
THE MODERATING ROLE OF CELEBRITY ENDORSERS IN THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING EFFORT AND INTENTION TO PURCHASE WHICH IS MEDIATED BY BRAND AWARENESS AT PT SUGARLAB ROYAL BEAUTY

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ABSTRACT

In the digital era, social media has become a powerful platform for brand promotion, with celebrity endorsers playing a key role in influencing consumer behavior. This study aims to evaluate celebrity endorsers' impact on enhancing Miracle Face Mist Sugarlab's brand awareness and examine the relationship between social media marketing efforts, brand awareness, and purchase intention. A quantitative approach was employed, and data were analyzed using Multiple Regression Analysis (MRA) through the SPSS Process tool to test the proposed hypotheses. The study focused on identifying how digital celebrity endorsements affect brand perception and consumer decision-making. The findings indicate that both social media marketing activities and the presence of celebrity endorsers significantly increase brand awareness. Furthermore, brand awareness was found to affect consumers' intention to purchase the product strongly. These results highlight the importance of strategic influencer collaboration and effective social media engagement in driving brand visibility and consumer interest. The implications of this research suggest that beauty and skincare brands can optimize marketing outcomes by leveraging well-targeted celebrity endorsers in digital campaigns, thereby enhancing consumer trust and purchase likelihood.

KEYWORDS

Social Media Marketing, Celebrity Endorser, Brand Awareness, Intention to Purchase



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INTRODUCTION

Technological advances in the era of globalization have driven significant innovation in the development of skincare products, particularly primers (Betz & Hein, 2023; Skare & Riberio Soriano, 2021). The global beauty industry is supported by innovation, cutting-edge technology, and market-oriented products with international collaboration in research and development. In Indonesia, the revenue generated in the beauty market in 2024 amounted to US\$1.35 billion (www.statista.com), with skincare as the top category. The synergy between technology and globalization creates products that are aesthetically effective and beneficial to skin health (Keller et al., 2020).

The beauty and personal care market, particularly in the skincare segment, has experienced significant growth, with revenues reaching USD 7.23 billion by 2022, and a projected annual growth rate of 5.81% until 2027 (Figure 1). The dominance of the skincare segment, which generated revenues of USD 2.05 billion, demonstrates the significant demand driving the emergence of various sellers in this sector (Erdogan & Z, 2019). Online sales, which accounted for 15.8% of total market revenue, signaled a shift in consumer preferences towards digital purchasing, a trend that was reinforced during the COVID-19 pandemic (Choi et al., 2022).

The 40.1% increase in health and beauty product transactions during the pandemic shows the increasing awareness of people towards health and beauty (Ścieszko et al., 2021). This factor, coupled with more time spent at home, has driven tremendous market growth, prompting more sellers to enter the market, creating a competitive environment with great opportunities for players in the beauty industry (Jamilah et al., 2021).

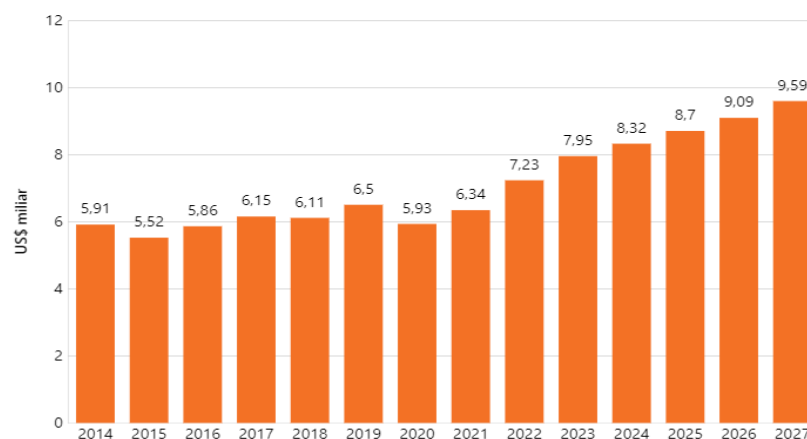


Figure 1. Skincare Sales (2014-2027)

Amidst the rapid growth of the beauty industry, sales of skincare products ranked second in transaction volume, reflecting the high demand that led to the emergence of many new sellers in the market. Navigating the increasingly competitive skincare market requires the development of effective and innovative marketing strategies (Hollebeek et al., 2020).

Intention to purchase is crucial in business, especially in today's digital era. This intention reflects the tendency of consumers to buy a product or service after being exposed to various marketing stimuli (Lee et al., 2019). According to Shareef et al. (2021), purchase intention is strongly influenced by brand awareness and user experience on social media, which can increase consumer engagement and trust in the brand. This is also supported by a study conducted by Yadav and Rahman (2020), which found that content marketing strategies on social media significantly impact consumer purchase intentions. In addition, Dwivedi et al. (2020) highlighted that perceived product quality and brand trust are key factors influencing purchase intentions. Another study by Tafesse and Wien (2020) showed that celebrity endorsements in social media marketing campaigns can significantly increase purchase intent, as consumers tend to trust recommendations from public figures they admire. The Hudson et al. (2021) study also confirms the importance of social media interactions in building strong relationships between consumers and brands, increasing purchase intent. Therefore, understanding and managing the factors influencing purchase intention is key for companies to design effective marketing strategies and increase sales (Breves & L, 2021).

