THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

SHAFIRA ANANDA PUTRI
NIM. B1024211034

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

SHAFIRA ANANDA PUTRI
NIM. B1024211034

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

STATEMENT OF ORIGINALITY

Name	: Shafira Ananda Putri
Student ID	: B1024211034
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Final Project Title	:The Power of Influence: How Celebrity Endorsements and Online Reviews Shape Gen Z's Purchase Behavior in Beauty Products

Strictly declare that the final project above, as a whole, is purely the work of the author herself and not plagiarism work of others. The parts are referred to as literature sources by the applicable writing guidelines. If the author is proven to have committed plagiarism, it is entirely the author's responsibility, resulting in the cancellation of the final project with the title.

Thus, the author made this statement truthfully.

Pontianak, January 10th, 2025



Shafira Ananda Putri
B1024211034

ACCOUNTABILITY STATEMENT

I, undersigned below:

Name	: Shafira Ananda Putri
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Date Test	: January 10th, 2025

Final Project Title :
The Power of Influence: How Celebrity Endorsements and Online Reviews Shape Gen Z's Purchase Behavior in Beauty Products

Stating that the final project is my work and all sources, both quoted and referenced, I have stated correctly.

Pontianak, January 10th, 2025



Shafira Ananda Putri
B1024211034

JURIDICAL SHEET

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENTS AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

Legal Responsibility



Shafira Ananda Putri
B1024211034

Department : Management
Study Program : S1 Management
Concentration : Marketing
Date of Exam : January 10th, 2025

BOARD OF EXAMINER

Board of Examiner	Name NIP	Date	Signature
Advisor 1	Dr. Juniwati, S.E., M.P. NIP. 196206031989032001	16/1 - 2025	
Advisor 2	Bintoro Bagus Purmono, S.E., M.M. NIP. 199205082019031006	16/1 - 2025	
Examiner 1	Prof. Dr. Nur Afifah, S.E., M.Si. NIP. 197305012003122001	15/1 - 2025	
Examiner 2	Harry Setiawan, S.E., M.M. NIP. 198510112019031010	16/1 - 2025	

Declared to have fulfilled the requirements and passed by the Board of Examiners in the Research and Comprehensive MBKM Program Final Project Examination to obtain a Bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program



Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

ACKNOWLEDGMENT

All praise to God for all the abundant blessings of His grace and mercy so that the author can complete this final project with the title "***The Power of Influence: How Celebrity Endorsement and Online Reviews Shape Gen Z's Purchase Behavior In Beauty Products***" This final project is one of the requirements to obtain a bachelor's degree at Universitas Tanjungpura. While writing this final project, I realized that this work can be done with the help of various parties, either directly or indirectly. At this moment, I would like to thank everyone who has provided support, guidance, and advice for me to run the course until the time of finishing this final project, especially to:

1. Prof. Dr. Garuda Wiko, S.H., M.Si., as the Rector of Universitas Tanjungpura;
2. Dr. Barkah, S.E., M.Si., as the Dean of the Faculty of Economics and Business, Universitas Tanjungpura;
3. Heriyadi, S.E., M.E., Ph.D., as the Head of the Management Program Study of the Faculty of Economics and Business, Universitas Tanjungpura;
4. Dr. Wenny Pebrianti, S.E., M.Sc., as the Secretary of the Management Program Study of the Faculty of Economics and Business, Universitas Tanjungpura;
5. Bintoro Bagus Purmono, S.E., M.M., as the Coordinator of the Management Program Study of the Faculty of Economics and Business, Universitas Tanjungpura, and also as my Advisor who has given guidance and advice during the MBKM Research process;
6. M. Ridwan Ristyawan, S.E., M.B.A., and Dr. Juniwati, S.E., M.P., as my Academic Advisor, who has given me insightful advice and continuous encouragement, which helped me overcome every challenge.
7. Helma Malini, S.E., M.M. Ph.D., as my Supervisor, who has given me many opportunities to participate in international class activities actively;
8. Prof. Dr. Nur Afifah, S.E., M.Si., and Harry Setiawan, S.E., M.M., as my Thesis Examiner who has given guidance and advice to the writer during the thesis process;
9. All of the lecturers who have been involved in the MBKM program who gave this opportunity and always support and pray for the student;
10. All honorable lecturers and staff in the Faculty of Economics and Business, in particular Management Program Study, who have given a lot of knowledge, guiding and assisting in every academic administration procedure;
11. My beloved family, especially my parents Aba and Uma, for their unwavering support, endless prayers, and unconditional love throughout my academic journey;
12. My sister and brothers Maulidya Sari Chaidarni Putri, M. Anggara Putra, M. Raihan Sastrawan Putra, and M. Asyhurul Hurum, who have stood by me, offering endless encouragement, understanding, and companionship during this journey;

