



**THE ROLE OF CELEBRITY ENDORSEMENT AND ONLINE CUSTOMER
REVIEWS OF PURCHASE INTENTION OF MAKE OVER COSMETIC PRODUCTS
WITH PURCHASES ON SHOPEE THROUGH BRAND TRUST AS AN
INTERVENING VARIABLE**

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ABSTRACT

This study analyzes the effect of celebrity endorsement and online customer review on purchase intention of Make Over cosmetic products, with brand trust as an intervening variable on the Shopee platform. The research is based on the growing consumption of cosmetics through e-commerce and the crucial role of public figures and consumer reviews in influencing buying intentions. The study employs a quantitative method using the Partial Least Square (PLS) approach and purposive sampling of 126 respondents who have purchased Make Over products via Shopee. The results show that celebrity endorsement and online customer review have a significant positive effect on brand trust, which in turn affects purchase intention. Both factors also have an indirect effect through brand trust. These findings highlight the importance of building brand trust through appropriate endorser selection and active management of consumer reviews.

Keywords: *Celebrity Endorsement; Online Customer Review; Brand Trust; Purchase Intention*

ABSTRAK

Penelitian ini menganalisis pengaruh *celebrity endorsement* dan *online customer review* terhadap *purchase intention* produk kosmetik Make Over dengan *brand trust* sebagai variabel intervening di Shopee. Fenomena meningkatnya konsumsi kosmetik melalui e-commerce serta peran penting endorser dan ulasan konsumen menjadi latar belakang penelitian. Metode yang digunakan adalah kuantitatif dengan pendekatan Partial Least Square (PLS) dan *purposive sampling* terhadap 126 responden yang pernah membeli Make Over di Shopee. Hasil menunjukkan bahwa *celebrity endorsement* dan *online customer review* berpengaruh positif signifikan terhadap *brand trust*, yang kemudian memengaruhi *purchase intention*. Selain itu, keduanya juga berpengaruh tidak langsung melalui *brand trust*. Temuan ini menegaskan pentingnya membangun kepercayaan merek melalui strategi pemilihan endorser dan pengelolaan ulasan konsumen.

Kata Kunci: *Celebrity Endorsement; Online Customer Review; Brand Trust; Purchase Intention*

INTRODUCTION

Living in an era of globalization, every individual naturally has needs that must be met to achieve life satisfaction, one of which is the need for cosmetics. Cosmetic products have now become an essential part of daily activities to maintain appearance and self-confidence. The increase in cosmetics consumption in Indonesia shows significant potential for this industry, with growth of 6.4% in 2021 and support from online sales reaching 25.2% in 2022 (Goodstats, 2022). One of the key players in this industry is PT Paragon Technology and Innovation (PTI), a cosmetics company founded in 1985 by Nurhayati Subakat. PTI is known for its flagship products such as Wardah, Emina, Kahf, and Make Over, which are often mistaken for foreign products, but are actually quality local brands.

Consumers' cosmetic needs are now increasingly easily met through e-commerce platforms, one of which is Shopee, an online shopping platform that offers a variety of products, including cosmetics. Shopee not only facilitates transactions but also allows consumers and sellers to interact directly through its live chat feature. With its integrated logistics and payment systems, Shopee has become a trusted shopping destination, making it easy for consumers to find and purchase cosmetic products according to their needs, especially for young, active, and productive women.

To generate purchase intention for Make Over products, consumers will seek out other endorsers, such as celebrity role models used to promote Make Over products, and seek out reviews from other consumers on Shopee to foster brand trust. This purchase intention emerges after consumers have identified the desired product and assessed its usefulness. Purchase intention is a response to a stimulus that generates a desire to acquire and try a brand (Azzahra & Rizan, 2021). This focused interest in something, coupled with a perceived enjoyment of the product, can generate hope and a belief that the product has utility, leading to a desire to acquire it by taking steps to exchange or purchase it (Hasrul, 2021).