Social media marketing efforts are crucial in influencing consumers' intention to purchase, especially in the beauty industry. The ability to create engaging and relevant content on social media platforms increases brand awareness and interaction with consumers. Research shows that strategic use of social media marketing activities can significantly increase brand awareness and purchase intentions. A study by Sahibzada et al. (2020) found that Social media marketing efforts play an important role in shaping customer intentions in the modern digital landscape. Similarly, Salem and Salem (2021) highlighted the impact of Social media marketing efforts on different stages of brand loyalty, demonstrating its effectiveness in retaining customers and increasing purchase intentions. In addition, research by Shareef et al. (2019) demonstrated the comparative effects of different advertising sources on social media, showing that customized social media campaigns can result in higher engagement and purchase decisions (Macheka et al., 2023; Majid et al., 2023; Mirabi et al., 2019; Muzellec et al., 2019; Pakpahan et al., 2021).

The importance of brand awareness in mediating the relationship between social media marketing effort and intention to purchase has been proven through various studies. Brand awareness serves as a bridge that connects social media marketing efforts with consumer purchase intention. Effective social media marketing efforts can increase brand awareness, thereby increasing consumer purchase intentions. Research by Cleo & Sopiah (2021) revealed that marketing activities on social media significantly affect purchase intention, and brand awareness is a mediating variable in this relationship. In addition, a study by Li et al. (2020) shows that high brand awareness can strengthen the positive influence of social media marketing on consumer purchase intentions, because consumers are more likely to buy products from brands they know and trust (Jun et al., 2023).

Celebrity endorsers are important in moderating the relationship between social media marketing effort and brand awareness on intention to purchase, which is increasingly relevant to digital marketing (Holland et al., 2020; Homburg et al.,

2019; Huang et al., 2021; Jin et al., 2021; Krammer & R, 2020). Celebrity endorsers play an important role because they can increase brand credibility and attractiveness through parasocial interactions, which contribute to increased brand awareness and purchase intentions. Aw and Labrecque's (2020) study highlights that parasocial interactions between celebrities and consumers on social media significantly influence consumers' attachment to the celebrity, which then impacts brand credibility, attractiveness, and purchase intentions. In addition, celebrities with a positive image and relevance to the endorsed product can amplify the positive effects of marketing campaigns on social media, increase brand awareness, and drive consumer purchasing decisions (Majid, 2020).

The influence of social media marketing efforts on brand awareness and purchase intention is also strengthened by the presence of celebrity endorsers. When celebrities participate in marketing campaigns, they can attract the attention of a wider audience and build trust through a positive public image and good reputation (Rather et al., 2021; Rauschnabel et al., 2019; Reinikainen et al., 2020; Sääksjärvi et al., 2016; Salem & M, 2024). This increases brand awareness and creates a stronger emotional connection with consumers, ultimately driving the intention to buy the product (Saini, 2020).

From previous research gap research by Li et al. (2021), Social media marketing efforts significantly increase consumer purchase intentions. This study shows that through proper engagement and relevant content, companies can utilize social media as an effective platform to build brand awareness and move consumers towards more active purchases. Meanwhile, according to research by Liu et al. (2021), there is evidence that in some cases, Social media marketing efforts do not always result in a significant increase in consumer purchase intentions. This study highlights that the success of a digital marketing campaign depends on the extent to which the messages delivered can build emotional connections and consumer trust in the brand, not just increase brand exposure (Research, 2018; Tafesse et al., 2020; Tucker & E, 2020; Widiatika et al., 2023; Zhang et al., 2021).

Research by Kozlenkova et al. (2021) Social media marketing efforts can significantly increase brand awareness through active interaction with consumers and relevant content. This study highlights that the integration of digital marketing strategies with consumer data analysis can strengthen brand positions in competitive digital markets. Meanwhile, research by Tafesse et al. (2020) found that factors such as confusion in promotional messages or lack of differentiation in marketing content can hinder the effectiveness of efforts to increase brand awareness on social media. This study shows that there is a need to pay more attention to consistency and relevance in digital communication strategies to achieve the desired results (Li et al., 2021).

PT Sugarlab Royal Beauty's use of celebrity endorsers in social media marketing strategies can maximize marketing efforts by increasing brand awareness and driving purchase intent. The right celebrity can effectively communicate product value and quality to target audiences, strengthen consumer loyalty, and improve overall marketing performance (Kotler & P, 2020). Thus, the importance of celebrity endorsers in moderating the relationship between social media marketing effort and brand awareness and purchase intention is a key factor in a

successful digital marketing strategy (Li et al., 2020). Through appropriate celebrity selection and strategic marketing campaigns, companies can achieve more optimal results in increasing brand awareness and driving consumer purchasing decisions (Semuel et al., 2018; Setiawan et al., 2019; Skare et al., 2021; Sriyanto & Agus, 2018; Thangavel et al., 2021).

Hypotheses development

Social media marketing efforts on brand awareness

Social media marketing efforts have a significant relationship with brand awareness, where marketing efforts through social media platforms can substantially increase brand awareness among consumers. Companies can reach a wider audience and build stronger brand recognition through engaging content creation, interaction with followers, and paid advertising campaigns. Social media marketing allows brands to utilize real-time analytics data, customize marketing messages, and maximize brand exposure across multiple digital platforms, thereby increasing overall brand awareness Kim, J, Song, et al. (2021); Duffett & G (2020).

