



Unveiling the Mediating Role of Emotions and Engagement in Celebrity Endorsement and Purchase Intention

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Abstract: Research on purchase intention in the digital era shows inconsistent findings regarding the impact of celebrity endorsement, with some studies highlighting its influence while others emphasize the stronger role of psychological factors. This study aims to examine the effect of celebrity endorsement on purchase intention by positioning emotional attachment and customer engagement as mediating variables. A quantitative approach was used with 200 followers of Somethinc's official social media account as respondents. Data were analyzed using PLS-SEM with SmartPLS 3.0. The results reveal that celebrity endorsement has a significant positive influence on purchase intention. Furthermore, celebrity endorsement enhances emotional attachment and customer engagement, both of which strengthen consumers' intention to purchase. Mediation analyses confirm that emotional attachment and customer engagement play important roles in bridging the relationship between celebrity endorsement and purchase intention. In conclusion, the study demonstrates that celebrity endorsement is most effective when supported by strategies that foster emotional closeness and active engagement, offering valuable insights for digital marketing practices in the skincare and cosmetics industry.

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INTRODUCTION

Purchase intention is an important concept in marketing because it is a strong predictor of actual consumer behavior in making purchases. Purchase intention is influenced by many factors, including cognitive, affective, and social factors. However, previous studies have shown varying results and even tend to be inconsistent. Some studies have found that purchase intention is influenced by social factors and interactions on social media, while others emphasize the role of celebrities, emotional attachment, and customer engagement with the brand. This diversity of findings suggests that purchase intention is not a simple or linear concept but is influenced by numerous interacting variables within different contexts (Norazizah & Evanita, 2025; Adinda et al., 2025; Adinsa et al., 2024; Zaman et al., 2024; Devi & Seminari, 2024; Macheke et al., 2024; Yanti & Wiryawan, 2024; Clara, 2023; Faisal et al., 2023; Putri & Syahputra, 2023; Shafa et al., 2023; Zalzal & Febriyanto, 2023; Agustina et al., 2022; Clarence & Keni,



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2022; Lili et al., 2022; Maleachi et al., 2022; Natalia et al., 2021; Evan et al., 2021; Herjanto et al., 2020; Carolin et al., 2020; Tseng et al., 2020).

Several studies emphasize the importance of customer engagement as a mediator in driving purchase intention. Norazizah & Evanita (2025) show that social sharing and information seeking factors have a positive effect on purchase intention, while entertainment, exposure, and affection factors only have a positive but insignificant effect. However, when mediated by customer engagement, all five factors are proven to have a significant effect on purchase intention. Adinda et al. (2025) further support this claim through their research, finding that the variables of social interaction, information sharing, and attractiveness significantly enhance customer engagement and purchase intention, while surveillance tends to be ineffective. This underscores that interactivity in digital marketing is key to building customer engagement, which ultimately leads to increased purchase intention. Meanwhile, research by Clarence & Keni (2022) demonstrates that digital marketing, customer engagement, and brand preference play a vital role in shaping customer purchase intentions. Maleachi et al. (2022) state that social media marketing and customer engagement significantly and positively influence customer purchase intentions. This means that customer purchase intent or tendency to buy increases as their emotional engagement with a particular brand and the intensity of product promotions on social media grow. In the context of online travel, Carolin et al. (2020) found that customer engagement is significantly influenced by social influence and information sharing, which in turn affects purchase intention.

On the other hand, research has also highlighted the effectiveness of celebrity endorsements. Yanti & Wiryawan (2024) found that celebrity attractiveness and trustworthiness significantly and positively influence purchase intention, although expertise does not always have an effect. The findings of Zalzal & Febriyanto (2023) also emphasize the role of celebrity endorsements, information quality, and customer attitudes in TikTok flash sale programs as drivers of purchase intention. Digital engagement factors are also proven to be important. Shafa et al. (2023) found that Instagram can build customer engagement that impacts purchase intent, while Putri & Syahputra (2023) emphasized that celebrity endorsements, advertisements, and brand image collectively increase interest in beauty products. Macheka et al. (2024) add that the credibility of celebrity and customer reviews is more important than mere attractiveness, especially in the beauty industry. In the context of green cosmetics, Lili et al. (2022) show that brand equity and celebrity endorsements significantly influence the emergence of purchase intention among young customers in China. Herjanto et al. (2020) prove that celebrity endorsements play a role in strengthening brand image, brand trust, and purchase intention. Meanwhile, Devi & Seminari (2024) and Zaman et al. (2024) emphasize that the credibility and trustworthiness of endorsements are the primary factors influencing purchase intention, especially when supported by a strong brand image.

