

# Influence Electronic Word of Mouth and Celebrity Endorsment to Purchase Intention with Brand Image as an Intervening Variable (Case Study of Scarlett Whitening Product Users)

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**Abstract:** Research was conducted to find out the influence of Electronic Word of Mouth and Celebrity Endorsements on Purchase Intention with Brand Image as an Intervening Variable (Case Study of Scarlett Whitening Product Users), this research will be conducted on consumers and users of Scarlett Whitening products with 100 people who will be used as respondents. This research is included in the type of quantitative descriptive research, the sampling technique used in this research is the Purposive Sampling Technique. Research data was collected using a questionnaire with a Likert scale. The data analysis method uses multiple regression tests which are supported by the t test, coefficient of determination test, and F test. The results of this research are that Electric Word of Mouth or E-WOM has no positive and significant effect on Brand Image, Celebrity Endorsment has a positive and significant effect on Brand Image, Electric Word of Mouth or E-WOM do not have a positive and significant effect on Purchase Intention and Celebrity Endorsment has a positive and significant effect on Purchase Intention and Brand Image has a positive and significant effect on Purchase Intention.

**Keywords:** Brand Image; Celebrity Endorsement; Electronic Word of Mouth; Purchase Intention

## 1. Introduction

The current development of information technology, especially the internet, has led to discussions regarding consumer buying interest in *marketplace* and on social media is one of the interesting things or topics to discuss. This happens due to massive technological developments that can make trading systems and buying and selling activities increasingly unlimited by time and place. Currently trading activities are not only conventional, but can also be carried out face to face (*online*), one of them, through *e-commerce* such as Shopee, Tokopedia, Lazada, Bukalapak and other online media.

In the current digital era, industrial developments are also improving, one of which is the cosmetics industry. With the growing trend of using and selling cosmetics in society, as well as the professional demand to appear attractive in front of the general public, this is one of the reasons the cosmetics industry is developing well in Indonesia. Market demand for cosmetics continues to increase, many companies that produce cosmetics are trying to meet the need for cosmetics with various kinds of product innovations. The increasing number

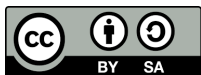
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of cosmetic manufacturers emerging makes competition in the cosmetics industry very tight. Lots *Brand* New cosmetics are available, both local and international. *Brand* Local cosmetics with good quality at an affordable price range make the local cosmetics industry increasingly developed. One of *brand* local, namely Scarlett Whitening. *Brand* This is currently phenomenal and is being widely discussed on social media.

Scarlett Whitening is one of them *brand* local cosmetics which also help enliven the cosmetic sales trend in Indonesia. According to the official website *scarlettwhitening.com*, Scarlett Whitening was founded in 2017 as a local beauty care product company founded by one of the well-known public figures in Indonesia named Felicya Angelista. Scarlett Whitening is produced by PT. Eternal Banyan Motto, Bogor, Indonesia. Scarlett Whitening markets its products through various means *marketplace / e-commerce* such as Bukalapak, Shoope and Tokopedia, apart from that Scarlett Whitening also markets its products through social media such as Facebook, Instagram and Twitter. According to Kusuma Ida Anjani (Chair of PPAK Indonesia) said that innovation in the cosmetics industry continues to develop rapidly during the pandemic. Over the last five years, 185,000 products have been registered with BPOM. In 2020, global cosmetics sales will reach a valuation of US\$ 145.3 billion and is expected to continue growing at a compound annual growth rate (CAGR) of 3.6% per year (*Kompas.id*).

Although Scarlett whitening belongs *brand* New cosmetics, but Scarlett was once *Top brand* with sales revenue or *sales income* which is high in the middle of 2022 compared to *brand* other cosmetics. Apart from ever being *Brand* best-selling cosmetics and has sales revenue or *sales revenue* the high one. Apart from that, Scarlett also uses *celebrity endorsement* to promote their products such as Sharena Delon, Zaskia Mecca, Tatjana, Shapira, and many others. Based on the number of followers or *followers* on social media makes Scarlett products sell well on the market and go viral so that more and more people know about Scarlett products. Apart from that, with use *Celebrity endorser* by attracting artists, celebrities and *public figur*, this will attract people's buying interest. Interested in buying or *Purchase Intention* is the stage of consumers' tendency to act before the purchasing decision is actually made by the consumer.