Social media marketing efforts (SMME) are important in increasing brand awareness in the digital era. Various studies have shown that marketing efforts on social media can create closer relationships between consumers and brands and expand audience reach (Dwivedi et al., 2021). Effective SMME involves relevant content, strong audience interaction, and appropriate platforms to communicate brand value (Alalwan et al., 2020). Through engaging and interactive content, brand awareness can be established through increased frequency of exposure, consumer engagement, and content virality (González-Rodríguez et al., 2020).

H1: Social media marketing effort has a positive effect on brand awareness

Brand Awareness on Intention to Purchase

Various recent studies show that brand awareness is a key factor influencing consumer behavior and purchase intent. Based on research indexed in Scopus, brand awareness significantly increases consumers' intention to buy by building a sense of familiarity and trust (Djafarova et al., 2017). Chi et al. (2020) found that strong brand awareness increases the likelihood of consumers to consider and purchase a product, as it provides a sense of reliability and reduces perceived risk (Aral & S, 2019).

Brand awareness has a strong relationship with intention to purchase, where an increase in brand awareness among consumers can significantly increase their intention to buy the product or service offered. When consumers have high awareness of a brand, they tend to believe more in the quality and reputation of the brand, which in turn increases their intention to make a purchase (Ali et al., 2023). Research shows that brand awareness affects brand recognition and influences consumers' positive perceptions and preferences for the brand, which is an important step in the purchase decision-making process (Huang & Sarigöllü, 2021; Rather et al., 2021).

H2: Brand awareness has a positive effect on Intention to Purchase

Social media marketing effort on brand awareness with a Celebrity Endorser as

Social media marketing effort has a significant influence on brand awareness, and the use of celebrity endorsers as moderators can strengthen this relationship

(Christakis et al., 2013). When companies use social media platforms for their marketing strategies, they can reach a wider audience and build stronger brand awareness (Aw et al., 2020; Berger & J, 2020). Celebrity endorsers, with their appeal and influence, can increase the effectiveness of social media marketing efforts by adding credibility and attracting the attention of more consumers. Research shows that the combination of social media marketing strategies and the use of celebrities in promotions can result in a significant increase in brand awareness and strengthen consumer purchase intentions Lim et al. (2019); Jin & Muqaddam, 2021).

Celebrity Endorsers have the power to increase the emotional and psychological impact generated by marketing campaigns. In the context of moderation, celebrities help expand audience reach and strengthen the emotional connection between brands and consumers, thereby increasing Brand Awareness. Research shows that consumers tend to remember and respond more positively to brands endorsed by famous personalities (Shimp & Andrews, 2019). Thus, celebrity endorsement is a key driver that strengthens the relationship between SMME and brand awareness, making social media marketing efforts more effective in increasing brand awareness, especially in competitive and dynamic markets (Jin et al., 2019).

H3: Social media marketing effort positively affects brand awareness with a Celebrity Endorser.

Brand awareness on Intention to Purchase with Celebrity Endorser as

Brand awareness significantly influences intention to purchase, and using celebrity endorsers as a moderator can strengthen this relationship. When consumers are highly aware of a brand, they are more likely to trust and choose it in their purchasing decisions. The presence of celebrity endorsers can increase the effectiveness of brand awareness by utilizing the influence and credibility of celebrities to build a stronger emotional connection between brands and consumers. Research shows that celebrity endorsers can serve as a moderating factor that strengthens the effect of brand awareness on intention to purchase, because celebrities can attract greater attention and provide social validation of the brand (Jin et al., 2021; Lim et al., 2020).

Celebrity Endorsers also exert influence through the association of positive values that the celebrity has with the advertised brand. Consumers often associate celebrity images with product quality, directly affecting Intention to Purchase (Ilicic & Webster, 2019). In this case, the celebrity acts as a factor that strengthens the relationship between Brand Awareness and consumer purchase intention, by providing social legitimacy and increasing the appeal of the brand in the eyes of consumers.

H4: Brand awareness has a positive effect on Intention to Purchase with Celebrity Endorser as a Moderator

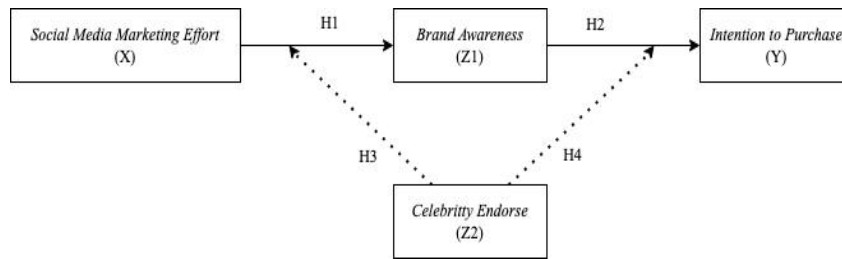


Figure 2. Relationship model between variables

RESEARCH METHOD

This study uses non-probability sampling with judgment sampling to determine sampling, where population elements are selected based on the researcher's judgment. To ensure an even distribution of respondents, this study will divide the Jabodetabek area into several pharmacies, each providing 10 respondents. In this way, each pharmacy has sufficient representation to reflect the variation of the existing population at Roxy Pharmacy in the Greater Jakarta area. The total sample size was 300 respondents, selected based on pre-determined criteria, i.e., they have never purchased Sugarlab Facemist products, are aged 18-60, and are visitors to Roxy pharmacies in the Greater Jakarta area. Data collection was conducted through a survey with an online questionnaire distributed to respondents who met these criteria.

