

ABSTRACT

Looking at the current situation, local beauty products are gaining popularity and becoming more recognized by many people. Various local brands continue to innovate their products to ensure excellent quality. Based on information obtained from the Indonesian Association of Cosmetic Companies and Associations (PPAK) in 2021, it is evident that the cosmetics industry has been experiencing growth over the past 10 years. Several studies explain that the high growth in skincare sales is due to the high purchase intention. This high purchase intention can be caused by various factors such as celebrity influencers' credibility, attractiveness, online customer reviews, consumer attitude, brand loyalty, brand awareness, eWOM, and perceived quality.

This research adopts a quantitative approach by sampling 100 respondents who use skincare products residing in Indonesia using purposive sampling. The research instrument is a questionnaire developed considering several variables, such as Celebrity Influencers' Credibility, Attractiveness, Online Customer Reviews, Consumer Attitude, Brand Loyalty, Brand Awareness, eWOM, Perceived Quality, and Purchase Intention. This research uses the Structural Equation Modeling Squares (SEM) method with the Partial Least Squares (PLS) approach, which will provide in-depth explanations of the relationships between variables with a relatively small sample.

This study reveals that both the credibility and attractiveness of celebrity influencers significantly influence consumer attitudes, meaning that the more credible and appealing an influencer is, the more positively consumers perceive the promoted product or brand. Additionally, online customer reviews also play a crucial role in reinforcing positive consumer attitudes. These favorable attitudes, in turn, have a significant impact on brand loyalty, brand awareness, and electronic word of mouth (e-WOM), all of which indirectly contribute to increased purchase intention. Moreover, consumer attitude directly affects purchase intention, indicating that a positive perception of a product or brand can directly drive buying interest. Furthermore, consumers perceived quality of a product also significantly influence purchase intention, emphasizing the importance of external factors such as influencer impact and product quality in shaping consumer purchasing decisions.

Keywords: *Consumer Attitude, Brand Loyalty, Brand Awareness, e-WOM, Perceived Quality, Purchase Intention, Skincare*