In addition to celebrity endorsements and customer engagement, emotional attachment is also an important variable. Faisal et al. (2023) reveal that social media marketing indirectly boosts purchase intention by fostering emotional attachment in customers. Similar findings were reported by Natalia et al. (2021), who emphasized that brand trust and emotional attachment can mitigate the influence of celebrity endorsements on the emergence of purchase intent. Tseng et al. (2020) also highlighted that positive brand experiences strengthen customer emotional bonds and drive purchase intent, particularly in the fashion industry. Agustina et al. (2022) and Adinsa et al. (2024) confirm that the stronger the emotional attachment, the greater the likelihood of customers purchasing products from brands associated with celebrities or influencers. Even Clara (2023) highlights that feelings of love or admiration for celebrities can play a strong role in shaping affection and purchase intention. Thus, emotional attachment can

be viewed as an important mediator bridging the influence of celebrity endorsements on purchase intention.

Although most of the findings support the influence of celebrity endorsement, emotional attachment, and customer engagement on purchase intention, the results are not consistent. Clara (2023), for example, found that celebrity endorsements do not directly influence purchase intention but are influenced by other factors such as brand passion and brand affection. Similarly, Macheka et al. (2024) found that celebrity attractiveness is not significant in terms of customer attitudes. Likewise, Evan et al. (2021) stated that not all dimensions of celebrity endorsements influence purchase intention.

The diverse findings of previous researchers prove that customer purchase intent is not a single, linear concept, but rather is influenced by various interacting variables, such as celebrity endorsements, emotional attachment, customer engagement, brand image, and digital marketing strategies. The inconsistency of these findings opens up an important space for further research to explore the more specific relationships between the variables mentioned above. Hence, researchers seek to examine the main factors shaping purchase intention, especially in the rapidly evolving landscape of digital marketing and social media, in order to fill existing gaps in the literature that remain insufficiently explored.

The object of study here is the skincare and cosmetics brand from the well-known local brand Somethinc. Somethinc has successfully created extraordinary engagement through digital marketing strategies, influencer campaigns, flash sales, and the online community "Somethinc Town." Bororing & Dwianto's study (2023) reports that Somethinc's social media marketing strategy significantly influences customer engagement. Meanwhile, Permana et al. (2025) noted over 57.3 million live stream viewers and the sale of 3.9 million Somethinc skincare products via TikTok, including one of its flagship serums, which sold for Rp 53.2 billion in 2022. These facts indicate that Somethinc is an ideal subject for researching the role of emotional attachment and customer engagement in linking celebrity endorsements with purchase intention in the digital age (Putra, 2024).

Based on the above explanation, researchers here seek to fill the research gap by further analyzing how celebrity endorsements can influence purchase intention through emotional attachment and customer engagement as intervening variables. In this way, the study is expected to not only contribute theoretically to clarifying the inconsistencies in previous research results but also provide practical insights into the design of digital marketing strategies that have proven to be more effective in the era of global competition for companies.

