

Celebrity Endorsement and Brand Image Effects on MS Glow Purchase Decision through Trust

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ARTICLE INFO	ABSTRACT
Received: 31 July 2026 Revised: 24 September 2026 Accepted: 27 September 2026 Keywords: brand image, celebrity endorsement, purchase decision, trust	The increasing competition in the local skincare industry has encouraged brands such as MS Glow to use celebrity endorsement and brand image to influence consumers' purchase decisions. However, previous findings regarding the effects of these factors on purchase decisions are not always consistent, and the mediating role of trust remains insufficiently examined, particularly among university students. This study addresses this gap by simultaneously examining celebrity endorsement and brand image and testing trust as a mediating variable in the context of MS Glow skincare products among Universitas Negeri Padang students. A quantitative causative approach was employed using purposive sampling, involving 100 students who had purchased MS Glow products. Data were collected through a Likert-scale questionnaire and analyzed using Structural Equation Modeling with SmartPLS 4.0. The results show that celebrity endorsement significantly affects trust, but does not significantly affect purchase decisions. Brand image significantly affects trust and purchase decisions. Trust significantly affects purchase decisions. Trust does not mediate the relationship between celebrity endorsement and purchase decisions, but significantly mediates the relationship between brand image and purchase decisions. These findings highlight the importance of strengthening brand image and consumer trust in supporting MS Glow purchase decisions. DOI : https://doi.org/10.24036/ecogen.v9.i3.124



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INTRODUCTION

Customers now have more options for brands and products because to the skincare industry's explosive growth. Because buyers must consider product information, brand

reputation, perceived quality, and promotional messaging before choosing which product to buy, this condition has also made purchasing decisions more difficult. Due to intense digital marketing, celebrity endorsements, social media evaluations, and rival brand images, customers' decision-making process is very crucial in the local skincare industry. Thus, the main consumer-behavior problem is not simply whether consumers are aware of a skincare brand, but whether marketing stimuli are sufficiently convincing to develop confidence and ultimately lead to a purchase decision.

Skincare has increasingly become part of consumers' daily self-care routines in Indonesia. The ZAP Beauty Index 2019-2020 indicates that skincare users were concentrated among younger consumers, particularly those aged 16-18 and 19-23 years. The proportion of users aged 19-23 reached 36%, while users aged 16-18 accounted for approximately 27%. These groups represent late adolescents and young adults, including university students, who are highly exposed to digital information and beauty-related content. The ZAP Beauty Index 2024 also indicates that Indonesian consumers increasingly associate beauty with healthy and well-maintained skin rather than merely skin color. These developments demonstrate the relevance of skincare consumption among young consumers and provide an important context for examining their purchase decision-making process (Z.Clinic, 2019; Z.Clinic, 2020; Clinic & Markplus, 2024).

MS Glow is one local skincare company that competes in this market. Since its founding in 2013, MS Glow has grown its market share with skincare and body care products. As part of its promotional strategy, the company has actively leveraged digital marketing and celebrity or influencer endorsement. Additionally, the brand has developed its identity through brand communication, distribution, and product development. Its established market position does not, however, ensure that customers would keep buying its goods.

Table 1. Average Monthly Sales of MS Glow per Quarter (Thousand Units)

Quarter	2023	2024
Q1	738,3	581,7
Q2	650,0	545,7
Q3	683,3	–
Q4	730,0	–

Source: Kompas Market Insight Dashboard, Shopee, Tokopedia (Official Stores and Non-Official Stores); processed data.