The first thing consumers consider when generating purchase intention is who is showcasing the product. In marketing communications, one way to support cosmetic product marketing is through celebrity endorsements. Celebrity endorsement is a technique often used by business owners to promote their products, brands, and services. When a celebrity brings positive characteristics and image to a brand, the owner can generate consumer purchase intention (Kanwar and Huang, 2021). Furthermore, when promoting their products, owners often utilize celebrity endorsements to increase follower interest, enhance the impression of glamour, and generate purchase intention, as well as create more memorable and credible advertisements (Helbert and I Gde Surya, 2021).

In addition to celebrity endorsements, purchase intention can be influenced by online customer reviews, which consumers typically consult first when considering a product or service. Online customer reviews encompass the buyer's experience with the seller's services across various online retail platforms and marketplaces (Hasrul et al., 2021). According to Mehryar et al. (2020), online consumer reviews are a type of analysis and feedback published on the Shopee website by consumers who have purchased and used the product.

If consumers are happy and satisfied with the benefits and usability of the product or service, they will feel confident in the product. Brand trust is defined as a consumer's confidence that a brand can meet their expectations (Sanny et al., 2020). The level of consumer confidence in a brand is based on the belief that a particular brand can deliver on its promises and has genuine intentions. This is based on the company's ability to prioritize customer interests (Dewi and I Gst Ngurah Jaya, 2024).

This research is also supported by the research gap identified by previous research as a basis for the research. Based on research conducted by Dewi and I Gde Ngurah Jaya (2024), which is also supported by research by Febrian and Fadly (2021), Firman et al. (2021), Helbert

(2021), Nuraida et al. (2022), and Wijaya and Keni (2022), which concluded that celebrity endorsements influence consumer purchase intentions. However, this differs from research conducted by Alvionita (2021), which states that celebrity endorsements have no effect on purchase intentions.

LITERATURE REVIEW

Celebrity Endorsement

A celebrity is someone who receives public recognition from a group or group for their achievements in a particular field. Most celebrities have diverse careers, ranging from athletes, male or female performers, to artists. They are seen as being able to attract attention through advertising due to their interests or appeal. This is evidenced by the significant attention a celebrity receives, which attracts and encourages people to emulate their actions (Evan et al., 2021).

Endorsement is a type of message conveyed through the marketing process, where consumers acquire the views, beliefs, opinions, or experiences of individuals other than the company that acts as the underwriter for the marketing activity. An endorser is someone recognized as a primary source who is useful for conveying information, demonstrating a product or service in a promotion, with the aim of increasing the potential for conveying the product's message (Fenny, 2021).

Celebrity endorsement is a method widely used by businesses to market their products, brands, and services. By transferring the good reputation and unique character of a celebrity to their brand, business owners seek to encourage consumer purchase intention (Kanwar and Huang, 2021). Furthermore, business owners or advertisers often leverage celebrity recommendations to promote their products to impress consumers or followers, add an element of luxury, create a desire to purchase the product, and make the advertisement more memorable and credible (Helbert and I Gde Surya, 2021).

Online Customer Reviews

Online customer reviews draw on consumer experiences regarding the service provided by sellers from various perspectives on online shopping platforms or marketplaces. Online customer reviews have a significant impact on consumer behavior and have become the most important source of information for buyers. This influence ranges from 20% to 50% of all online purchase decisions. Increasingly, online intermediary platforms, such as e-commerce platforms, allow consumers to post reviews in product or service descriptions. This aims to provide buyers with additional information about the product or service, form a positive opinion, and increase their purchase intention. Meanwhile, this is useful for sellers to gather information from consumers and obtain feedback regarding the products or services they offer (Hasrul et al., 2021).

Brand Trust

Herjanto et al. (2020) argue that brand trust is a key aspect of a strong brand. When a customer perceives a fit between personality and brand, they experience an emotional connection, which fosters a positive experience with the brand.

Purchase Intention

Purchase intention, also known as consumer buying intent, refers to the stage in which consumers evaluate the information they receive and determine what they believe they will purchase (Saputra & Widagda, 2020).