13. My Seven BTS (Bangtan Sonyeondan), whose music and presence have accompanied me throughout my university years, including during this thesis. Their messages of hope and perseverance have been a constant source of strength and inspiration;
14. My cousins Eci, Maira, Nabila, and Fatur, who have stood by me, offering endless encouragement, understanding, and companionship during this journey;
15. My Majeju mates Shella, Fayzah, Ahmad, Adhinda, Sukma, Angga, and Saif, who have been a source of motivation, laughter, and support for me in both challenging and joyful times, and always accompanied me from the beginning to the end of college life;
16. My dearest friends Heni, Selvi, Ghina, Rani, Thoriq, and Nanda, for their consistent friendship, unforgettable memories, and for always being a source of joy and support;
17. All members of the ISC (International Student Committee) Hogwarts, for providing invaluable experiences and meaningful lessons that contributed greatly to my personal and academic growth;
18. Friends from Summer School EMPIRE and IVORY, for the unforgettable experiences and joyful moments shared, which made this journey even more special;
19. My fellow students from the International Class of 2021, for the enriching experiences we've shared, the lessons we've learned together, and the camaraderie that made this ac ademic journey truly memorable;
20. All the MBKM friends who support and strengthen each other, especially Cinthia, Maria, and fellow students under Pak Bin's guidance;
21. All the respondents, who took the time to fill out my questionnaire, your valuable insights and contributions were crucial for the success of my final project, and I sincerely appreciate your support;
22. Lastly, I thank myself for persevering through challenges, staying committed to my goals, and never giving up despite my obstacles.

Pontianak, January 10th 2025



Shafira Ananda Putri
B1024211034

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

SHAFIRA ANANDA PUTRI
BACHELOR'S DEGREE OF MANAGEMENT

ABSTRAK

Penelitian ini mengkaji dampak *influencer credibility*, *attractiveness*, dan *online customer reviews* terhadap *purchase intentions* Gen Z di pasar kecantikan Indonesia, dengan fokus pada kolaborasi antara *influencer* kecantikan Tasya Farasya dan merek lokal Somethinc. Tujuan penelitian ini adalah memberikan pemahaman yang komprehensif tentang bagaimana karakteristik *influencer* dan *online reviews* memengaruhi *consumer attitudes*, *brand awareness*, *trust*, dan *electronic word of mouth (eWOM)*, yang pada akhirnya memengaruhi *purchase intentions*. Penelitian ini memberikan wawasan baru tentang peran pemasaran *influencer* di industri kecantikan Indonesia yang terus berkembang. Data dikumpulkan secara kuantitatif dari 216 responden Gen Z yang dipilih melalui *convenience sampling*. Responden harus mengikuti setidaknya satu *influencer* kecantikan dan mengenal Tasya Farasya serta Somethinc. Untuk mengevaluasi hubungan antar variabel, data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan AMOS 26. Uji Sobel digunakan untuk mengevaluasi peran mediasi dari *eWOM*, *brand awareness*, dan *brand trust*. Hasil penelitian menunjukkan bahwa *influencer credibility*, *attractiveness*, dan *online reviews* secara signifikan meningkatkan *consumer attitudes* terhadap merek kecantikan, yang berdampak pada peningkatan *eWOM*, *brand awareness*, *brand trust*, dan *purchase intentions*. Temuan ini memberikan wawasan strategis bagi merek kecantikan yang ingin melibatkan konsumen Gen Z dan memperkuat loyalitas merek melalui kemitraan dengan *influencer*.