METHODS

Hypothesis testing was conducted through quantitative numerical analysis to obtain the significance level of the relationship between variables (Saputro et al., 2025). The population is a collection of objects/subjects that have specific criteria and are relevant to the research topic, which are gathered in a certain area (Haliza & Setyawan, 2025). The population of this study consists of followers of the Somethinc brand on social media platforms such as Instagram and TikTok. A sample is defined as a subset of objects/subjects selected from the population to represent the overall characteristics of the population (Kussudyarsana et al., 2019). The sample was determined through purposive sampling based on specific criteria or considerations previously established by experts (Nasir & Yani, 2020) as part of non-probability sampling techniques. The criteria in question are: (1) Instagram or TikTok followers of Somethinc aged 17–45 years and residing in Indonesia. (2) Familiar (have seen or interacted with) Somethinc endorsement content by celebrities on Instagram or TikTok. (3) Followed Instagram or TikTok @Somethincofficial for at least 3 months. (4) Have or are planning to, are

interested in, and are considering purchasing Somethinc products. (5) Active social media users (Instagram or TikTok) visit the Somethinc social media page at least once a week. The researcher utilized primary data gathered through an online questionnaire distributed via the internet using Google Forms (Sekaran & Bougie, 2017). The study involved a sample of 200 respondents who met the required criteria. The collected data were analyzed using SmartPLS software, including tests for validity and reliability to assess the research instruments (Kusdiyanto et al., 2022).

The variables in this study consist of four main constructs, namely Celebrity Endorsement, Emotional Attachment, Customer Engagement, and Purchase Intention. Each variable has a definition, indicators, and a measurement scale as shown in the following table:

Table 1. Definition of Variables

No.	Variables	Definition	Indicators	Scale
1	Celebrity Endorsement	Promotional efforts using celebrities/public figures who have expertise, credibility, trustworthiness, and appeal to influence consumers. (Zalزالah & Febriyanto, 2023).	1. Attractiveness 2. Trustworthiness 3. Expertise 4. Credibility (Yanti & Wiryawan, 2024)	1 – 5
2	Emotional Attachment	Customer emotional attachment to celebrities or brands can shape positive perceptions and attitudes toward products. (Adinsa et al., 2024).	1. Emotional Connection 2. Self-identification 3. Affective Response (Natalia et al., 2021)	1 – 5
3	Customer Engagement	Active consumer involvement in interactions, communication, and experiences with brands or products on social media (Adinda et al., 2025).	1. Social Interaction 2. Information Sharing 3. Attractiveness of Content 4. Social Influence (Adinda et al., 2025)	1 - 5
4	Purchase Intention	The tendency of customers to purchase products as a result of positive perceptions and experiences with the brand or celebrity endorsing them. (Clara, 2023).	1. Transactional Intention 2. Brand Preference 3. Purchase Readiness 4. Willingness to Recommend (Putri & Syahputra, 2023)	1 – 5

Data that has been processed by the author

The researchers employed a Likert scale to measure respondents' agreement with each statement on the questionnaire, offering five response options: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree).

The data was analyzed using SmartPLS with the PLS-SEM (Partial Least Squares–Structural Equation Modeling) method because it is not overly dependent on data distribution assumptions and is capable of analyzing models with even small sample sizes (Lili et al., 2022). Two evaluation stages are required in PLS-SEM: the measurement instrument test or outer model analysis, which assesses the reliability and validity of indicators, and the structural test (hypothesis testing) or inner model analysis (Ghozali, I., & Latan, 2017). Cronbach's alpha and composite reliability are required to measure reliability, while discriminant validity and convergent validity (outer loading) are used to measure validity. Furthermore, the model is tested for goodness of fit, including R-Square, and hypothesis testing by using Bootstrapping for both direct and indirect effects through mediating variables.

RESULTS AND DISCUSSION

Descriptive analysis plays a role in determining the characteristics of Somethinc's Instagram and TikTok followers. The study's respondents consisted of Somethinc's followers on Instagram and TikTok, totaling 200 individuals who met the sampling requirements. Based on the results of the descriptive analysis, the majority of respondents in this study were female (73.5%), with the dominant age range being 26–35 years old (53.5%), followed by the 17–25 age group (37%). Most reside on Java Island (46%) and in the Jakarta metropolitan area (16.5%), work as private employees (51%), and have an income level under IDR 5,000,000 (71%). These characteristics indicate that Somethinc customers are predominantly young to young adult women with moderate purchasing power and professional or student backgrounds. In terms of digital behavior, respondents generally know about products through Instagram (56.5%) and TikTok (43.5%), with most having been followers for 3–12 months (67.5%). The frequency of visits to Somethinc's social media platforms is quite high, at 3–4 times per week (46.5%), and the majority report frequently interacting with promotional content (54.5%). Additionally, the majority of respondents have not purchased yet, but are interested in purchasing (92.5%). This underscores the effectiveness of Somethinc's digital marketing strategy, particularly through visual platforms and influencer endorsements, in enhancing engagement while driving customer purchase intention.