Data from the Kompas Market Insight Dashboard show fluctuations and a decline in MS Glow skincare sales (Table 1). After rising during the third and fourth quarters of 2023, reaching an average of 730.0 thousand units per month in the fourth quarter, sales

declined to 581.7 thousand units in the first quarter of 2024 and 545.7 thousand units in the second quarter of 2024. This condition indicates the importance of understanding the factors that may influence consumers' purchase decisions rather than assuming that brand familiarity or promotional exposure automatically results in purchasing behavior, such as the content marketing carried out by endorsers on digital platforms. Research by (E. R. Putri & Rino, 2025) also indicates that content marketing influences purchasing decisions for MS Glow skincare products. Celebrity endorsement is theoretically relevant because celebrities can function as communication sources that transfer symbolic meanings and associations to endorsed products. According to (McCracken, 1989) meaning transfer theory, consumers' views of a product can be influenced by the cultural connotations attached to a celebrity through the endorsement process. Therefore, celebrity endorsements in the cosmetics industry can give customers information and symbolic linkages that could affect their perception of a brand.

However, how customers perceive the endorser and the message will determine how successful the endorsement is. Previous empirical data reinforce this ambiguity. While (Maharani, W., 2024) observed no significant effect, (Dewi & Prabowo, 2023) discovered that celebrity endorsement had a considerable impact on buying decisions. Other studies have similarly produced different findings, with (Tayl et al., 2021) and (Rozza Ika Kirana, 2024) reporting insignificant effects, while (Shanvara & Erdiansyah, 2024) and (Chandra & Mansur, 2024) found significant effects. These discrepancies imply that in various consumer scenarios, celebrity endorsements may not always result in direct purchase decisions.

Theoretically, brand image is also important since customers evaluate items and make decisions based on their associations and impressions of a brand. A favorable brand image can create positive associations concerning product quality, reliability, and value, thereby reducing uncertainty and supporting consumers' evaluations of alternatives (Kotler & Keller, 2016). Because consumers frequently have doubts about the applicability, quality, and anticipated outcomes of skincare products, this is especially pertinent. Significant correlations between brand image and purchase decisions were empirically reported by (Agustiani & Purnama, 2023) (Irawan et al., 2024) (Nababan & Saputra, 2023) (Shanvara & Erdiansyah, 2024). (Putra & Abiyoga, 2023), however, did not discover any noteworthy impact. The contrasting findings indicate that the relationship between brand image and purchase decisions also requires further examination, particularly when other psychological mechanisms are considered. Purchase decisions may or may not be influenced by brand image and celebrity endorsements, and trust offers a crucial explanation for this. This study treats trust as a mediating variable rather than just another independent predictor since consumers may evaluate brand connections and marketing stimuli before becoming confident in the brand. Trust can reduce perceived uncertainty and risk and provide consumers with

greater confidence when deciding whether to purchase a product. In this sense, celebrity endorsement and brand image represent external influences, while trust represents the consumer's evaluation of whether the brand is sufficiently reliable to support a purchasing decision. Previous studies have shown that celebrity endorsement can influence trust (Firman et al., 2021), while brand image can also contribute to consumer trust (Rahmasari et al., 2022). Trust, in turn, has been found to influence purchase decisions (Purwita Sari et al., 2020; Nababan & Saputra, 2023). Therefore, examining trust as a mediator allows the study to investigate not only whether celebrity endorsement and brand image influence purchase decisions, but also how these influences may be transmitted through consumer confidence in the brand.

Although previous research has examined celebrity endorsement, brand image, trust, and purchase decisions, several issues remain unresolved. First, empirical findings regarding the direct effects of celebrity endorsement and brand image on purchase decisions are inconsistent. Second, previous studies have examined trust as an intervening mechanism in different product and consumer contexts, but the mediating role of trust may not operate in the same way across brands and consumer groups. Third, limited attention has been given to examining celebrity endorsement and brand image simultaneously with trust as a mediator in the context of local skincare consumption among university students. Consequently, it remains unclear whether celebrity endorsement and brand image influence purchase decisions through the same mechanism or whether one factor is more strongly associated with trust and subsequent purchasing behavior. MS Glow and the student environment at Universitas Negeri Padang (UNP) are therefore empirically significant. Social media, digital marketing, celebrity endorsements, and competing skincare companies have a significant impact on the younger consumer sector, which includes college students. Furthermore, MS Glow, a well-known local skincare brand, has seen fluctuating sales figures due to increased competition. This setting offers a chance to investigate if consumer impressions of the brand and the ensuing trust play a more significant part in influencing purchase decisions, or if celebrity advertising exposure is adequate. Studying these relationships among UNP students can therefore provide a more specific understanding of consumer decision-making within the local skincare market.