As is *e-commerce, marketplace* and other social media, many people build relationships or communicate using these media. So it developed *electronic word of mouth. Electronic Word Of Mouth* or often shortened to *E-WOM* can encourage someone to collect information about desired products and services which is not only collected through known people but also other people in a large scope who have used the product or service collectively, thus encouraging consumer buying interest (Tariq *et al.*, 2017). Message *electronic word of mouth* or *E-WOM* is a very important message for consumers when they want to get information about the quality of products or services, and will become an important reference in the decision-making process. Emergence *electronic word of mouth*, can arise from someone knowing

about the desired brand so that consumers feel confident and have an impression of what is being discussed.

Business people in running their business apart from making use of it *electronic word of mouth* and use *Celebrity endorsement* also use *Brand Image* or The brand image of the product. *Brand Image* is an understanding or belief that consumers hold in a product or brand that is always considered when they first hear or think about it in the consumer's mind. According to Jayanti (2020), through his research, he stated that *Electronic Word Of Mouth* positive and significant effect on *Brand Image*. As well as research from which states that *Celebrity Endorsment* positive and significant effect on *Brand Image*.

According to the results of research conducted by, it shows that *celebrity endorser* has no effect on buying interest *body lotion Scarlett Whitening*, according to research results by [9] *brand image* does not have a significant effect on buying interest. Meanwhile, the results of research conducted by [10] said that the three variables *celebrity endorser*, brand image and brand trust have a significant influence on consumer buying interest. Based on *Research Gap* above which the researcher used as a reference source in this research. So the researcher will conduct further research with a research focus on problems in each variable, with the research title *Influence Electronic Word Of Mouth And Celebrity Endorsment To Purchase Intention With Brand Image As an Intervening Variable (Case Study of Scarlett Whitening Product Users)*.

This research aims to determine whether employee work performance can be influenced by several things, which will be explained in the following problem formulation: a.) What is *Electronic Word Of Mouth* Positive and Significant Influence on *Brand Image*, b.) Is *Celebrity Endorsment* Positive and Significant Influence on *Brand Image*, c.) Is *Electronic Word Of Mouth* Positive and Significant Influence on *Purchase Intention*, d.) Is *Celebrity Endorsment* Positive and Significant Influence on *Purchase Intention*, and e.) Is *Brand Image* Positive and Significant Influence on *Purchase Intention*.

The theoretical contribution of this study is to enrich literature in the field of management, especially marketing management. The managerial contribution is for the company to pay more attention to influence *Electronic Word Of Mouth*, usage *Celebrity Endorsment* And *Brand Image* a product in order to improve *Purchase Intention*.

*Electronic Word of Mouth* or *E-WOM* can encourage someone to collect information about desired products and services, collectively it can encourage consumer buying interest [11]. In [12] through his research *Electronic Word of Mouth* significant effect on *brand image*. This is in line with research from [13] which states that *Electronic Word Of Mouth* positive and significant effect on *Brand Image*. So the first hypothesis in this research is

H1 : There is a positive and significant influence *Electronic Word Of Mouth* to *Brand Image*.

Figures who are well known by the public tend to be able to form consumers' trust in what they convey. *Celebrity endorsement* is a company strategy to use the services of celebrities or film figures who are known to the public to star in advertisements for their products in information media [14]. [15] which states that *Celebrity Endorsement* positive and significant effect on *Brand Image*. So the second hypothesis in this research is

H2 : *Celebrity Endorsement* positive and significant effect on *Brand Image*

*E-WoM* is a form of communication regarding positive or negative statements from customers or former customers about a product *E-Wom* can be a source of information that can influence consumer beliefs before determining purchasing attitudes and behavior. The results of research by state that *Electronic Word of Mouth* proven to have a positive effect on improvement *Purchase Intention* consumer. So the third hypothesis in this research is

H3: *Electronic Word Of Mouth* Positive and Significant Influence on *Purchase Intention*

In marketing, a celebrity's endorsement is really needed in advertising a product, with the aim of increasing sales volume. Reliability and attractiveness of *Celebrity Endorsment* those who carry advertisements, increase consumers' buying interest in the advertised product. *Celebrity Endorsment* can have an impact on increasing or decreasing sales of a product [18]. This opinion is strengthened by the results of research from Dinda *et.al.*, (2021) which states *Celebrity endorsement* positive and significant effect on *Purchase Intention*. So the fourth hypothesis in this research is as follows.