In this study, a closed questionnaire will be used, which will be distributed online with a Likert scale to assess each answer given by respondents at intervals (Sumartini et al., 2020). The Likert scale used is a scale of 1 to 5, where value 1 is "Strongly Disagree" and value 5 is "Strongly Agree". The values in between represent varying degrees of agreement, with value 2 as "Disagree", value 3 as "Neutral", and value 4 as "Agree". This scale measures the extent to which respondents agree or disagree with the statements provided in the questionnaire, as described in Table 1 regarding the variables, indicators, and items used.

Table 1. Variable Operationalization

| No. | Variables | Indicator | Source |
|-----|--------------------------------|---|--------------|
| 1. | Social media marketing efforts | 1. I find Sugarlab's celebrity endorser content interesting 2. I feel Sugarlab's celebrity endorser content provides valuable information. 3. I have received Sugarlab content from a friend. 4. I like to share Sugarlab content on my social media accounts. 5. I feel Sugarlab's celebrity endorsers have a strong connection. 6. Sugarlab's celebrity endorsers are responsive to followers' comments 7. Sugarlab's celebrity endorsers build an active online community on social media. | (Chae, 2022) |

| No. | Variables | Indicator | Source |
|-----|-----------------------|---|----------------------------|
| 2. | Brand Awareness | 1. I know the main products offered by Sugarlab. 2. I understand the advantages of Sugarlab products. 3. I find Sugarlab's product information easy to understand. 4. The Sugarlab brand has a distinctive feature that differentiates it from other brands. 5. I easily recognize Sugarlab products in various media such as websites, Instagram, and TikTok. 6. The Sugarlab brand always comes to mind when I need skincare. 7. The Sugarlab brand would be a good fit for my skincare routine. | (Alford, 2021) |
| 3. | Intention to purchase | 1. Sugarlab's promotions make me want to buy 2. I feel compelled to buy products when I see discounts. 3. I will be consciously attracted to products that provide promos such as those offered by Sugarlab 4. I often notice advertisements from Sugarlab in various media. 5. I look for detailed information before buying Sugarlab products 6. Other customers' testimonials influence me to buy Sugarlab. 7. Before buying Sugarlab, I usually ask friends or family who have used Sugarlab products. 8. Before buying Sugarlab, I compared Sugarlab products with other brands. | (Kim, J, Ko, et al., 2021) |
| 4. | Celebrity Endorser | 1. I trust the information conveyed by celebrities regarding Sugarlab. 2. Sugarlab endorses celebrities who have in-depth knowledge about Sugarlab products. 3. I trust Sugarlab's endorsed celebrities because they have a good reputation. 4. I believe that celebrities from Sugarlab only want to promote quality products. 5. I have confidence that Sugarlab's celebrity endorsers are interested in the products they promote. 6. I feel more attracted to Sugarlab products because a celebrity I trust promotes it 7. I am very likely to buy the Sugarlab skincare brand. 8. The price offered by Sugarlab is in accordance with my budget | (Freberg, 2020) |

Data Analysis Method

This study uses the Moderated Regression Analysis (MRA) method. Moderated Regression Analysis (MRA) is a statistical analysis method used to test the effect of moderating variables on the relationship between the independent and dependent variables. In this case, MRA, the moderating variable, strengthens or weakens the relationship, thus providing a deeper picture of how and when a relationship occurs. MRA allows researchers to identify whether the relationship between two variables is different depending on the level or category of the moderating variable present. According to Hayes & F (2019), MRA provides the advantage of allowing more complex analysis of the relationship between variables compared to simple regression. MRA helps understand how certain factors, such as the presence of celebrity endorsers, can modify the relationship between social media marketing effort and intention to purchase. In this analysis, MRA helps reveal whether celebrity endorsers strengthen or weaken the influence of social media marketing on intention to purchase, which is important for providing strategic insights for implementing more effective marketing campaigns.

RESULTS AND DISCUSSION

Validity Test

The data below shows the validation results of the various items used to measure the four main variables in the study: Social Media Marketing Effort (SMME), Brand Awareness (BA), Intention to Purchase (ITP), and Celebrity Endorsement (CE). Each item on the variable has a Corrected Item-Total Correlation (rCount) value; Table 1 shows that all indicator values are above 0.6. With this, researchers can conclude that all statement items on each variable are valid.

Table 2. Validity Test

| Variables | Item | r Table | Corrected Item-Total Correlation (rCount) | Description |
|-------------------------------------|------|------------|--|-------------|
| Social Media Marketing Effort | SMM1 | 0.6 | 0.774 | Valid |
| | SMM2 | 0.6 | 0.723 | Valid |
| | SMM3 | 0.6 | 0.706 | Valid |
| | SMM4 | 0.6 | 0.672 | Valid |
| | SMM5 | 0.6 | 0.759 | Valid |
| | SMM6 | 0.6 | 0.749 | Valid |
| | SMM7 | 0.6 | 0.738 | Valid |
| Brand Awareness | BA1 | 0.6 | 0.778 | Valid |
| | BA2 | 0.6 | 0.791 | Valid |
| | BA3 | 0.6 | 0.728 | Valid |
| | BA4 | 0.6 | .0726 | Valid |
| | BA5 | 0.6 | 0.795 | Valid |
| | BA6 | 0.6 | 0.798 | Valid |