Table 2. Respondent Characteristics

Characteristic	Category	Amount	%
Gender	Female	147	73.5%
	Male	53	26.5%
Age	17 - 25 years old	79	39.5%
	26 - 35 years old	107	53.5%
	36 - 45 years old	14	7%
Domicile	Sumatra	31	15.5%
	Jabodetabek	33	16.5%
	Jawa	92	46%
	Kalimantan	21	10.5%
	Sulawesi	19	9.5%
	Papua	4	2%
	PNS	11	5.5%
Work	Private Employee	102	51%
	Entrepreneur	41	20.5%
	Students	40	20%
	Others	6	3%
Monthly income	≤ IDR 5,000,000	142	71%
	> IDR 5,000,000 – ≥ IDR 10,000,000	51	25.5%
	> IDR 10,000,000	7	3.5%
Source	Instagram	113	56.5%
	Tiktok	87	43.5%
Follow Duration	3 - 12 months	135	67.5%
	> 1 year	65	32.5%
Visit Frequency	Every day	93	46.5%
	3 - 4 times per week	77	38.5%
	1 - 2 times per week	30	15%
Interaction Intensity	Very often	109	54.5%
	Quite often	56	28%
	Sometimes	35	17.5%
Customer Status	Have not purchased, but intend to	185	92.5%
	Have not purchased, but have considered	15	7.5%

Source: Data that has been processed by the author (2025)

Outer Model Analysis

Validity Test

Researchers need to understand the detailed relationship between latent variables and their corresponding indicators by conducting an outer model test. The following is a diagram of the outer model:

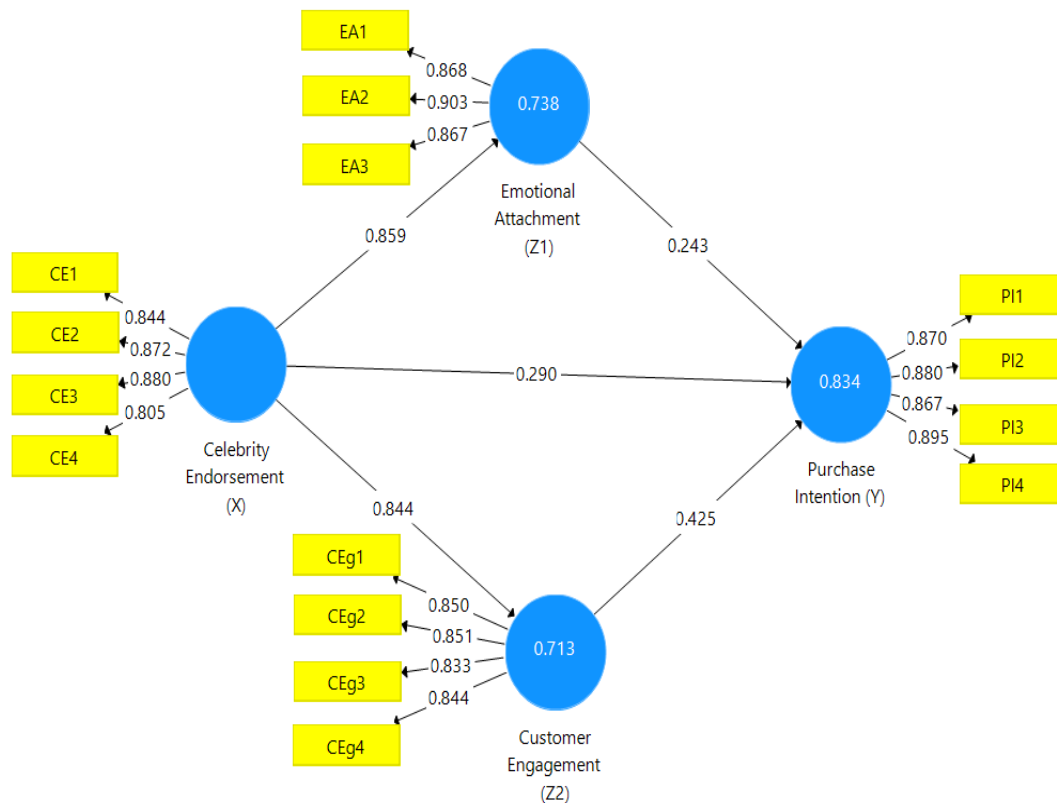


Figure 1. Outer Model

Source: Results of processing by the author (2025)

The diagram illustrates the outer model in a PLS-SEM analysis, showing the relationships between latent variables (Celebrity Endorsement, Emotional Attachment, Customer Engagement, and Purchase Intention) and their corresponding indicators, along with each indicator's loading factor. High loading values (generally >0.7) indicate that the indicators reliably represent their latent variables. The diagram also presents the path coefficients between latent variables, reflecting the strength of influence one variable has on another within the research model.

Convergent Validity

A valid indicator must have an outer loading value exceeding 0.7 (Ghozali, I., & Latan, 2017). Therefore, the researchers present the following values:

Table 3. Outer Loading Value

Variables	Indicator	Outer loading
Celebrity Endorsement (X)	Attractiveness	0,844
	Trustworthiness	0,872
	Expertise	0,88
	Credibility	0,805
Emotional Attachment (Z ₁)	Emotional Connection	0,868
	Self-identification	0,903
	Affective Response	0,867
Customer Engagement (Z ₂)	Social Interaction	0,85
	Information Sharing	0,851
	Attractiveness of Content	0,833
	Social Influence	0,844
Purchase Intention (Y)	Transactional Intention	0,87
	Brand Preference	0,88
	Purchase Readiness	0,867
	Willingness to Recommend	0,895

Source: Data that has been processed by the author (2025)

The table shows that all variables have valid, feasible, and reliable indicators for use, as they have a value exceeding 0.7 overall.

Discriminant Validity

Whether or not these requirements are met can be seen through the AVE (Average Variance Extracted Value) score. It is considered valid when the score exceeds 0.5 and vice versa (Ghozali, I., & Latan, 2017). Here are the measurement results:

Table 4. Average Variance Extracted Value

Variables	AVE (Average Variance Extracted Value)	Information
Celebrity Endorsement (X)	0.724	Valid
Emotional Attachment (Z ₁)	0.773	Valid
Customer Engagement (Z ₂)	0.714	Valid
Purchase Intention (Y)	0.771	Valid

Source: Data that has been processed by the author (2025)

All constructs have AVE values exceeding 0.5, namely Celebrity Endorsement (0.724), Emotional Attachment (0.773), Customer Engagement (0.714), and Purchase Intention (0.771). Thus, each construct has good discrimination from other constructs.

Reliability Test

To verify the consistency of the measurement instruments, researchers need to determine the Cronbach's alpha and composite reliability values for each variable during the reliability testing process. The following are the test results:

Table 5. Composite Reliability dan Cronbach's Alpha Value

Variables	Composite Reliability	Cronbach's Alpha
Celebrity Endorsement (X)	0.913	0.873
Emotional Attachment (Z ₁)	0.911	0.853
Customer Engagement (Z ₂)	0.909	0.866
Purchase Intention (Y)	0.931	0.901

Source: Data that has been processed by the author (2025)

The table 5 shows that each variable demonstrates high reliability, as all constructs are both dependable and consistent. This is confirmed by the fact that the Cronbach's alpha and composite reliability values for all variables exceed the threshold of 0.7 (Sugiyono, 2021).

Inner Model Analysis

The following structural model analysis illustrates the specific relationships between manifest and latent variables within the outcome, mediator, and primary predictor variables.