H4 : *Celebrity Endorsement* positive and significant effect on *Purchase Intention*

Brand image can build a brand, because it is a source of creating brand credibility and reputation which influences consumer intentions to buy the brand. With a strong brand image in the eyes of the public, this image will create trust and a good brand image will make it easier for the public to recognize a product. Hidayah (2022) with research results states that *Brand Image* significant effect on *Purchase Intention*. So the fifth hypothesis in this research is

H5 : *Brand Image* positive influence on *Purchase Intention*

Of the five hypotheses in this research, it can be explained in the two research framework images below, namely:

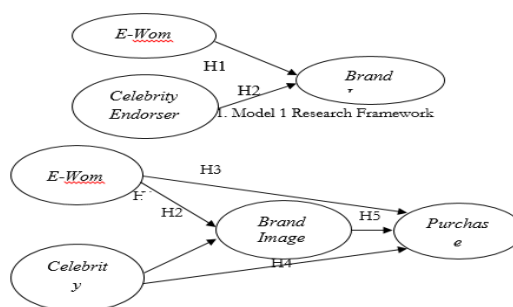


Figure 1. Model 2 Research Framework

## 2. Research Method

The type of research used in the research is included in the type of quantitative descriptive research, the sampling technique used in this research is engineering *Purposive Sampling*. According to [13] The sample is part of the population which is expected to represent the population in the research. The sample is part of the number and characteristics possessed by the research population itself, the sample consists of a number of members selected from the population. So it can be concluded that the sample in this study was 100 users and consumers of Scarlett Whitening. Research data was collected using a questionnaire with a Likert scale. Then the data analysis method used is the validity test and reliability test for data quality, then the classic assumption test and using the multiple regression test which is supported by the t test, coefficient of determination test and F test using the SPSS 25.0 program.

## 3. Results and Discussion

In this research, the first test that will be carried out is the validity test. The validity test is included in the data quality test which is used to measure whether data is valid or not.

**Table 1.** Validity Test

Statement	r count <i>Pearson Correlation</i>	r Table	Information
X1.1	0.813	0.196	Valid
X1.2	0.785	0.196	Valid
X1.3	0.800	0.196	Valid
X1.4	0.634	0.196	Valid
X1.5	0.720	0.196	Valid
X1.6	0.762	0.196	Valid
X1.7	0.348	0.196	Valid
X1.8	0.372	0.196	Valid
X2.1	0.780	0.196	Valid
X2.2	0.766	0.196	Valid
X2.3	0.876	0.196	Valid
X2.4	0.776	0.196	Valid
X2.5	0.746	0.196	Valid
Z.1	0.742	0.196	Valid
Z.2	0.823	0.196	Valid
Z.3	0.784	0.196	Valid
Z.4	0.800	0.196	Valid
Z.5	0.801	0.196	Valid
Y.1	0.831	0.196	Valid
Y.2	0.667	0.196	Valid
Y.3	0.787	0.196	Valid
Y.4	0.842	0.196	Valid

(Source Primary data analysis, 2024)

Based on the table above, it shows that all statements or indicators from the four research variables include *Electronic Word of Mouth*, *Celebrity Endorsment*, *Purchase Intention* And *Brand Image* in this study it was declared valid. This is proven by the calculated r value *pearson*

*correlation* > r-table and with a significant value of 0.05 or r table 0.196. Then in the table below the Reliability test results will be explained, namely:

**Table 2.** Reliability Test

Variable	Cronbach's Alpha	Information
<i>Electric Word of Mouth</i> (X1)	0.807	Reliable
<i>Celebrity Endorsment</i> (X2)	0.843	Reliable
<i>Brand Image</i> (WITH)	0.846	Reliable
<i>Purchase Intention</i> (AND)	0.790	Reliable

(Source: Primary data analysis, 2024)

Based on the table above, it can be explained that all the variables in this research include variables *Electronic Word of Mouth*, *Celebrity Endorsment*, *Purchase Intention* And *Brand Image* can be declared reliable. This is proven by a reliability test with values *Cronbach's Alpha* *If Item* > r alpha with a significance of 0.6, which can be stated that all variables in this study have met the requirements and can be declared reliable. In the next table, the classic assumption test will be carried out which includes the Normality test, Multicollinearity test and Heteroscedasticity test which will be explained as follows:

**Table 3.** Model 1 Normality Test

		Unstandardized Residual	
N			100
Normal Parameters <sup>a,b</sup>	.0000000	Normal Parameters <sup>a,b</sup>	
	1.031837		1.74694386
	64		
Most Extreme Differences	.088	Most Extreme Differences	
	.074		.155
	-.088		.155
Test Statistic			0.
Asymp. Sig. (2-tailed)			.125 <sup>c</sup>

(Source: Primary data analysis, 2024)

Based on the table above, it can be explained that the normality test in the first model of this research uses the test *One Sample Kolmogorof-Smirnov* with a significance level value of 0.05. In this research, values were obtained *Symp 2 Tailed* or a significance value of 0.125 > 0.05, which means normal distribution. So it can be explained that the data used in this research is normally distributed.

**Table 4.** Model 2 Normality Test

		Unstandardized Residual	
N			100
Normal Parameters <sup>a,b</sup>	.0000000	Normal Parameters <sup>a,b</sup>	
	1.031837		2.22952886
	64		
Most Extreme Differences	.088	Most Extreme Differences	
	.074		.056
	-.088		-.083
Test Statistic			.088
Asymp. Sig. (2-tailed)			.155 <sup>c</sup>

(Source: Primary data analysis, 2024)

Based on the table above, the normality test used is the test *One Sample Kolmogorof-Smirnov* with a significance level value of 0.05. In this research, values were obtained *Symp 2 Tailed* or a significance value of  $0.155 > 0.05$ , which means normal distribution. So it can be explained that the data used in this research is normally distributed. Next, a multicollinearity test will be carried out which is explained as follows:

**Table 5.** Multicollinearity Test Model 1

Variable	Collinearity Statistic	
	Tolerance	VIF
<i>Electric Word of Mouth</i> (X1)	0.836	1.196
<i>Celebrity Endorsment</i> (X2)	0.836	1.196

(Source: Primary data analysis, 2024)

In the table above, in the multicollinearity test of the first research model, the VIF value (*variance inflation factor*) on variables *Electric Word of Mouth* has a VIF value of 1,196 and *Celebrity Endorsment* also has the same VIF value, namely 1.196 where the VIF value for the two variables in the first model of this study has a value smaller than 10, so it has met the requirements for the multicollinearity test and it can be concluded that all independent variables in the first model in this study do not have problems or symptoms of multicollinearity.

**Table 6.** Multicollinearity Test Model 2

Variable	Collinearity Statistic	
	Tolerance	VIF
<i>Electric Word of Mouth</i> (X1)	0.831	1.203
<i>Celebrity Endorsment</i> (X2)	0.514	1.946
<i>Brand Image</i> (WITH)	0.552	1.813

(Source: Primary data analysis, 2024)

In the table above, through the multicollinearity test, the VIF value (*variance inflation factor*) on variables *Electric Word of Mouth* has a VIF value of 1.203, *Celebrity Endorsment* has a VIF value of 1.946 And *Brand Image* has a VIF value of 1.813, where the VIF value for the three variables is smaller than 10, so it can be concluded that all independent variables in this study do not have multicollinearity problems. Next, a heteroscedasticity test will be carried out.