| | | | | |
|-----------------------|------|-----|-------|-------|
| | BA7 | 0.6 | 0.796 | Valid |
| Intention to Purchase | Itp1 | 0.6 | 0.789 | Valid |
| | Itp2 | 0.6 | 0.761 | Valid |
| | Itp3 | 0.6 | 0.793 | Valid |
| | Itp4 | 0.6 | 0.681 | Valid |
| | Itp5 | 0.6 | 0.801 | Valid |
| | Itp6 | 0.6 | 0.745 | Valid |
| | Itp7 | 0.6 | 0.782 | Valid |
| | Itp8 | 0.6 | 0.756 | Valid |
| Celebrity Endorse | CE1 | 0.6 | 0.823 | Valid |
| | CE2 | 0.6 | 0.834 | Valid |
| | CE3 | 0.6 | 0.815 | Valid |
| | CE4 | 0.6 | 0.815 | Valid |
| | CE5 | 0.6 | 0.806 | Valid |
| | CE6 | 0.6 | 0.783 | Valid |
| | CE7 | 0.6 | 0.799 | Valid |
| | CE8 | 0.6 | 0.782 | Valid |

Source: Data processed, 2024 (SPSS)

Reliability Test

All variables have r-squared values higher than 0.6, namely 0.906 for SMM, 0.928 for BA, 0.930 for ITP, and 0.947 for CE. This indicates that all of these variables have a very good level of reliability.

Table 3. Reliability Test Results

| Variables | rTable | rCount | Description |
|-------------------------------|--------|--------|-------------|
| Social Media Marketing Effort | 0,6 | 0,906 | Reliable |
| Brand Awareness | 0,6 | 0,928 | Reliable |
| Intention to Purchase | 0,6 | 0,930 | Reliable |
| Celebrity Endorse | 0,6 | 0,947 | Reliable |

Source: Data processed, 2024 (SPSS)

Outcome Variable Brand Awareness (Moderating)

The value of $R = 0.9064$ indicates that the model has a strong relationship between the independent variables (SMME, CE, and Interaction) and the dependent variable BA. The R-squared value = 0.8216 indicates that 82.16% of the variation in the BA variable can be explained by the SMME, CE, and interaction variables in this model. The F value = 466.5624 with a p-value of 0.0000 indicates that the overall regression model is significant and can be used to explain the relationship between variables.

Table 4. Model Summary Brand Awareness

| R | R-sq | MSE | F | df1 | df2 | p |
|--------|--------|--------|----------|--------|----------|--------|
| 0.9064 | 0.8216 | 0.1499 | 466.5624 | 3.0000 | 304.0000 | 0.0000 |

The Moderating Role of Celebrity Endorsers in The Relationship Between Social Media Marketing Effort and Intention to Purchase Which Is Mediated by Brand Awareness at PT Sugarlab Royal Beauty

Source: Data processed, 2024 (SPSS)

The results of the analysis show that celebrity endorsement (CE) and social media marketing efforts (SMME) have a significant influence on brand awareness (BA), but the interaction between the two is not significant in influencing BA. The effect of SMME on BA has a coefficient of 0.5070 with $p < 0.0000$, which indicates a significant positive relationship. Every 1 unit increase in SMME increases BA by 0.5070, with a 95% confidence interval between 0.2794 and 0.7346. This indicates that effective social media marketing efforts, such as engaging content, promotions, and customer engagement on digital platforms, can directly increase brand awareness of PT Sugarlab Royal Beauty. Celebrity Endorser also significantly influences BA, with a coefficient of 0.3503 ($p < 0.0020$). Every 1 unit increase in CE increases BA by 0.3503, with a 95% confidence interval between 0.1293 and 0.5713.

This shows that celebrities who are used as endorsers significantly increase brand awareness. The presence of a relevant, well-known, and influential celebrity on social media gives Sugarlab's products additional appeal, thus attracting consumer attention. However, the interaction between SMME and CE (SMME x CE) was insignificant, with a coefficient of 0.0247 ($p = 0.3284$). This means CE does not significantly moderate the relationship between SMME and BA. In other words, although Celebrity Endorser positively influences BA, this influence does not strengthen the relationship between social media marketing efforts and brand awareness. These results suggest that SMME and CE are individually important factors in increasing PT Sugarlab Royal Beauty's Brand Awareness. The suggested marketing strategy is to optimize engaging and relevant social media marketing content for the target audience while utilizing a Celebrity Endorser as an independent tool to increase brand visibility and credibility. The interaction of the two does not need to be prioritized in the development of marketing strategies.

Table 5. Results for Brand Awareness (Moderating)

| Predictor | Coeff | SE | t | p-value | LLCI | ULCI | Conclusion |
|-------------------|--------|--------|--------|---------|---------|--------|---------------------|
| Constant | 0.0492 | 0.3548 | 0.1386 | 0.8898 | -0.6489 | 0.7473 | |
| SMME | 0.5070 | 0.1156 | 4.3842 | 0.0000 | 0.2794 | 0.7346 | Hypothesis Accepted |
| CE | 0.3503 | 0.1123 | 3.1188 | 0.0020 | 0.1293 | 0.5713 | Hypothesis Accepted |
| SMME x CE (Int_1) | 0.0247 | 0.0252 | 0.9789 | 0.3284 | -0.0250 | 0.0744 | Hypothesis Rejected |

Source: Data processed, 2024 (SPSS)

Test of Highest Order Unconditional Interaction

The value of $R^2\text{-chng} = 0.0006$ indicates that the additional contribution of the SMME x CE interaction to the explanation of variation in BA is very small, at only 0.06%. The F value = 0.9583 and p-value of 0.3284 indicate that the interaction is insignificant. This means CE does not significantly moderate the relationship between SMME and BA.