Kata Kunci: Influencer Marketing, Customer Online Reviews, Gen Z, Purchase Intention, Beauty Marketing.

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

SHAFIRA ANANDA PUTRI
BACHELOR'S DEGREE OF MANAGEMENT

ABSTRACT

This study looks into the impact of influencer credibility, attractiveness, and online customer reviews on Gen Z purchase intentions in Indonesia's beauty market, focusing on the collaboration between beauty influencer Tasya Farasya and local brand Somethinc. The study aims to provide a comprehensive understanding of how influencer characteristics and online reviews influence consumer attitudes, brand awareness, trust, and electronic word of mouth (eWOM), which, in turn, affect purchase intentions. This study provides novel insights into the role of influencer marketing in Indonesia's expanding beauty industry. Data were collected quantitatively from 216 Gen Z respondents selected through convenience sampling. Respondents needed to follow at least one beauty influencer and be familiar with Tasya Farasya and Somethinc. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 26 to assess the relationships between variables. Sobel tests were used to evaluate the mediating roles of eWOM, brand awareness, and brand trust. The findings show that influencer credibility, attractiveness, and online reviews significantly improve consumer attitudes toward beauty brands, resulting in increased eWOM, brand awareness, trust, and purchase intentions. These findings provide strategic insights for beauty brands that want to engage Gen Z consumers and strengthen brand loyalty through influencer partnerships.

Keywords: Influencer Marketing, Customer Online Reviews, Gen Z, Purchase Intention, Beauty Marketing.

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

RINGKASAN

1. Latar Belakang

Industri *Beauty* dan *Personal Care* (BPC) di Indonesia sedang mengalami pertumbuhan pesat, diproyeksikan meningkat dari USD 3,2 miliar pada tahun 2023 menjadi USD 5,5 miliar pada tahun 2028. Tren seperti "skinimalism," kecantikan berkelanjutan, dan produk yang berorientasi pada kesehatan mulai membentuk preferensi konsumen. Generasi Z (Gen Z), yang lahir antara pertengahan 1990-an hingga akhir 2010-an, menjadi pendorong utama pertumbuhan ini. Generasi yang terampil dalam teknologi digital ini memanfaatkan *platform* seperti Instagram, TikTok, dan YouTube untuk menemukan produk kecantikan serta membuat keputusan pembelian berdasarkan faktor-faktor seperti praktik etis, sertifikasi halal, dan ramah lingkungan. Gen Z secara aktif menciptakan dan membagikan konten, memperkuat pengalaman produk melalui *Electronic Word of Mouth* (eWOM) dan memengaruhi teman sebaya. *Influencer* ternama seperti Tasya Farasya, dengan tagline-nya "*Tasya Farasya Approved*" menjadi simbol kekuatan pemasaran melalui *influencer*. Kolaborasinya dengan Somethinc, merek kecantikan lokal yang dikenal dengan produk terjangkau dan bersertifikat BPOM, telah meningkatkan *credibility* dan *attractiveness* merek di kalangan Gen Z. Kemitraan ini menunjukkan efektivitas pemasaran *influencer* dalam membangun *brand awareness, brand trust,* dan *purchase intentions*.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh *celebrity credibility* terhadap *attitude* konsumen.
b. Untuk menguji dan menganalisis pengaruh *celebrity influencer's attractiveness* terhadap *attitude* konsumen.
c. Untuk menguji dan menganalisis pengaruh *online customers reviews* terhadap *attitude* konsumen.
d. Untuk menguji dan menganalisis pengaruh *attitude* terhadap *electronic word of mouth* (eWOM).
e. Untuk menguji dan menganalisis pengaruh *attitude* terhadap *brand awareness.*
f. Untuk menguji dan menganalisis pengaruh *attitude* terhadap *brand trust.*
g. Untuk menguji dan menganalisis pengaruh *electronic word of mouth* (eWOM) terhadap *purchase intention.*
h. Untuk menguji dan menganalisis pengaruh *brand awareness* terhadap *purchase intention.*
i. Untuk menguji dan menganalisis pengaruh *brand trust* terhadap *purchase intention.*
j. Untuk menguji dan menganalisis pengaruh *attitude* terhadap *purchase intention.*