**Table 7.** Heteroscedasticity Test Model 1

Variable	t	Say.
<i>Electric Word of Mouth</i> (X1)	.681	.497
<i>Celebrity Endorsment</i> (X2)	-2.519	.113

(Source: Primary data analysis, 2024)

In the table above it can be explained that through the heteroscedasticity test the first model in this research includes *Electric Word of Mouth* has a value of 0.497 and *Celebrity Endorsment* has a value of 0.113. So the three variables in this study have probability values greater than the 0.05 significance level, so it can be concluded that the two independent variables in the first model of this study do not have symptoms of heteroscedasticity.

**Table 8.** Heteroscedasticity Test Model 2

Variable	t	Say.
<i>Electric Word of Mouth</i> (X1)	-1.002	0.319
<i>Celebrity Endorsment</i> (X2)	-2.482	0.115
<i>Brand Image</i> (WITH)	.439	0.661

(Source: Primary data analysis, 2024)

It can be explained that through testing the three variables in this research which include *Electric Word of Mouth* has a value of 0.319, *Celebrity Endorsment* has a value of 0.115 And *Brand Image* has a value of 0.661. The probability value of this test is greater than the significance level of 0.05, so it can be concluded that this research does not have symptoms of heteroscedasticity. Next, a multiple regression analysis test will be carried out.

**Table 10.** Simultaneous Test (F) Model 1

F	Say.
39.427	0.000

(Source: Primary data analysis, 2024)

Based on the F test table or simultaneous test in the first model of this research which includes *Electric Word of Mouth* (X1) And *Celebrity Endorsment* (X2) simultaneously or together significantly influence the intervening variable *Brand Image* (Z). This is proven by the results of the F test with a significance value of  $0.000 < 0.05$ .

**Table 11.** Simultaneous Test (F) Model 2

F	Say.
81.554	0.000

(Source: Primary data analysis, 2024)

Based on the F test table or simultaneous test, it can be seen that the three variables in the second model in this study include *Electric Word of Mouth* (X1), *Celebrity Endorsment* (X2) And *Brand Image* (Z) simultaneously or together significantly influences the dependent variable *Purchase Intention* (Y). This is proven by the results of the F test with a significance value of  $0.000 < 0.05$ .

**Table 12.** T test

Variable	t table	Coefficient	
		t count	Say.
<i>Electronic Word Of Mouth</i> (X1) => <i>Brand Image</i> (WITH)	1.660	0.728	0.469
<i>Celebrity Endorsment</i> (X2) => <i>Brand Image</i> (WITH)	1.660	7.796	0.000
<i>Electronic Word Of Mouth</i> (X1) => <i>Purchase Intention</i> (AND)	1.660	0.987	0.326
<i>Celebrity Endorsment</i> (X2) => <i>Purchase Intention</i> (AND)	1.660	5.687	0.000
<i>Brand Image</i> (Z) => <i>Purchase Intention</i> (AND)	1.660	6.454	0.000

(Source: Primary data analysis, 2024)



Based on table 4.13 above, it can be explained that through multiple regression analysis with 100 respondents having a t table value of 1,660, the t test can be explained as follows:

- a. *Electronic Word Of Mouth* (X1) has a calculated t value of  $0.728 < 1.660$  and a sig value. amounting to  $0.469 > 0.05$  which can be explained as a variable *Electronic Word Of Mouth* does not have a significant influence on the variables *Brand Image*.
- b. *Celebrity Endorsment* (X2) has a calculated t value of  $7,796 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as a variable *Celebrity Endorsment* has a significant influence on the variables *Brand Image*.
- c. *Electronic Word Of Mouth* (X1) has a calculated t value of  $0.987 < 1.660$  and a sig value. amounting to  $0.326 > 0.05$  which can be explained as a variable *Electronic Word Of Mouth* does not have a significant influence on the variables *Purchase Intention*.
- d. *Celebrity Endorsment* (X2) has a calculated t value of  $5,687 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as a variable *Celebrity Endorsment* has a significant influence on the variables *Purchase Intention*.
- e. *Brand Image* (Z) has a calculated t value of  $6,454 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as a variable *Brand Image* has a significant influence on the variables *Purchase Intention*

**Table 13.** Model 1 Determination Coefficient Test

R Square	<i>Adjusted R Square</i>
0.548	0.537

(Source: Primary data analysis 2024)

Based on the first model through the Coefficient of Determination Test, the results of this research can be explained that the variable *Electric Word of Mouth And Celebrity Endorsment* has an influence on the variables *Brand Image* amounting to 53.7% and the remaining 46.3% was influenced by other variables not examined in this research. This is proven by the value *Adjusted R Square* in the coefficient of determination test it was 0.537.