Table 6. Test of Highest Order Unconditional Interaction

| R2-chng | F | df1 | df2 | p |
|----------------|----------|------------|------------|----------|
| 0.0006 | 0.9583 | 1.0000 | 304.0000 | 0.3284 |

Source: Data processed, 2024 (SPSS)

Outcome Results Intention To Purchase (Moderating)

The analysis results show that the model has a very strong relationship between the independent variables (Social Media Marketing Effort (SMME), Brand Awareness (BA), Celebrity Endorsement (CE), and BA x CE interaction) and the dependent variable ITP (Intention to Purchase). The R value = 0.9353 and R-squared = 0.8748 indicate that about 87.48% of the variation in Intention to Purchase (ITP) can be explained by the independent variables in this model. The F value = 529.2204 with p-value = 0.0000 indicates that this model is significant overall and can predict the dependent variable.

Table 7. Model Summary Intention To Purchase (Moderating)

| R | R-sq | MSE | F | df1 | df2 | p |
|---------------|---------------|--------------|-----------------|---------------|-----------------|---------------|
| 0.9353 | 0.8748 | 0.797 | 529.2204 | 4.0000 | 303.0000 | 0.0000 |

Source: Data processed, 2024 (SPSS)

The analysis results show how Celebrity Endorser (CE) moderates the relationship between Brand Awareness (BA) and Intention to Purchase (ITP), as well as how Social Media Marketing Effort (SMME) contributes directly to ITP. Social Media Marketing Effort has a significant positive effect on ITP, with a coefficient of 0.2261 ($p < 0.0000$), which indicates that any increase in social media marketing efforts, such as attractive promotions, customer engagement, and digital communication strategies, can increase consumers' intention to buy Sugarlab products.

In addition, Brand Awareness also has a significant positive influence on ITP, with a coefficient of 0.5620 ($p < 0.0000$). This confirms that the higher consumers' awareness of the Sugarlab brand, the more likely they are to have the intention to buy the product. Meanwhile, Celebrity Endorser also significantly contributes to ITP, with a coefficient of 0.5982 ($p < 0.0000$).

These results suggest that celebrities chosen as endorsers, especially those with attractiveness, trustworthiness, and relevance to the target audience, may influence consumers to be more likely to purchase Sugarlab products. However, the analysis also shows that the interaction between BA and CE has a negative coefficient of -0.0647 ($p = 0.0001$), which indicates that CE negatively moderates the relationship between BA and ITP. Although BA increases ITP, its effect becomes less when the role of CE increases. This could be because celebrity dominance makes consumers focus more on the endorser figure than the brand itself, which may reduce the effect of BA on purchase intention. This confirms that too much reliance on celebrities such as Fildzah Burhan and DJ Yasmin can create

"overhype", where customers are more interested in the celebrity's involvement than the quality of the Face Mist product itself.

Table 8. Results for Intention To Purchase (Outcome)

| Predictor | Coeff | SE | t | p-value | LLCI | ULCI | Conclusion |
|-----------------|---------|--------|---------|---------|---------|---------|---|
| Constant | -0.3709 | 0.2279 | -1.6277 | 0.1046 | -0.8194 | 0.0775 | Not significant |
| SMME | 0.2261 | 0.0525 | 4.3050 | 0.0000 | 0.1227 | 0.3294 | Significantly positive, Hypothesis Accepted. |
| BA | 0.5620 | 0.0794 | 7.0782 | 0.0000 | 0.4058 | 0.7182 | Significantly positive, Hypothesis Accepted. |
| CE | 0.5982 | 0.0750 | 7.9803 | 0.0000 | 0.4507 | 0.7457 | Significantly positive, Hypothesis Accepted. |
| BA x CE (Int_1) | -0.0647 | 0.0166 | -3.9016 | 0.0001 | -0.0974 | -0.0321 | Negatively significant, CE moderates the relationship of BA to ITP negatively BA. |

Source: Data processed, 2024 (SPSS)

The value of R2-chng = 0.0063 indicates that the additional contribution of the Brand Awareness x CE interaction to ITP is 0.63%. With F = 15.2221 and p-value = 0.0001, this interaction is significant, although the effect is small.

Table 9. Test of Highest Order Unconditional Interaction

| R2-chng | F | df1 | df2 | p |
|---------|---------|--------|----------|--------|
| 0.0063 | 15.2221 | 1.0000 | 303.0000 | 0.0001 |

Source: Data processed, 2024 (SPSS)

Direct and Indirect (Intervening)

Direct Effect of X (SMME) on Y (ITP)

The effect value = 0.2261 indicates that Social Media Marketing Effort (SMME) positively influences Intention to Purchase (ITP). The t-value = 4.3050 and p-value = 0.0000 indicate that this effect is statistically significant at the 95% confidence level ($p < 0.05$). The confidence intervals LLCI = 0.1227 and ULCI = 0.3294 do not include zero, strengthening the evidence that this direct effect is significant. An increase in Social Media Marketing Effort (SMME) will directly increase Intention to Purchase (ITP).