Based on these research gaps, this study contributes by simultaneously examining celebrity endorsement and brand image as antecedents of purchase decisions while testing trust as a mediating mechanism in the context of MS Glow skincare products among Universitas Negeri Padang students. Therefore, this study generally aims to examine the influence of celebrity endorsement and brand image on purchase decisions for MS Glow skincare products, with trust as a mediating variable among Universitas Negeri Padang students.

METHOD

The design applied in this research is quantitative in nature, relying on a causal framework to test the connections between the variables under study. Specifically, the researcher wanted to know whether celebrity endorsement and brand image carry any weight in shaping how Universitas Negeri Padang students decide to purchase MS Glow skincare products, and whether trust works as a bridge between those variables. All UNP students who had ever bought an MS Glow product made up the population for this research. Using Cochran's formula, the researcher arrived at a sample of 100 people, was obtained through purposive—rather than random—sampling; this means each participant had to meet specific criteria: being an active UNP student, having purchased MS Glow skincare products, and having viewed an advertisement featuring an MS Glow endorser.

To collect the primary data, a questionnaire built around a five-point Likert scale (from strongly disagree up to strongly agree) was distributed to respondents. Once collected, the data went through a descriptive statistical check first this step verified the data, worked out average scores, and produced the Total Criterion Response (TCR) figures. Testing the hypotheses themselves required Partial Least Squares Structural Equation Modeling (SEM-PLS), run through two separate stages. In the first stage, the outer (measurement) model was examined to make sure each construct held up in terms of validity and reliability. Only after that did the second stage begin, evaluating the inner (structural) model to trace the cause-and-effect links between latent variables and, ultimately, to test each hypothesis. SmartPLS 4.0 handled every statistical procedure in this study.

RESULT AND DISCUSSION

RESULTS

Presented below are the outcomes of the data processing carried out to answer how celebrity endorsement, brand image, trust, and purchase decisions relate to one another in the context of MS Glow skincare products. The presentation follows a set order: first the measurement model gets evaluated, then the structural model, and finally the hypothesis tests all grounded strictly in what the SmartPLS 4.0 SEM-PLS output actually produced.

Outer Model

Tabel 2. Descriptive Statistics of the Research Variables

No	Variables	Mean	TCR	Criteria
1	Celebrity Endorsement	4.12	82.45	Very strong
2	Brand Image	4.01	80.33	Strong
3	Trust	4.07	81.58	Very strong
4	Purchase Decision	4.04	80.89	Strong

Source: Authors' analysis based on primary data (2026).

Table 2 presents the descriptive statistics of the research variables based on the mean scores and the Total Criterion Response (TCR). The TCR is calculated by dividing the mean respondent score by the maximum possible score and multiplying the result by 100 percent, using interval criteria based on Ridwan (2010) that classify responses into five categories ranging from very weak to very strong. The results indicate that all variables achieved mean scores above 4.00 and TCR values exceeding 80%, suggesting that respondents' perceptions of the research variables ranged from strong to very strong. Among these variables, Celebrity Endorsement obtained the highest mean score (4.12; TCR = 82.45%), followed by Trust (4.07; TCR = 81.58%), both reflecting very strong perceptions. Meanwhile, Brand Image and Purchase Decision recorded mean scores of 4.01 (TCR = 80.33%) and 4.04 (TCR = 80.89%), respectively, indicating respondent agreement levels within the strong category.