Conceptual Framework and Hypothesis

Celebrity Endorsement on Brand Trust

An effective strategy used by marketers can be defined as celebrity endorsement. Marketers attempt to attract consumer attention by using celebrities with specific expertise or

characteristics. When a celebrity with a good reputation, high credibility, and a strong connection to the brand endorses, consumers tend to have greater trust in the promoted product or service.

This is evidenced by Firman et al. (2021), who found that consumers are more attracted to their trust in public figures. Likewise, celebrity endorsements help build greater consumer trust in a brand. A celebrity's commitment to using the brand they endorse indicates that the celebrity believes in the brand, which consumers who see this will develop stronger brand trust (Hasan and Elviana, 2022). This background is supported by research by Dewi (2024), Febrian (2021), Firman (2022), Helbert (2021), Kanwar (2022), Nuraida (2022), and Wijaya (2022).

H1: Celebrity endorsement has a positive effect on brand trust.

Online Reviews Customer on Brand Trust

Online reviews provide evidence of consumer perceptions of purchased products. These perceptions are more authentic, relevant, and powerful enough to evoke empathy and trust in readers, making them more persuasive. By consulting customer reviews, buyers can increase their confidence in their understanding of a product (Dewi et al., 2024).

Credible reviews can increase trust in a brand. Most respondents' trust in a product increases as a result of positive online customer reviews. Others who wish to transact through digital economy platforms are more likely to build trust when they read online customer reviews (Meijerink & Schoenmakers, 2020). A brand's active response to reviews also plays a role in building customer trust, making brand involvement in responding to feedback a crucial factor in strengthening brand trust. Online customer reviews have a positive effect on brand trust, meaning that trust in a product increases with the number of positive reviews from other customers (Soekotjo, 2022). The higher the level of trust formed through reviews, the more likely consumers are to make a purchase. Based on the above background, research by Montolalu et al. (2024) and Tran et al. (2022) supports this.

H2: Online customer reviews have a positive effect on brand trust.

Celebrity Endorsement on Purchase Intention

Celebrities who are well-known and trusted by consumers can influence purchase intentions. When a celebrity with high credibility, attractiveness, and brand fit endorses a product, this can increase consumers' positive perceptions of the brand. Celebrity endorsement is a communication channel where celebrities use their fame and personality to convey their thoughts and promote products (Andini, 2022).

The emotional appeal generated by celebrities can encourage consumers to be more interested and confident in making a purchase. Conversely, if the chosen celebrity is less relevant or has a negative image, this can reduce the effectiveness of the endorsement and contribute to increased purchase intentions. Purchase intention is a consumer behavior that arises in the form of a reaction to a product, representing the buyer's desire to make a purchase. If a company includes celebrity endorsements in product launches or advertising, it will increase purchase intentions (Saputra et al., 2023). Based on the above background, research by Dewi (2024), Febrian (2021), Firman (2021), Helbert (2021), Kanwar (2022), Lili (2022), Nuraida (2022), and Wijaya (2022) supports this.

H3: Celebrity endorsement has a positive effect on purchase intention.

Online Customer Review on Purchase Intention

Reviews can be a source of information that can influence consumer purchase intentions. Positive and credible reviews can improve consumer perception of a product, thereby encouraging purchase intention. Conversely, negative or inconsistent reviews can raise doubts and reduce purchase intention. Rohmatulloh and Sari (2021) stated that if someone receives

more positive information about a product from existing customers than from new customers, it will encourage them to develop purchase intentions. The number of positive customer reviews will be a consideration for customers before deciding to purchase an item. The more positive reviews, the greater the customer's interest in purchasing the item (Soekotjo, 2022). This background is supported by research by Alvionita (2021), Aref (2023), Helbert (2021), and Macheka et al. (2023).

H4: Online customer reviews have a positive effect on purchase intention.