Table 10. Direct Effect of X (SMME) on Y (ITP)

| Effect | SE | t | p-value | LLCI | ULCI |
|--------|--------|--------|---------|--------|--------|
| 0.2261 | 0.0525 | 4.3050 | 0.0000 | 0.1227 | 0.3294 |

Source: Data processed, 2024 (SPSS)

The results of the analysis show that the indirect effect of Social Media Marketing Effort (SMME) on Intention to Purchase (ITP) through Brand Awareness BA) is significantly influenced by the level of Celebrity Endorser (CE).

At a low CE level (value 3.3750), the indirect effect is 0.2028, with a 95% bootstrap confidence interval (BootLLCI = 0.1260 to BootULCI = 0.2791).

This effect is positively significant, suggesting that when celebrities as endorsers have a low role, BA functions strongly as a mediator bridging the influence of SMME on ITP. Under these conditions, effective social media marketing efforts, such as creative promotions and customer engagement, increase brand awareness, ultimately driving consumers' purchase intention. However, at moderate CE levels (value 4.3750), the indirect effect decreases to 0.1715, although it remains significantly positive with bootstrap confidence intervals (BootLLCI = 0.1035 to BootULCI = 0.2429).

This decrease indicates that at higher levels of celebrity involvement, the influence of SMME on ITP through BA begins to weaken. Consumers tend to divide their attention between endorser appeal and brand awareness, reducing BA's role as a mediator. At high CE levels (value 5.0000), the indirect effect decreases to 0.1503, with bootstrap confidence intervals (BootLLCI = 0.0826 to BootULCI = 0.2231). Although this effect remains significant, its role is getting smaller, signaling that consumers focus more on celebrity than brand awareness, thus the effectiveness of BA as a mediator decreases.

Table 11. Conditional Indirect

| CE | Indirect Effect | BootSE | BootLLCI | BootULC | Conclusion |
|--------|-----------------|--------|----------|---------|---|
| 3.3750 | 0.2028 | 0.0392 | 0.1260 | 0.2791 | Positively significant, mediation effect decreases with higher CE |
| 4.3750 | 0.1715 | 0.359 | 0.1035 | 0.2429 | Significant positive |
| 5.0000 | 0.1503 | 0.360 | 0.0826 | 0.2231 | Significant positive |

Source: Data processed, 2024 (SPSS)

ANOVA Test

Brand Awareness (BA) and Celebrity Endorser (CE) each have a significant influence on Intention to Purchase (ITP). The main effect of SMME on ITP is significant ($F = 7.158$ $F=7.158$, $p=0.008$), which confirms that effective social media marketing efforts can directly increase consumers' purchase intention. In addition, BA also has a highly significant effect on ITP ($F = 15.516$ $F=15.516$, $p<0.001$ $p<0.001$), indicating that brand awareness is an important factor in encouraging consumers to buy products.

CE as an endorser also significantly affects ITP ($F=28.928$ $F=28.928$, $p<0.001$ $p<0.001$), indicating that using relevant and attractive celebrities can significantly increase consumers' purchase intention. However, the interactions between the two variables, such as SMME and BA, SMME and CE, and BA and

CE, are all insignificant. This indicates that the relationship between each variable (SMME, BA, and CE) to ITP is independent of the other variables. In other words, each element- SMME, BA, and CE- influences consumers' purchase intention independently. Even the three-variable interaction between SMME, BA, and CE was also insignificant ($F=1.528$ $F=1.528$, $p=0.217$), indicating no significant combined effect of these three variables in influencing ITP.

SMME_Num has a value of $F = 7.158$ and $p = 0.008$. These results indicate that SMME_Num significantly affects the dependent variable at the 95% confidence level ($p < 0.05$). This means that Social Media Marketing Effort directly affects the variables measured in this study. BA_Num shows a value of $F = 15.516$ with $p < 0.001$. This result indicates that Brand Awareness has a very significant effect on the dependent variable. This value indicates that increased brand awareness influences the research variables.

CE_Num has a value of $F = 28.928$ with $p < 0.001$. These results indicate that celebrity endorsement has a very significant effect on the dependent variable. This means that using celebrities in promotion influences the study results. In the interaction between SMME_Num \times BA_Num, the value of $F = 0.120$ and $p = 0.729$ indicates that the interaction between Social Media Marketing Effort and Brand Awareness has no significant effect on the dependent variable.

The interaction SMME_Num \times CE_Num shows a value of $F = 1.073$ with $p = 0.301$, which means that the interaction between Social Media Marketing Effort and Celebrity Endorser is also insignificant. Furthermore, the interaction BA_Num \times CE_Num has a value of $F = 0.440$ with $p = 0.507$, which indicates that the effect of the combination of Brand Awareness and Celebrity Endorser on the dependent variable is also not significant.

The interaction of three variables at once (SMME_Num \times BA_Num \times CE_Num) has an F value = 1.528 and $p = 0.217$, indicating that the interaction is insignificant at the 95% confidence level. The residuals have a total Sum of Squares = 73,458 with a Mean Square = 0.245 and $df = 300$ as part of the variance that the model cannot explain.