Validity Assessment

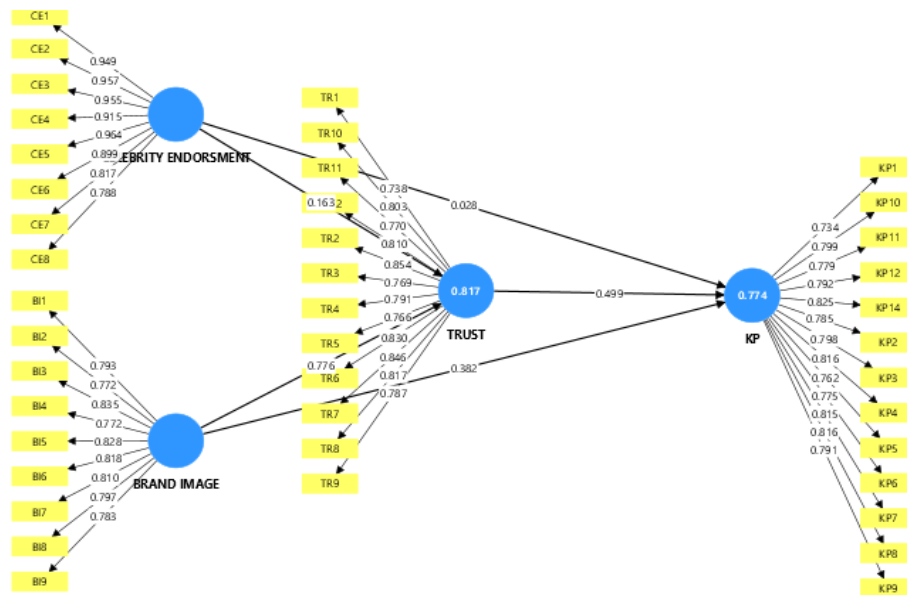


Figure 1. Structural Model (Inner Model)

Source: Authors' analysis based on primary data (2026).

The results of the internal model analysis indicate that all statement indicators were found to be valid, with factor loadings exceeding 0.7. In addition, validity was assessed using the Average Variance Extracted (AVE) values. The AVE results are presented in the following table:

Table 3. Average Variance Extracted (AVE) Results

Variables	AVE
Celebrity Endorsment	0.824
Brand Image	0.642
Trust	0.639
Purchase Decision	0.627

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

As shown in Table 3, all constructs have Average Variance Extracted (AVE) values above the 0.50 threshold. This indicates that convergent validity is established for all constructs, allowing the analysis to proceed to the next stage.

Reliability Assessment

Table 4. Composite Reliability Analysis Results

Variables	Composite Realibity
Celebrity Endorsment	0.874
Brand Image	0.942
Trust	0.955
Purchase Decision	0.956

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

Table 4 tells a similar story but for Composite Reliability every construct sits above the 0.70 threshold required. In practical terms, the measurement model holds together with acceptable internal consistency, which clears the way for structural model testing.

Structural Model Assessment

Table 5. R-Square Analysis Results

Variables	R-square	R-square adjusted
Purchase Decision	0.774	0.767
Trust	0.817	0.813

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

As for explanatory power, Table 5 lays out the R-square figures. Purchase Decision comes in at 0.774, which translates to Celebrity Endorsement, Brand Image, and Trust together accounting for just over three-quarters (77.4%) of what makes purchase decisions vary; whatever's left 22.6% comes down to variables this study didn't capture. Trust, meanwhile, posts an even higher R-square of 0.817: Celebrity Endorsement and

Brand Image combined explain 81.7% of the shifts in trust, leaving only 18.3% unaccounted for.

Hypothesis Testing

Direct Effect Hypothesis

Table 6. Results of Direct Effect Hypothesis Testing

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1->Y	0.028	0.028	0.08	0.346	0.729
X1->Z	0.163	0.160	0.073	2.218	0.027
X2->Y	0.382	0.374	0.156	2.455	0.014
X2->Z	0.776	0.773	0.068	11.35	0.000
Z->Y	0.499	0.509	0.133	3.755	0.000

