

THE ROLE OF CELEBRITY ENDORSER CREDIBILITY IN MODERATING THE EFFECTS OF PRODUCT QUALITY AND PRICE ON PURCHASE INTENTION (A Study of Somethinc Product Consumers in Denpasar City)

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Abstract. The rapid growth of the beauty industry has sparked intense competition among similar companies. To attract consumer interest, companies employ various marketing strategies, one of which is promotion. This study aims to explain the role of celebrity endorser credibility in moderating the influence of product quality and price on the purchase intention for Somethinc products in Denpasar City, Bali. The study was conducted in Denpasar City with a sample of 100 respondents selected using a non-probability sampling method specifically, purposive sampling. Data analysis involved both descriptive and inferential statistics, utilizing Moderated Regression Analysis (MRA). The results indicate that product quality does not have a positive and significant effect on purchase intention, whereas price has a positive and significant effect. Celebrity endorser credibility was found to moderate the influence of product quality on purchase intention by strengthening it, while moderating the influence of price on purchase intention by weakening it. These findings offer strategic implications for Somethinc to enhance its digital marketing efforts. Somethinc should focus on collaborating with honest and credible celebrity endorsers, as their sincere reviews have been shown to reinforce the perception of product quality, thereby stimulating consumer interest. Furthermore, Somethinc should maintain a competitive pricing strategy as a key draw, given that the involvement of trusted celebrity endorsers has been shown to reduce consumer price sensitivity regarding the products offered.

Keywords: Purchase Intention, Product Quality, Price, Celebrity endorser Credibility

INTRODUCTION

The rapid growth of the skincare industry in Indonesia reflects increasing public awareness of the importance of skin care, thereby encouraging various local brands to innovate and develop products tailored to the skin characteristics of Indonesian consumers (East Ventures, 2024). The skincare market has become one of the largest segments of the national beauty industry, predominantly driven by consumers aged 18–39 years, supported by the increasing participation of male consumers, greater purchasing power, and easier access to products and information (YCP Group, 2024). In line with this development, the number of companies operating in Indonesia's cosmetics industry increased from 913 in 2022 to 1,010 by mid-2023, accompanied by export performance reaching USD 770.8 million during the January–