Brand Trust On Purchase Intention

Brand trust plays a crucial role in increasing consumer purchase intention. When consumers feel confident that a brand is reliable, offers consistent quality, and provides a positive experience, they are more likely to purchase that brand's products. Conversely, if trust levels are low due to bad experiences or a negative reputation, consumers will hesitate to make a purchase. Any action taken by the marketplace in response to a customer's overall assessment of a product or service is called purchase intention (Kanwar and Huang, 2021). Therefore, the higher the brand trust, the more likely consumers are to have a strong purchase intention. This is supported by previous research by Dewi (2024), Febrian (2021), Firman (2021), Kamalasena (2021), Kanwar (2022), Karunasingha (2022), Nuraida (2022), and Wijaya (2022).

H5: Brand trust has a positive effect on purchase intention.

Celebrity Endorsement Influences Purchase Intention Through Brand Trust

When a celebrity possesses good credibility, attractiveness, and expertise, it can shape consumers' positive perceptions of the brand. This ultimately increases consumer trust (brand trust) in the advertised brand. This trust is a crucial factor influencing consumer purchasing decisions, as consumers tend to have greater confidence in brands they perceive as trustworthy. Thus, brand trust acts as an intervening variable that can bridge the influence of celebrity endorsement on purchase intention. This is supported by previous research by Aref (2023), Dewi (2024), Febrian (2021), Kanwar (2022), Nuraida (2022), and Wijaya (2022).

H6: Celebrity Endorsement Influences Purchase Intention through Brand Trust

Online Customer Reviews Influence Purchase Intention Through Brand Trust.

Positive consumer reviews shared online can enhance perceived usefulness and brand evaluation. When consumers read positive experiences from previous users, they tend to feel more confident in the product. This established trust then encourages consumers to have a stronger intention to make a purchase. Therefore, brand trust acts as an intervening variable that strengthens the relationship between online customer reviews and purchase intention. This is supported by previous research by Montolalu (2024) and Tran et al. (2022).

H7: Online customer reviews influence purchase intention through brand trust.

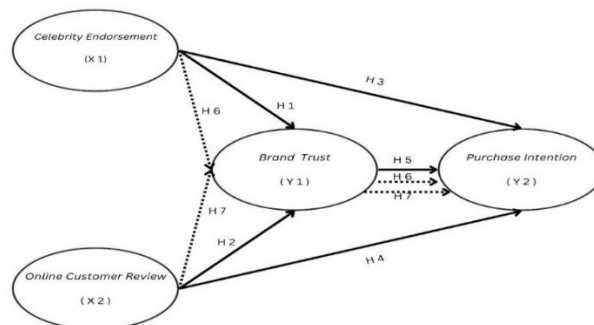


Figure 1. Conceptual Framework

Source: Febrian et al (2021) and Montolalu (2024)

RESEARCH METHODS

This study used a quantitative approach with a population consisting of Make Over cosmetic product consumers who had viewed product reviews on the Shopee app. Because the population size was unknown, this study employed a purposive sampling technique, selecting samples based on certain criteria, including: (1) Shopee app users, (2) at least 17 years old, (3) familiar with at least one Make Over product, (4) having used Make Over products, and (5) having viewed Make Over product reviews on Shopee. Data collection was conducted through an online questionnaire consisting of two parts: screening questions and statements with a Likert scale of 1–5. Based on the formula for the number of indicators multiplied by seven (Ferdinand, 2014), 126 respondents were obtained from 18 research indicators. According to Kanwar and Huang (2021), the indicators used to measure celebrity endorsement are: (1) Credibility, (2) Expertise, (3) Endorser Attractiveness, (4) Product Matchup. According to Macheka, Emmanuel and Neo (2023) measure online customer reviews as follows: (1) Ease of decision making, (2) Increased effectiveness, (3) Product recommendations, (4) Information, (5) Motivation. Kanwar and Huang (2022) show that the tools for measuring brand trust are: (1) Brand Characteristics, (2). Company Characteristics, (3). Customer Brand Characteristics, (4). Brand security, (5). Brand reliability. Kusuma and Sari (2019), mention that there are several measuring tools for determining product purchase intentions, namely: (1). Transactional interest, (2). Referential interest, (3). Preferential interest, (4). Exploratory interest.