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

Turning to the bootstrapping procedure in SmartPLS where a hypothesis only gets accepted once T-statistics clear 1.96 and P-values drop under 0.05 several patterns emerge. Starting with Celebrity Endorsement's (X1) link to Purchase Decision (Y): the path coefficient sits at 0.028, the T-statistic at 0.346, and the P-value at 0.729, none of which clear the bar for significance. This particular hypothesis, then, gets rejected. A different picture appears when Celebrity Endorsement (X1) is tested against Trust (Z) instead here the path coefficient reaches 0.163, T-statistic 2.218, and P-value 0.027, all of which do clear the threshold, confirming a positive and meaningful relationship. Moving to Brand Image (X2) and its connection to Purchase Decision (Y), the numbers show a path coefficient of 0.382, T-statistic of 2.455, and P-value of 0.014 again crossing into significant territory. Brand Image's (X2) relationship with Trust (Z) turns out even stronger: path coefficient 0.776, T-statistic 11.350, P-value 0.000, by far the most robust relationship found in this study. Lastly, Trust (Z) shows a solid, significant effect on Purchase Decision (Y) too, with a path coefficient of 0.499, T-statistic of 3.755, and P-value of 0.000.

Indirect Effect Hypothesis

Table 7. Results of Indirect Effect Hypothesis Testing

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z -> Y	0.081	0.086	0.045	1.820	0.069
X2 -> Z -> Y	0.388	0.393	0.110	3.509	0.000

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

Shifting attention to indirect effects: when Celebrity Endorsement (X1) is traced through Trust (Z) toward Purchase Decision (Y), the resulting path coefficient is 0.081, paired with a T-statistic of 1.820 and P-value of 0.069 falling just short of significance. Brand Image (X2), routed the same way through Trust (Z) to Purchase Decision (Y), tells a different story: path coefficient 0.388, T-statistic 3.509, P-value 0.000, which does qualify as a significant indirect pathway.

Total Effect

Table 8. Total Effects

Variables	Path Coefficient				Total Effect
	Direct Effect	T statistics (O/STDEV)	Indirect Effect	T statistics (O/STDEV)	
X1->Y	0.028	0.346	0.081	1.820	0.109
X1->Z	0.163	2.218	-	-	0.163
X2->Y	0.382	2.455	0.388	3.509	0.770
X2->Z	0.776	11.35	-	-	0.776
Z->Y	0.499	3.755	-	-	0.499

Source: Authors' analysis using SmartPLS 4.0 based on primary data (2026).

Finally, total effects (direct plus indirect combined) reveal that Celebrity Endorsement's (X1) overall pull on Purchase Decision (Y) only reaches 0.109, dwarfed by Brand Image's (X2) total effect of 0.770. Rounding out the picture: Celebrity Endorsement's total effect on Trust stands at 0.163, Brand Image's on Trust at 0.776, and Trust's on Purchase Decision at 0.499. Taken together, these numbers make clear that among all the variables tested, Brand Image carries by far the heaviest influence on Purchase Decision whether measured directly or filtered through Trust. This pattern represents complementary partial mediation because both effects are significant and favorable. This indicates that the choice to buy is influenced by brand image both directly and indirectly through trust.

The choice to buy is not significantly impacted by celebrity endorsements either directly or indirectly through trust. As a result, the relationship between celebrity endorsement and the choice to buy is not mediated by trust.

DISCUSSION

The Insignificant Role of Celebrity Endorsement in Students' Purchase Decisions

Testing the first hypothesis turned up no meaningful link between celebrity endorsement and the purchase decisions UNP students make regarding MS Glow. Put simply, having a well-known face attached to the brand hasn't been enough, by itself, to push these particular consumers toward a purchase. Once an endorser's reputation takes a hit like that, being attractive or famous stops being enough on its own; students, being fairly discerning consumers, start weighing other things instead, like whether the product actually works and what the product's own reputation looks like.