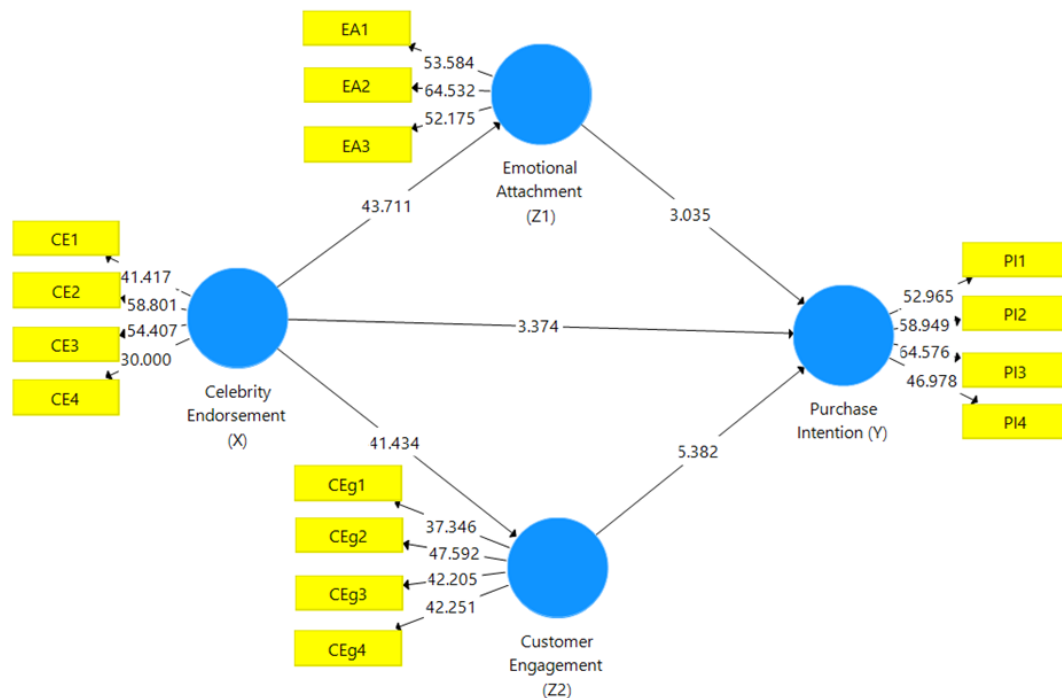


Figure 2. Inner Model

Source: Results of processing by the author (2025)

The image shows the inner model in a PLS-SEM analysis, showing the structural relationships among the latent variables: Celebrity Endorsement, Emotional Attachment, Customer Engagement, and Purchase Intention. The numbers on the connecting arrows represent path coefficients, which indicate the strength and direction of influence between variables, while the values near the indicators reflect their contributions to each latent construct. Overall, the diagram illustrates how the predictor and mediator variables interact to affect the outcome variable, Purchase Intention.

Goodness of Fit

R-Square (R^2)

The R^2 value represents the coefficient of determination, which indicates how well variable X can explain the variation in variable Y. The determination produced is considered better when R^2 shows a higher value. (Ghozali, I., & Latan, 2017) State that the R^2 value is categorized as strong if it is 0.75, moderate if it is 0.5, and weak if it is 0.25. The following are the results obtained by the researchers:

Table 6. R-Square

Variables	R-Square
Emotional Attachment (Z1)	0.738
Customer Engagement (Z2)	0.713
Purchase Intention (Y)	0.834

Source: Data that has been processed by the author (2025)

The results of the inner model analysis prove that R^2 for the research variables is in the strong to very strong category. The Emotional Attachment variable has an R^2 value of 0.738, which means that 73.8% of the variance in emotional attachment can be explained by celebrity endorsement. The Customer Engagement variable has an R^2 value of 0.713, so that 71.3% of its variance is explained by celebrity endorsement. Then, Purchase Intention obtained the highest R^2 value of 0.834, which means that 83.4% of the variance in purchase intention is explained by celebrity endorsement, emotional attachment, and customer engagement simultaneously. Based on the criteria (Hair et al., 2021), an R^2 value above 0.7 falls into the substantial category, so it can be concluded that this research model has very good and strong explanatory power in describing the relationships between variables.

