The results of the specific indirect effect can be seen in Table 8 as follows:

Table 8 Specific Indirect Effect

Relationship between variables	Original Sample	T Statistics	P Value	Information
Celebrity Endorsement $\rightarrow$ Purchase Interest $\rightarrow$ Purchase Decision	0.051	1,969	0.049	Influential
Brand Image $\rightarrow$ Purchase Interest $\rightarrow$ Purchase Decision	0.010	0.698	0.485	No effect
Product Quality $\rightarrow$ Purchase Interest $\rightarrow$ Purchase Decision	0.106	2,023	0.043	Influential

DISCUSSION

The Influence of Celebrity Endorsement to Purchase Interest

Based on the results of the path coefficient analysis, it is known that the celebrity endorsement variable influences purchase intention with a t-statistic value of $2.906 > 1.96$ and a p-value of $0.004 < 0.05$. This finding reveals that the better the consumer perception of the celebrity who endorses Make Over products, the higher the consumer's tendency to be interested in making a purchase. When linked to the distribution of respondent characteristics, the majority were in the 17-25 age range (79%), which is classified as late adolescence to early adulthood. During this phase, individuals are generally more influenced by public figures, especially those active on social media. Thus, the younger age group tends to be more responsive to promotions through celebrity endorsements. Furthermore, the majority of respondents were students (73%) with an income level below Rp3,500,000 (57.5%). This condition causes them to be more cautious in purchasing beauty products and more often consider recommendations from celebrities who are considered credible as a reference to reduce the risk of making mistakes in product selection. Furthermore, the results also show that the majority of respondents (75.5%) purchased Make Over products online. This fact indicates that the shopping behavior of young consumers is strongly influenced by digital trends, where the presence of celebrity endorsements through social media and e-commerce platforms can influence their decisions even from the beginning, namely the emergence

of purchasing interest. This finding is in line with the results of research conducted by Wagiyem and Larasati (2023), which shows a significant influence between celebrity endorsements and purchase intention.

The Influence of Brand Image to Purchase Interest

These findings can be linked to the characteristics of the study respondents. Most respondents were aged 17-25 (79%), predominantly students (73%), and had incomes below Rp3,500,000 (57.5%). This condition indicates that respondents' purchasing power is still limited, so that in determining purchasing decisions, consumers prioritize aspects of product price perception and quality rather than brand image alone. Furthermore, the majority of respondents made online purchases (75.5%), which were generally influenced by promotions, discounts, and reviews from other consumers. Thus, it can be concluded that this group of consumers values product functionality and ease of digital transactions more than relying solely on brand image. This finding is in line with the results of research conducted by Makaminang et al., (2022), which showed that brand image does not significantly influence purchase intention.

Influence of Product Quality to Purchase Interest

The findings of this study show that product quality has a significant influence on purchase intention, which is in line with the characteristics of the respondents. Most respondents were aged 17-25 years (79%), which is the stage of late adolescence to early adulthood. At this age range, individuals tend to start paying attention to appearance and following beauty trends, so that quality factors become the main determinant in choosing cosmetic products. In addition, the majority of respondents were students (73). This condition indicates that despite relatively limited purchasing power, consumers still pay attention to the quality of Make Over products, especially because these products are perceived to be of good quality. In terms of purchasing behavior, as many as 75.5% of respondents made purchases online, this indicates that young consumers rely more on digital information, such as reviews and recommendations from other users to assess quality before making a purchase decision. Thus, the results of the study indicate that the perception of product quality plays a significant role in shaping consumer purchase intention, especially among productive young people who tend to be active in social and digital activities. This finding is in line with the results of research conducted by Anjani et al., (2023), showing that product quality has a significant influence on purchasing interest.

The Influence of Celebrity Endorsement to Buying Decision

Based on the characteristics of the respondents in this study, this situation indicates that respondents are young with relatively limited purchasing power. Therefore, purchasing decisions are based more on rational considerations, such as product quality and ease of access, rather than the influence of celebrities used in promotions. In other words, although celebrity endorsements can attract attention, young consumers prioritize functional factors as the basis for purchasing decisions. Furthermore, the majority preferred online shopping (75.5%), indicating that the primary factors in decision-making tended to be related to convenience, user reviews, and discounts offered on e-commerce platforms. This finding aligns with the results of research conducted by Siregar et al. (2024), which showed that celebrity endorsers had no influence on purchasing decisions.

The Influence of Brand Image to Buying Decision

Based on the respondents' responses, the highest score for the brand image variable was found in statement CM.2, with a total interval value of 802, which stated, "I feel that Make Over cosmetics give a positive impression." This indicates that consumers' positive perceptions of a brand play a crucial role in building trust in the products offered. When consumers perceive a brand as having a trusted reputation, being widely recognized, and capable of delivering quality and benefits that meet expectations, their confidence in making purchasing decisions increases. A strong brand image reflects Make Over's success in creating a professional brand identity that aligns with the characteristics of the target market. This trust makes consumers feel more confident in choosing products and fosters an emotional attachment to the brand. Therefore, efforts to strengthen brand image need to be carried out sustainably through improving product quality, providing a satisfying user experience, and implementing effective marketing strategies to encourage purchasing decisions. This finding is in line with the

results of research conducted by Gustian et al., (2024), which shows that brand image has a positive effect on purchasing decisions.