The data will be analyzed using Structural Equation Model–Partial Least Square (SEM-PLS). This method combines path analysis, factor analysis, and structural models to measure the relationships between latent variables (Harahap, 2020). The analysis consists of an outer model and an inner model. The outer model tests validity (convergent validity > 0.7 and discriminant validity with a larger loading ratio on the intended construct) and instrument reliability. The inner model evaluates Goodness of Fit, R-Square, and hypothesis testing through bootstrapping to ensure the suitability and strength of the relationships between variables in the research model.

ANALYSIS AND DISCUSSION

Respondents consisted of 9 men (7.1%) and 117 women (92.9%), with an age range of 1 person (0.8%) between 17 and 20 years, 26.2% between 21 and 24 years, 13 between 25 and 29 years, and 62.7% over 30 years. The results of respondents' responses for each variable using a 5-point Likert scale showed that the celebrity endorsement variable had an average value of 4.23. The online customer review variable had an average value of 4.26. The brand trust variable had an average value of 4.21, and the final variable, purchase intention, had an average value of 4.14.

Table 1 shows that the outer model value, or correlation between constructs and variables, has met convergent validity, with a loading factor value of 0.70. In conclusion, the constructs for all variables can be used to test hypotheses. Then, the reliability test can be shown by the composite reliability value of > 0.70 , AVE > 0.50 and Cronbach alpha > 0.70 as recommended criteria

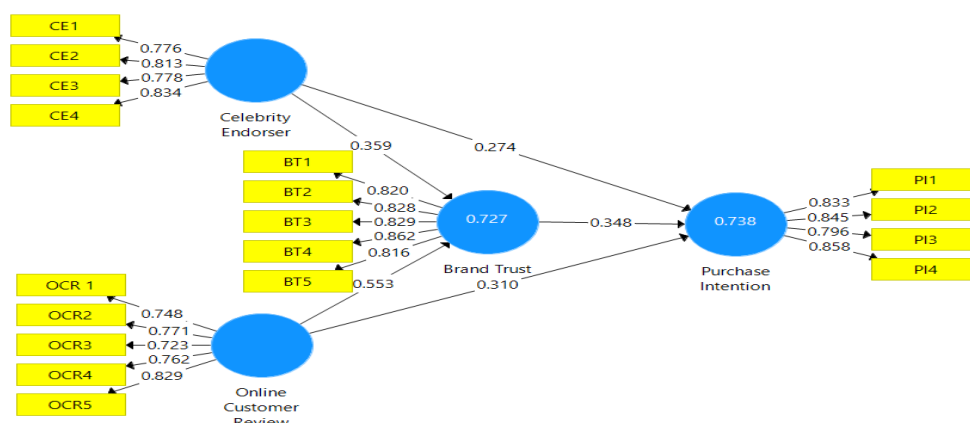
Table 1
Validity Testing dan Reliability Test

Variable	Indicator	<i>Brand Trust</i>	<i>Celebrity Endorsement</i>	<i>Online Customer Review</i>	<i>Purchase Intention</i>
<i>Celebrity Endorsement</i>	CE1	0.571	0.776	0.629	0.595
	CE2	0.646	0.813	0.577	0.659
	CE3	0.604	0.778	0.609	0.558