Table 12. Anova test

| Cases | Sum of Squares | df | Mean Square | F | p |
|---|----------------|-----|-------------|--------|---------|
| SMME_Num | 1.753 | 1 | 1.753 | 7.158 | 8 |
| BA_Num | 3.799 | 1 | 3.799 | 15.516 | < 0.001 |
| CE_Num | 7.083 | 1 | 7.083 | 28.928 | < 0.001 |
| SMME_Num \times BA_Num | 29 | 1 | 29 | 0.12 | 729 |
| SMME_Num \times CE_Num | 263 | 1 | 263 | 1.073 | 301 |
| BA_Num \times CE_Num | 108 | 1 | 108 | 0.44 | 507 |
| SMME_Num \times BA_Num \times CE_Num | 374 | 1 | 374 | 1.528 | 217 |
| Residuals | 73.458 | 300 | 245 | | |

Source: Data processed, 2024 (SPSS)

Based on the Descriptive Plots in the graph above, two panels compare the effect of Social Media Marketing Effort (SMME_Num) on Intention to Purchase (ITP) with Brand Awareness (BA_Num) and Celebrity Endorsement (CE_Num) as moderating factors.

Plot CE_Num = 1 (Left Side)

At a low level of Celebrity Endorse (CE_Num = 1), it is seen that an increase in SMME_Num from 1 to 2 results in a sharper increase in ITP when Brand Awareness (BA_Num) is low (shown by the white circle line). In contrast, when BA_Num is high (black circles), an increase in SMME_Num still has a positive impact, but the increase in ITP is smaller. This suggests that at low levels of celebrity endorsement, social media marketing efforts have a stronger impact if Brand Awareness is still low.

Plot of CE_Num = 2 (Right Side)

At high levels of Celebrity Endorse (CE_Num = 2), an increase in SMME_Num also increases ITP, but with a different pattern. When BA_Num is low (white circles), an increase in SMME_Num only gives a small increase in ITP. In contrast, when BA_Num is high (black circles), an increase in SMME_Num shows a more significant influence on ITP. In other words, high celebrity endorsement can strengthen the influence of Social Media Marketing Effort if Brand Awareness is also high (Putra et al., 2022; Saini et al., 2020; Schmitt & B, 2019; Schouten et al., 2020; Samuel et al., 2018).

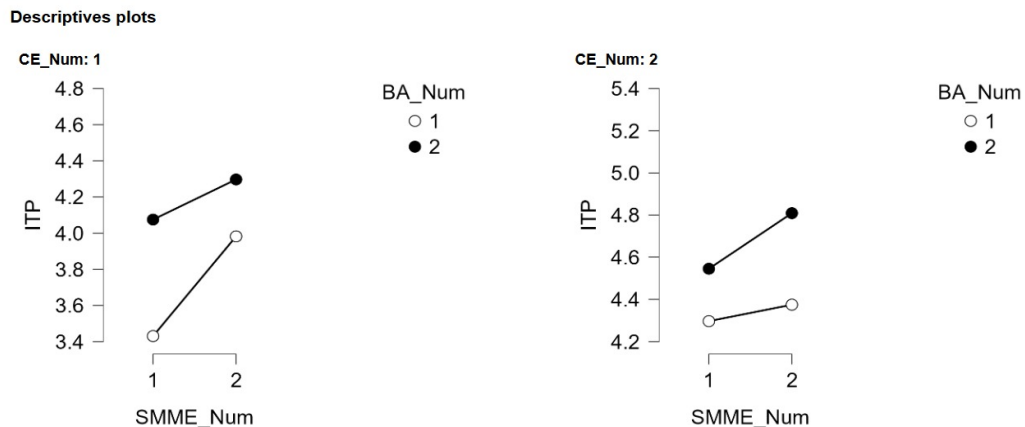


Figure 1. Descriptive Plots Graph

Source: Data processed, 2024 (SPSS)

This graph shows that the effect of Social Media Marketing Effort (SMME_Num) on Intention to Purchase (ITP) depends on the level of Celebrity Endorsement (CE_Num) and Brand Awareness (BA_Num). At low levels of celebrity endorsement (CE_Num = 1), Social Media Marketing Effort is more effective when Brand Awareness is low. Meanwhile, at a high level of celebrity endorsement (CE_Num = 2), social media marketing efforts become more effective when brand awareness is high. This indicates a moderating interaction between

Celebrity Endorsement and Brand Awareness in influencing the effectiveness of Social Media Marketing on Intention to Purchase.

CONCLUSION

This study concludes that social media marketing efforts (SMME), brand awareness (BA), and celebrity endorsers (CE) each play a significant role in influencing consumer intention to purchase (ITP) at PT Sugarlab Royal Beauty. The direct effects analysis confirms that effective SMME, strong brand awareness, and credible celebrity endorsement positively influence purchase intention. However, the moderating analysis reveals a complex dynamic—while celebrity endorsers positively affect ITP directly, their role as a moderator weakens the influence of BA on ITP. This suggests that when celebrities dominate the marketing narrative, consumer focus may shift from brand value to the endorser, thereby diminishing the effectiveness of brand awareness as a mediator. Furthermore, the moderated mediation results indicate that the indirect effect of SMME on ITP via BA is stronger at lower levels of CE involvement but declines as CE involvement increases. These findings emphasize the importance of balance in celebrity endorsement strategies to avoid overshadowing the brand. Future research should explore other moderating variables, such as perceived brand credibility or consumer-brand relationships, and consider longitudinal designs to measure the long-term impacts of celebrity endorsements on brand equity and consumer loyalty.

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