**Table 14.** Model 2 Determination Coefficient Test

R Square	<i>Adjusted R Square</i>
0.718	0.709

(Source: Primary data analysis 2024)

Based on the table above, through the Coefficient of Determination Test, the results of this research can be explained that the three variables in this research have an influence of 70.9% and the remaining 29.1% is influenced by other variables not examined in this research. This is proven by the value *Adjusted R Square* in the coefficient of determination test it was 0.709. Next, a simultaneous influence test will be carried out with the F test.

In calculations using *calculator sobel* the first is variable *Electronic Word of Mouth* through *Brand Image* to *Purchase Intention* will be explained as follows:

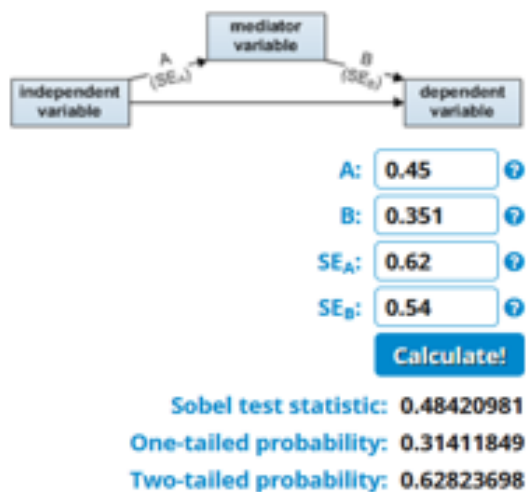


Figure 2. Sobel Calculator 1

Based on the Sobel test above, it can be explained that the variable *Electric Word of Mouth* (X1) through intervening variables *Brand Image* (Z) can influence variables *Purchase Intention* (Y) with the obtained value *two tailed probability* of 0.628. So it can be explained that variables *Brand Image* (Z) through the Sobel test is not able to become a mediating or intervening variable *Electric Word of Mouth* (X1) to the variable *Purchase Intention* (Y). Next, the second calculation is a variable *Celebrity Endorser* through *Brand Image* to *Purchase Intention* that is :

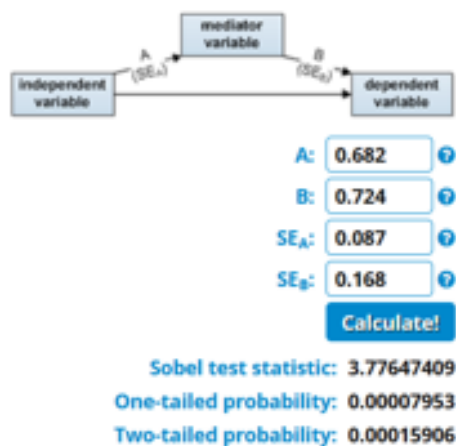


Figure 3. Sobel 2 calculator

Based on the second Sobel test above, it can be explained that the variable *Celebrity Endorser* (X2) through intervening variables *Brand Image* (Z) can influence variables *Purchase Intention* (Y) with the obtained value *two tailed probability* of 0,000. So it can be explained that variables *Brand Image* (Z) through the Sobel test is able to become a mediating or intervening variable *Celebrity Endorser* (X2) to the variable *Purchase Intention* (AND).