Influence of Product Quality to Buying Decision

These findings indicate that consumers' positive assessment of Make Over product quality, particularly as a local cosmetic product with superior quality, is one of the factors driving consumers in making purchasing decisions. Based on the characteristics of respondents, the majority (79%) are in the 17-25 year age range. This group includes late adolescence to early adulthood, which tends to pay more attention to appearance, follow beauty trends, and use cosmetics in various activities. Therefore, good product quality is an important aspect in influencing purchasing decisions. Furthermore, the majority of respondents have an income of <Rp3,500,000 (57.5%) and are students (73%), this indicates that Make Over was chosen because it is able to present local products with superior quality while still being in line with consumer purchasing power. In terms of consumer behavior, 75.5% frequently shop online. This indicates that the younger generation not only assesses quality based on direct experience but also utilizes reviews and testimonials on digital platforms before making purchasing decisions. These findings align with the results of research conducted by Tasia et al., (2022), which shows that product quality influences purchasing decisions. This is in line with the research results from Puspitasari (2023), which states that product quality influences purchasing decisions.

Influence of Purchase Interest to Buying Decision

Based on the results of the path coefficient analysis, it is known that the purchase intention variable influences purchasing decisions with a t-statistic value of $2.376 > 1.96$ and a p-value of $0.018 < 0.05$. This finding reveals that the higher the level of consumer interest and desire for a product, which is formed through the process of searching, evaluating, and believing in the benefits offered, the greater the consumer's decision to purchase the product. Based on the characteristics of respondents, the majority were aged 17-25 years (79%), dominated by students (73%). This condition shows that young consumers are more likely to seek information before purchasing cosmetic products, because at this age stage respondents are very concerned about beauty trends and need assurance that the selected product meets expectations. In addition, as many as 75.5% of respondents made purchases online, this reinforces that the younger generation relies on information from user reviews and other people's experiences before making purchases. In this context, purchasing interest is influenced by access to information on digital platforms that provide testimonials and product reviews. This finding is in line with the results of research conducted by Nabila and Azijah (2024), which shows that purchase intention has a significant influence on purchasing decisions

The Influence of Celebrity Endorsement to Purchase Decisions through Purchase Interest

In terms of respondent characteristics, the majority of consumers are aged 17-25 (79). This group is classified as a younger generation who is more responsive to beauty trends and easily influenced by public figures who are considered credible and in line with their lifestyle. Limited income conditions actually make the presence of celebrity endorsements further increase the appeal of Make Over products, as they can emphasize the quality of local products at affordable prices. Furthermore, the dominance of online purchases (75.5%) illustrates the tendency of the younger generation to utilize digital platforms with promotions, celebrity campaigns, and reviews, thus encouraging the growth of purchasing interest. This purchasing interest then becomes a connecting factor in strengthening consumer decisions to make purchases. This finding is in line with the results of research conducted by Napitulu et al., (2023), which shows that celebrity endorsements influence purchasing decisions through purchasing interest.

The Influence of Brand Image to Purchase Decisions through Purchase Interest

Based on the characteristics of respondents, the majority of consumers are in the 17-25 year age and dominated by students (73%). These characteristics indicate that young consumers do pay attention to brand image when choosing cosmetic products, but limited income makes consumers more selective in making purchases. In addition, the majority of respondents (75.5%) prefer to shop online, so their purchasing decisions are more

influenced by practicality, digital promotions, and user reviews, rather than solely brand image. This indicates that brand image has not been able to be a factor that drives purchasing interest, because consumers, more consider the functional aspects and ease of product access. This finding is not in line with research conducted by Irawanti (2024), which states that brand image has an influence on purchasing decisions through purchasing interest as an intervening variable.

Influence of Product Quality toPurchase Decisions through Purchase Interest

This younger age group tends to pay more attention to product quality to support their daily appearance, whether for college, work, or social activities. With relatively limited income, they are more selective in choosing products that offer high quality. Furthermore, 75.5% of respondents made online purchases, indicating that convenient access, digital promotions, and consumer reviews also strengthen confidence in product quality. Therefore, it can be concluded that product quality not only contributes to attracting consumer interest but also has an indirect influence on purchasing decisions through purchase intention as an intervening variable.

CONCLUSION

1. Celebrity endorsementinfluence on purchasing interest in Make Over products
2. Brand image does not influence purchasing interest in Make Over products
3. Product quality influences purchasing interest in Make Over products
4. Celebrity endorsementdoes not influence purchasing decisions for Make Over products
5. Brand image influences purchasing decisions for Make Over products
6. Product quality influences purchasing decisions for Make Over products
7. Purchase interest influences purchasing decisions for Make Over products
8. Celebrity endorsementinfluences purchasing decisions through purchasing interest as an intervening variable in Make Over products.
9. Brand image does not influence purchasing decisions through purchasing interest as an intervening variable on Make Over products.
10. Product quality influences purchasing decisions through purchasing interest as an intervening variable in Make Over products.

Sugestions

Make Over

Based on the research results, the use of celebrity endorsements needs to be optimized with an interactive promotional approach, such as campaigns involving public figures, celebrity testimonials, or live streaming sessions to increase initial interest in the product. Although brand image has not yet shown an influence on purchasing interest, Make Over still needs to maintain its brand reputation by building consistent communication so that brand image can be a force that supports the marketing strategy. It also needs to continue to maintain and improve the quality of its products, both in terms of formula innovation, durability, comfort of use, and packaging appearance. These efforts are important to strengthen consumer purchasing interest, which ultimately drives sustainable purchasing decisions.

For Further Researchers

For future researchers, the results of this study can serve as a reference or foundation for further research development. Future researchers can expand the study by adding other variables not examined in this study, such as online customer reviews, price perception, lifestyle, and consumer satisfaction.

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