Notably, this outcome runs counter to what (McCracken, 1989) proposed in his meaning transfer theory. McCracken argued that what makes a celebrity endorsement work isn't really about credibility or looks it's about whether the celebrity can pass along cultural meaning (things like status, lifestyle, personality) to the product, which consumers then absorb through using that product. Since that's not what happened here, it looks like the meaning transfer chain broke somewhere along the way in MS Glow's case. One plausible explanation: once controversy dented the endorser's credibility, whatever positive meaning they carried simply couldn't get through to the product anymore. The bigger takeaway here is that celebrity endorsement as a strategy lives or dies by whether the endorser can keep their integrity and public standing intact over time.

Other researchers have landed on similar conclusions (Tayl et al., 2021) and (Rozza Ika Kirana, 2024) both found celebrity endorsement insignificant in shaping purchase decisions, matching what's found here. That said, not everyone agrees: (Shanvara & Erdiansyah, 2024) and (Chandra & Mansur, 2024) both reported the opposite, finding celebrity endorsement did significantly move purchase decisions in their studies. The takeaway from this split in the literature is that celebrity endorsement doesn't work the same way everywhere it depends heavily on how much consumers trust the specific endorser involved and what shape the brand's image happened to be in when each study was conducted.

The Significant Role of Brand Reputation in Students' Purchase Decisions

The second hypothesis test tells a different story: brand image does significantly, and positively, shape purchase decisions. The takeaway is fairly intuitive students who think highly of MS Glow's brand are more likely to buy from it, and those who don't, aren't. This lines up with what (Kotler & Keller, 2016) argued long ago, that a solid brand image plants positive beliefs and associations in consumers' minds, which eventually nudges

them toward buying and this finding bolsters the claim by Putri et al.(2018), that perceived product quality and brand image have an impact on consumers' favourable opinions of a product are reinforced by a positive brand image, which raises the possibility that they will buy it. Apparently, the brand equity built up over the years through innovating its products, embracing digital tools, and widening its distribution has stuck firmly enough in consumers' minds, students included, that it still drives their buying choices today.

This matches what a fair number of other studies have found too (Irawan et al., 2024) (Rahmasari et al., 2022), (Nababan & Saputra, 2023), (Shanvara & Erdiansyah, 2024), (Chandra & Mansur, 2024), and (Adirinekso et al., 2021) all reported the same pattern of brand image significantly driving purchase decisions. Essentially, the richer and more favorable the information consumers manage to gather about a product, the stronger an image of that product takes shape in their heads and the stronger that image, the more likely they are to eventually buy, especially since most consumers do their homework before committing to a purchase.

The Role of Celebrity Endorsement in Building Students' Trust

Hypothesis three's results show celebrity endorsement does carry a significant, positive effect on trust a notably different outcome from what showed up with purchase decisions. So even though having an endorser didn't directly translate into more sales, it turns out these public figures still play a real part in making consumers feel more confident about the product's quality and reliability. The S-O-R framework is in line with this outcome. While trust is an internal consumer reaction to that stimuli, celebrity endorsement can serve as a stimulus that offers associations or knowledge about a product.

This tracks with what (Firman et al., 2021) have argued that celebrities essentially embody a lifestyle people aspire to, which gives them leverage to get their followers to believe in whatever they're promoting; that's precisely why so many brands turn to celebrities in the first place, to boost how much consumers trust them. (Febrianti et al., 2025) back this up too, having found celebrity endorsement significantly lifts brand trust, and so does (Puspitasari, 2025) whose research on Wardah beauty products showed much the same pattern.

The Dominant Role of Brand Image in Building Students' Trust

The fourth hypothesis confirms that brand image significantly, positively affects trust as well. This finding suggest a strong correlation between respondents opinion of MS Glow brand image and their degree of brand trust. This fits with (Ahidin, 2021) reasoning that trust mainly grows out of how consumers perceive and remember a brand over time brand image, after all, reflects a track record of consistent quality that no amount of

celebrity endorsement can substitute for. This finding is consistent with Rahmasari et al. (2022), who also found that brand image positively predicts consumer trust.