From the research results it is known that *Electric Word of Mouth* or E-WOM does not have a positive and significant effect on *Brand Image*, This is proven by hypothesis testing

which variables *Electric Word of Mouth* (X1) through multiple regression analysis has a t count of  $0.728 < 1.660$  and a sig value. amounting to  $0.469 > 0.05$  which can be explained as not having a positive and significant influence on the variables *Brand Image* (Z). Therefore, the results of this study are not in line with research results from Jayanti (2020) which stated that *Electronic Word Of Mouth* positive and significant effect on *Brand Image*. Furthermore, research conducted by Cahyaningrum (2020) stated *Electronic Word of Mouth* proven to have a positive effect on improvement *Brand Image*.

Furthermore *Celebrity Endorsment* positive and significant effect on *Brand Image*, This is proven by hypothesis testing which variables *Celebrity Endorsment* (X2) through multiple regression analysis has a t count of  $7,796 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as having a positive and significant influence on the variables *Brand Image* (Z). This is in line with research results from Wardhana *et al.*, (2021) which states that *Celebrity Endorsment* positive and significant effect on *Brand Image*. Next is research from Dinda *et.al.*, (2021) states that *Celebrity endorsment* positive and significant effect on *brand image*.

*Electric Word of Mouth* or E-WOM does not have a positive and significant effect on *Purchase Intention*, This is proven by hypothesis testing which variables *Electric Word of Mouth* (X1) through multiple regression analysis has a t count of  $0.987 < 1.660$  and a sig value. equal to  $0.326 > 0.05$  which can be explained as not having a positive and significant influence on the variables *Purchase Intention* (Y). Therefore, the results of this study are not in line with Cahyaningrum (2021) which states that *Electronic Word of Mouth* proven to have a positive effect on improvement *Purchase Intention* consumer. Then research from Malichah and Wiwoho (2021) with research results stated that *E-wom* affect the interest to buy or *Purchase Intention* to consumers.

*Celebrity Endorsment* positive and significant effect on *Purchase Intention*, This is proven by hypothesis testing which variables *Celebrity Endorsment* (X2) through multiple regression analysis has a t count of  $5,687 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as having a positive and significant influence on the variables *Purchase Intention* (Y). This is in line with research results from Dinda *et.al.*, (2021) which states *Celebrity endorsement* positive and significant effect on *Purchase Intention*. Furthermore, research from Malichah and Wiwoho (2021) with research results stated that *Celebrity endorsment* significant effect on *Purchase Intention* to consumers.

As well as *Brand Image* positive and significant effect on *Purchase Intention*, This is proven by hypothesis testing which variables *Brand Image* (Z) through multiple regression analysis has a t count of  $6,454 > 1,660$  and a sig value. equal to  $0.000 < 0.05$  which can be explained as having a positive and significant influence on the variables *Purchase Intention* (Y). this is in line with research conducted by Devie, *et.al.*, (2023) which states that *Brand Image* has a significant effect on buying interest or *Purchase Intention* consumer. Furthermore,

research was conducted by Hidayah (2022) with research results that *Brand Image* significant effect on *Purchase Intention*. Then research from Dinda *you al.*, (2021) which states that *Brand image* positive and significant effect on *Purchase Intention*.

#### 4. Conclusion

Based on the research results and research discussion regarding the Influence of Motivation, Environment and Job Satisfaction on Employee Achievement, it can be concluded: *Electric Word of Mouth* or E-WOM does not have a positive and significant effect on *Brand Image*, *Celebrity Endorsment* positive and significant effect on *Brand Image*, *Electric Word of Mouth* or E-WOM does not have a positive and significant effect on *Purchase Intention*, And *Celebrity Endorsment* positive and significant effect on *Purchase Intention*, as well as *Brand Image* positive and significant effect on *Purchase Intention*.

With this research, the researcher hopes that the results of this research will be used as consideration or reference material regarding *Electronic Word Of Mouth And Celebrity Endorsement* to *Purchase Intention* with *Brand Image* as Intervening. Apart from that, researchers hope that companies will create advertising and promotional content on social media well and interestingly, because the results of this research *Electric Word of Mouth* unable to influence *Brand Image* and Interest in buying or *Purchase Intention* on Scarlett Whitening products. Apart from that, the researcher hopes that future researchers can develop this research by adding variables that do not exist in this research.

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