<i>Online Customer Review</i>	CE4	0.629	0.834	0.549	0.641
	CE5	0.638	0,883	0,724	0,615
	OCR 1	0.567	0.481	0.748	0.601
	OCR2	0.655	0.609	0.771	0.647
	OCR3	0.557	0.505	0.723	0.571
	OCR4	0.662	0.665	0.762	0.639
	OCR5	0.683	0.548	0.829	0.589
<i>Brand Trust</i>	BT1	0.820	0.685	0.638	0.707
	BT2	0.828	0.632	0.697	0.677
	BT3	0.829	0.592	0.669	0.643
	BT4	0.862	0.610	0.695	0.680
	BT5	0.816	0.661	0.695	0.659
<i>Purchase Intention</i>	PI1	0.619	0.585	0.698	0.833
	PI2	0.698	0.695	0.638	0.845
	PI3	0.681	0.592	0.655	0.796
	PI4	0.701	0.682	0.662	0.858
Cronbach's Alpha		0,888	0,813	0,825	0,853
Rho_A		0,888	0,815	0,827	0,854
Composite Reliability		0,918	0,877	0,877	0,901
Average Variance Extracted (AVE)		0,691	0,640	0,589	0,694

Source: Data processing with SmartPLS, 2025

The structural model or inner model is evaluated by looking at the percentage of explained variance, namely by looking at the R^2 for the dependent latent construct using the Stone-Geisser Q-Square test measures and also looking at the structural path coefficients. The stability of the estimates is tested with t-statistics through a bootstrapping procedure.



Picture 2
Structural Model

Model Fit (Goodness of Fit) can be seen from table 2 which can be explained that SRMR has met the criteria of the value of the category must be below 0.080 and the NFI value of

0.974 > 0.90 indicates that the research model is classified as fit or worthy as a research model. Meanwhile, Table 3 shows the R-square value as a correlation for the brand trust variable obtained at 0.727 and for the purchase intention variable obtained at 0.738. In addition, the results of the Adjusted R Square on the celebrity endorsement variable, online customer reviews are able to explain the brand trust variable by 72.3% of which 27.3% can be explained through other variables, while the celebrity endorsement variable, online customer reviews and brand trust are able to explain the purchase intention variable by 73.2% of which the remaining 26.2% can be explained through other variables.

Table 2
Model Fit Value

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.078	0.078
d_ ULS	1.636	1.636
d_ G	0.748	0.748
Chi-Square	595.203	595.203
NFI	0.974	0.974

Source: Data processing with SmartPLS, 2025

Table 3
R-Square Value

	<i>R Square</i>	<i>R Square Adjusted</i>
Brand Trust	0.727	0.723
Purchase Intention	0.738	0.732

Source: Data processing with SmartPLS, 2025

Hypothesis Test Result

The Effect of Celebrity Endorsement on Brand Trust

The effect of celebrity endorsement on brand trust showed a p-value of 0.000, or less than 0.05 (<0.05), indicating a significant relationship. The original sample size was 0.359, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 1 is accepted, meaning that celebrity endorsement has a positive and significant effect on brand trust, consistent with the first hypothesis, which states that celebrity endorsement can be a driving factor in brand trust. The results of this study align with research findings by Dewi (2024), Febrian (2021), Firman (2022), Helbert (2021), Kanwar (2022), Nuraida (2022), Utami (2024), and Wijaya (2022), which found that celebrity endorsement has a positive effect on brand trust.

The Effect of Online Customer Reviews on Brand Trust

The effect of online customer reviews on brand trust showed a p-value of 0.000, or less than 0.05 (<0.05), indicating a significant relationship. The original sample size was 0.553, indicating a positive relationship. Therefore, Hypothesis 2 is accepted, meaning that online customer reviews have a positive and significant effect on brand trust, consistent with the second hypothesis, where online customer reviews can be a driving factor for brand trust. This study's results align with the findings of research by Montolalu et al. (2024) and Tran et al. (2022).

The Effect of Celebrity Endorsement on Purchase Intention

The effect of celebrity endorsement on purchase intention showed a p-value of 0.010, or less than 0.05 (<0.05), indicating a significant relationship. The original sample size was 0.274, indicating a positive relationship. Therefore, Hypothesis 3 is accepted, meaning that celebrity endorsement has a positive and significant effect on purchase intention, consistent with the third

hypothesis, where celebrity endorsement can be a driving factor for purchase intention. The results of this study align with those of research by Dewi (2024), Evan (2021), Febrian (2021), Firman (2021), Helbert (2021), Kanwar (2022), Lili (2022), Nuraida (2022), Utami (2024), and Wijaya (2022).