3. Metode Penelitian

Bentuk penelitian yang digunakan dalam penelitian adalah penelitian dengan metode kuantitatif. Data dikumpulkan melalui survei *cross-sectional* dengan sampel 216 responden generasi Z Indonesia yang aktif mengikuti *influencer* kecantikan di media sosial, terutama Tasya Farasya, yang dikenal dengan dukungannya terhadap merek lokal Somethinc. Survei dilakukan secara daring melalui *Google Forms* dengan pertanyaan *closed-ended* menggunakan skala Likert 5 poin (1 = sangat tidak setuju hingga 5 = sangat setuju). Analisis data menggunakan SEM AMOS 26 menunjukkan kredibilitas dan dukungan Tasya Farasya secara signifikan memengaruhi *attitude*, eWOM, *brand awareness*, *brand trust*, dan *purchase intention*. Validitas dan reliabilitas diukur menggunakan *Standardized Loading Factor* (SLF), *Average Variance Extracted* (AVE), dan *Construct Reliability* (CR). Uji Sobel juga mengungkap peran mediasi eWOM, *brand awareness* dan *brand trust* dalam memperkuat pengaruh terhadap *purchase intention*. Hasil penelitian ini memberikan wawasan mendalam tentang peran *influencer* dan *online customers reviews* dalam membentuk perilaku konsumen generasi Z di pasar kecantikan Indonesia.

4. Hasil dan Pembahasan

Hasil penelitian menunjukan bahwa semua item dinyatakan reliabel dan konsisten dapat mengukur kontruksi seluruh model yang dibangun. Adapun hasil uji analisis menunjukan bahwa *celebrity credibility*, *celebrity attractiveness*, dan *online customer reviews* secara signifikan meningkatkan *consumer attitudes* terhadap merek kecantikan, yang berdampak pada peningkatan *electronic word of mouth* (eWOM), *brand awareness*, *brand trust*, dan *purchase intentions*.

5. Kesimpulan dan Rekomendasi

Pemasaran melalui *influencer* dan *online customer reviews* secara signifikan meningkatkan *brand awareness, brand trust,* dan *purchase intentions* di kalangan Gen Z. Kolaborasi antara Tasya Farasya dan Somethinc merupakan contoh bagaimana dukungan yang kredibel dan *Electronic Word of Mouth* (eWOM) yang positif dapat membangun kepercayaan dan loyalitas konsumen. Bagi merek kecantikan, bekerja sama dengan *influencer* yang autentik dan mendorong ulasan positif adalah strategi kunci untuk melibatkan Gen Z dan mempertahankan pertumbuhan di pasar yang kompetitif. Penelitian di masa depan dapat mengeksplorasi faktor tambahan, seperti pengaruh budaya, untuk memperdalam wawasan tentang perilaku konsumen.

THE POWER OF INFLUENCE: HOW CELEBRITY ENDORSEMENT AND ONLINE REVIEWS SHAPE GEN Z'S PURCHASE BEHAVIOR IN BEAUTY PRODUCTS

SUMMARY

1. Background

The Beauty and Personal Care (BPC) industry in Indonesia is experiencing rapid growth, projected to increase from USD 3.2 billion in 2023 to USD 5.5 billion by 2028. Trends such as "skinimalism," sustainable beauty, and health-oriented products are shaping consumer preferences. Generation Z (Gen Z), born between the mid-1990s and late 2010s, is the main driver of this growth. This tech-savvy generation utilizes platforms such as Instagram, TikTok, and YouTube to discover beauty products and make purchasing decisions based on factors like ethical practices, halal certification, and eco-friendliness.

