

DETERMINANTS OF PURCHASE INTENTION TOWARD WARDAH COSMETIC PRODUCTS AMONG TIKTOK USERS: THE ROLES OF CELEBRITY ENDORSER CREDIBILITY, BRAND IMAGE, AND PRICE FAIRNESS

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Abstract

The increasingly intense competition in the cosmetics industry, coupled with the growing use of TikTok as a digital marketing platform, has contributed to the formation of consumers' purchase intention toward Wardah cosmetic products. This study aims to examine the effects of celebrity endorser credibility, brand image, and price fairness on purchase intention toward Wardah products among TikTok users in Denpasar City. A quantitative approach with an associative research design was employed. The sample consisted of TikTok users in Denpasar City who were familiar with the Wardah brand, had never purchased its products, and had previously viewed Wardah promotional content on TikTok. Respondents were selected using a non-probability purposive sampling technique. Data were collected through questionnaires and analyzed using descriptive statistics and multiple linear regression, complemented by the F-test, t-test, and the coefficient of determination (R^2). The results indicate that, both simultaneously and partially, celebrity endorser credibility, brand image, and price fairness have a positive and significant effect on purchase intention. These findings underscore the importance of strengthening endorser credibility, consistently managing brand image, and establishing fair pricing strategies in designing Wardah's digital marketing strategy on the TikTok platform.

Keywords: Purchase Intention, Celebrity Endorser Credibility, Brand Image, Price Fairness, Wardah

INTRODUCTION

Skincare has evolved from being merely an aesthetic necessity into an essential component of maintaining skin health, particularly among adolescents who are more susceptible to skin problems such as acne, oily skin, and dry skin, thereby requiring appropriate skincare to prevent long-term damage (Andrini, 2023; Dewi et al., 2025). The growing public awareness of skincare has also stimulated the expansion of Indonesia's cosmetics industry, with Wardah emerging as the most widely used local cosmetic brand in 2022 based on a Populix survey. To maintain its competitiveness amid increasingly intense market competition, Wardah continues to innovate and leverage digital marketing strategies through social media, particularly TikTok, which has proven effective in introducing products through videos, live streaming, and collaborations with endorsers. This strategy also expands market reach and enhances consumer interest by facilitating seamless interaction between sellers and buyers