The Effect of Brand Trust on Purchase Intention

The effect of brand trust on purchase intention shows a p-value of 0.003, or less than 0.05 (<0.05), indicating a significant relationship. The original sample size is 0.348, indicating a positive relationship. Therefore, it can be concluded that hypothesis 5 is accepted, meaning that brand trust has a significant positive effect on purchase intention, in line with the fifth hypothesis, where brand trust can be a driving factor in purchase intention. The results of this study align with the findings of research by Aref (2023), Helbert (2021), and Macheka et al. (2023).

The Effect of Celebrity Endorsement on Purchase Intention Through Brand Trust As An Intervening Variable

The effect of celebrity endorsement on purchase intention through brand trust as an intervening variable, with a p-value of 0.016, or less than 0.05 (<0.05), indicates a significant relationship. The original sample size was 0.125, indicating a positive relationship. These results align with the findings of research by Aref (2023), Dewi (2024), Febrian (2021), Firman (2021), Kanwar (2022), Nuraida (2022), and Wijaya (2022).

The Effect Of Online Customer Reviews On Purchase Intention Through Brand Trust As An Intervening Variable

The effect of online customer reviews on purchase intention through brand trust as an intervening variable, with a p-value of 0.009, or less than 0.05 (<0.05), indicates a significant relationship. The original sample size was 0.348, indicating a positive relationship. The results of this study are in accordance with the research findings by Montolalu et al (2024) and Tran et al (2022)

Table 4
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CE -> BT	0.359	0.358	0.077	4.645	0.000
OCR-> BT	0.553	0.553	0.083	6.684	0.000
CE-> PI	0.274	0.271	0.106	2.586	0.010
OCR-> PI	0.310	0.318	0.106	2.935	0.003
BT-> PI	0.348	0.341	0.118	2.938	0.003

Source: Data processing with SmartPLS, 2025

Table 5
Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Celebrity Endorsement -> Brand Trust -> Purchase Intention</i>	0.125	0.122	0.052	2.423	0.016
<i>Online Customer Review -> Brand Trust - > Purchase Intention</i>	0.192	0.189	0.073	2.638	0.009

Source: Data processing with SmartPLS, 2025

RESEARCH CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that celebrity endorsements and online customer reviews have a positive and significant effect on brand trust. This indicates that celebrities serve not only as promotional tools but also as value representations that can strengthen consumer trust in a brand. Consumer reviews on Shopee also play a crucial role as they serve as a primary source of information, facilitating potential buyers' decision-making. Furthermore, celebrity endorsements and online customer reviews have been shown to have a positive and significant effect on purchase intention, where celebrities relevant to the target market and honest consumer reviews can foster interest in purchasing Make Over products.

Furthermore, brand trust has a positive and significant effect on purchase intention. Consumer trust in Make Over products increases due to the safety guarantee from the Food and Drug Authority (BPOM), which makes consumers feel secure and more likely to make repeat purchases. This study also shows that celebrity endorsements and online customer reviews have a significant indirect effect on purchase intention through brand trust, indicating that trust in the brand plays an important intermediary role in strengthening the influence of these two factors on consumer purchase intention.

This study has several limitations that should be noted. One of the limitations lies in the geographical scope, where the questionnaire was only distributed within the city of Semarang. This means that the research results cannot necessarily be shared or disseminated to other regions with different consumer characteristics, including culture, product preferences, and purchasing power. Furthermore, although this study focused on the influence of celebrity endorsements and online customer reviews on purchase intention, through brand trust as an intervening factor for Make Over products, it cannot be denied that consumer purchase intention is also influenced by other variables, such as price, product quality, promotions, or even recommendations from close friends. Therefore, further research is recommended to expand the distribution area of the questionnaire and consider additional variables to obtain more comprehensive results.

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