Gen Z actively creates and shares content, enhancing product experiences through Electronic Word of Mouth (eWOM) and influencing their peers. Famous influencers such as Tasya Farasya, with her "Tasya Farasya Approved" tagline, have become symbols of the power of influencer marketing. Her collaboration with Somethinc, a local beauty brand known for its affordable products and BPOM certification, has enhanced the brand's credibility and attractiveness among Gen Z. This partnership highlights the effectiveness of influencer marketing in building brand awareness, brand trust, and purchase intentions.

2. Research Objectives

a. To examine and analyze the influence of celebrity credibility on consumer attitudes.
b. To examine and analyze the influence of celebrity influencer attractiveness on consumer attitudes.
c. To examine and analyze the influence of online customer reviews on consumer attitudes.
d. To examine and analyze the influence of attitudes on electronic word of mouth (eWOM).
e. To examine and analyze the influence of attitudes on brand awareness.
f. To examine and analyze the influence of attitudes on brand trust.
g. To examine and analyze the influence of electronic word of mouth (eWOM) on purchase intention.
h. To examine and analyze the influence of brand awareness on purchase intention.
i. To examine and analyze the influence of brand trust on purchase intention.
j. To examine and analyze the influence of attitudes on purchase intention.

3. Research Method

This research uses a quantitative method. Data was collected through a cross-sectional survey with 216 Gen Z respondents in Indonesia who actively follow beauty influencers on social media, especially Tasya Farasya, known for her support of the local brand Somethinc. The survey was conducted online via Google Forms, with closed-ended questions using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Data analysis using SEM AMOS 26 showed that the credibility and endorsement of Tasya Farasya significantly influence attitude, eWOM, brand awareness, brand trust, and purchase intention. Validity and reliability were measured using the Standardized Loading Factor (SLF), Average Variance Extracted (AVE), and Construct Reliability (CR). The Sobel test also revealed the mediating role of eWOM, brand awareness, and brand trust in strengthening the influence on purchase intention. The results of this study provide deep insights into the role of influencers and online customer reviews in shaping the behavior of Gen Z consumers in Indonesia's beauty market.

4. Results and Discussion

The study results show that all items are reliable and consistent in measuring the constructs of the entire model. The analysis indicates that celebrity credibility, celebrity attractiveness, and online customer reviews significantly improve consumer attitudes toward beauty brands, enhancing electronic word of mouth (eWOM), brand awareness, brand trust, and purchase intentions.

5. Conclusion and Recommendations

Influencer marketing and online customer reviews significantly enhance brand awareness, brand trust, and purchase intentions among Gen Z. The collaboration between Tasya Farasya and Somethinc illustrates how credible endorsements and positive Electronic Word of Mouth (eWOM) can build consumer trust and loyalty. For beauty brands, partnering with authentic influencers and encouraging positive reviews are key strategies to engage Gen Z and sustain growth in a competitive market. Future research can explore additional factors, such as cultural influences, to deepen insights into consumer behavior.

TABLE OF CONTENTS

Page
STATEMENT OF ORIGINALITY i
ACCOUNTABILITY STATEMENT ii
JURIDICAL SHEET iii
ACKNOWLEDGMENT iv
ABSTRAK vi
ABSTRACT vii
RINGKASAN viii
SUMMARY x
TABLE OF CONTENTS xii
LIST OF TABLES xiii
LIST OF FIGURE xiv
LIST OF APPENDIX xv

1. INTRODUCTION 1083
2. RESEARCH METHOD 1086
3. RESULTS AND DISCUSSION 1091
3.1. RESULTS 1091
3.2. DISCUSSION 1096
4. CONCLUSION 1097
REFERENCE 1097
APPENDIX

LIST OF TABLES

Page
Table 1. Characteristics of Respondent 1091
Table 2. Goodness of Fit Index 1092
Table 3. Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) Values on Overall Model Fit 1092
Table 4. Hypothesis Testing 1095
Table 5. Sobel Test – Significance of Mediation 1096