The Dominant Role of Trust in Students' Purchase Decisions

Hypothesis five confirms trust significantly, positively shapes purchase decisions. This research suggests that better decision to buy MS Glow skincare product are linked to increased consumer trust this outcome validates the function of trust as an organismic state that converts consumer perceptions into behavioural responses within the S-O-R framework. This backs up what (Purwita Sari et al., 2020) claimed, that stronger trust in a product translates into stronger purchase decisions, and it also echoes (Rahmasari et al., 2022) and (Rozza Ika Kirana, 2024) both of whom found the same significant, positive relationship between trust and purchasing behavior.

The Insignificant Mediating Role of Trust in the Effect of Celebrity Endorsement on Students' Purchase Decisions

According to the results, trust doesn't act as a bridge connecting celebrity endorsement to purchase decisions for MS Glow among UNP students. What this suggests is that however visible, credible, appealing, or influential the endorser might be, none of that was quite enough to build the kind of trust needed to actually push someone to buy. This suggests that while the use of celebrities to promote MS Glow may be associated with the growth of customer trust, the power of celebrity endorsement has not yet been substantially converted into a purchase decision.

The Stimulus-Organism-Response (S-O-R) framework helps to explain these results. While trust is an internal process that takes place at the organism stage and the decision to buy is the response, celebrity endorsements can be seen as a stimulus that customers receive. The study's findings show that this stimulus is linked to trust, however there was no significant indirect relationship between the stimulus and the response via trust. Sowhile celebrity endorsement can move the needle on trust to some degree, that effect isn't strong enough to travel further down the chain and meaningfully shape purchase decisions.

The findings of this study are different from those of (Firman et al., 2021), who discovered that the association between purchase intention and celebrity endorsement is mediated by trust. This discrepancy in findings implies that the function of trust as a mediator may change according on the study setting.

The Mediating Role of Trust in the Effect of Brand Image on Students' Purchase Decisions

Unlike the previous pathway, this one holds up: trust does mediate the relationship between brand image and purchase decisions for MS Glow. In other words, a favorable

brand image doesn't just push purchase decisions directly it also builds trust along the way, and that trust then goes on to encourage buying as well. This implies students aren't judging MS Glow purely on reputation; they're also weighing how well the brand has actually earned their trust, through consistent quality and by living up to what consumers expect from it. The stronger MS Glow's image gets, then, the more trust tends to follow, which in turn reinforces the likelihood of a purchase.

This lines up with what (Kotler & Keller, 2016:192) described that a positive brand doesn't just build trust, it also deepens the emotional connection consumers feel, both of which eventually funnel into purchase decisions. (Irawan et al., 2024) found much the same thing in their own work, reporting that brand image significantly shapes purchase decisions when routed through brand trust as an intervening variable.

CONCLUSIONS

This study concludes that brand image plays a more decisive role than celebrity endorsement in shaping students' purchase decisions for MS Glow products. Celebrity endorsement has no significant direct effect on purchase decisions, whereas brand image has a positive and significant effect. Both celebrity endorsement and brand image have a positive and significant effect on trust, and trust, in turn, positively and significantly influences purchase decisions. However, trust does not mediate the relationship between celebrity endorsement and purchase decisions, while it partially mediates the effect of brand image on purchase decisions. These findings suggest that although celebrity endorsers can build trust, this trust is not sufficient to translate their influence into purchasing behavior; instead, a strong brand image, reinforced by trust, remains the primary driver of students' purchase decisions. Practically, MS Glow should prioritize strengthening its brand image through consistent product quality and credible brand communication rather than relying primarily on celebrity endorsers.

AUTHOR CONTRIBUTION

Putri Yolanda: Conceptualization, Methodology, Data Curation, Formal Analysis, Investigation, Writing – Original Draft. Rose Rahmidani: Conceptualization, Supervision, Validation, Writing – Review & Editing. All authors have read and agreed to the published version of the manuscript.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

SIMILARITY STATEMENT

The authors confirm that this manuscript is an original work and has been subjected to institutional plagiarism screening using Turnitin, ensuring it meets the required similarity threshold.

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