Hypothesis Test

Path Coefficient Test (Direct Effect)

The extent of influence or the relationship between constructs can be assessed by calculating the path coefficients, accompanied by examining the p-value and t-statistic. A t-value exceeding 1.96 indicates significance at the 5% significance level. A variable is considered to have a direct influence when p is greater than 0.05 and an indirect influence when the value is below that. It is considered significant when the t-statistic exceeds 1.96 and vice versa. The following is the table of results:

Table 7. Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistic	P-Values	Description
Celebrity Endorsement (X) -> Purchase Intention (Y)	H ₁	0.290	3.374	0.001	Positive Significant
Celebrity Endorsement (X) --> Emotional Attachment (Z1)	H ₂	0.859	43.711	0.000	Positive Significant
Celebrity Endorsement (X) -> Customer Engagement (Z2)	H ₃	0.844	41.434	0.000	Positive Significant
Emotional Attachment (Z1) -> Purchase Intention (Y)	H ₄	0.243	3.035	0.003	Positive Significant
Customer Engagement (Z2) -> Purchase Intention (Y)	H ₅	0.425	5.382	0.000	Positive Significant

Source: Data that has been processed by the author (2025)

The table above can be interpreted as follows:

Celebrity Endorsement → Purchase Intention (H₁): significantly positive effect ($\beta = 0.290$; $t = 3.374$; $p = 0.001$). This means that the more credible, attractive, expert, and trustworthy a celebrity is, the higher the customer purchase intention.

Celebrity Endorsement → Emotional Attachment (H₂): significantly positive effect ($\beta = 0.859$; $t = 43.711$; $p < 0.001$). The very high t-value indicates a very strong effect, indicating that celebrity endorsement is capable of creating an emotional bond between the customer and the brand.

Celebrity Endorsement \rightarrow Customer Engagement (H_3): significantly positive influence ($\beta = 0.844$; $t = 41.434$; $p < 0.001$). This means that customer engagement is greatly influenced by the endorsement activities carried out by celebrities.

Emotional Attachment \rightarrow Purchase Intention (H_4): significantly positive influence ($\beta = 0.243$; $t = 3.035$; $p = 0.003$). Customer emotional attachment to the brand drives an increase in purchase intention.

Customer Engagement \rightarrow Purchase Intention (H_5): significantly positive influence ($\beta = 0.425$; $t = 5.382$; $p < 0.001$). Active customer engagement in interactions with the brand plays a significant role in increasing purchase intention.

Indirect Effect

The function of this analysis is to prove the hypothesis regarding the existence or absence of indirect influence of exogenous variables on endogenous variables that have been intervened by a moderator variable. Indirect influence is indicated when the p-value is less than 0.05, whereas a p-value greater than 0.05 signifies direct influence. The test results are presented as follows:

Table 8. Indirect Effect

	Hypothesis	Original Sample	t-Statistic	P-Values	Description
Celebrity Endorsement (X) \rightarrow Emotional Attachment (Z1) \rightarrow Purchase Intention (Y)	H_6	0.208	3.005	0.003	Positive Significant
Celebrity Endorsement (X) \rightarrow Customer Engagement (Z2) \rightarrow Purchase Intention (Y)	H_7	0.359	5.425	0.000	Positive Significant

Source: Data that has been processed by the author (2025)

Based on the results table above, it can be interpreted as follows:

Celebrity Endorsement \rightarrow Emotional Attachment \rightarrow Purchase Intention (H_6): significantly positive effect ($\beta = 0.208$; $t = 3.005$; $p = 0.003$). This means that celebrity endorsement can increase purchase intention through the formation of customer emotional attachment.

Celebrity Endorsement \rightarrow Customer Engagement \rightarrow Purchase Intention (H_7): significantly positive effect ($\beta = 0.359$; $t = 5.425$; $p < 0.001$). This shows that customer engagement is a stronger mediating pathway than emotional attachment in explaining the effect of celebrity endorsement on purchase intention.

The Influence of Celebrity Endorsement on Purchase Intention

The data reveal a positive and significant impact of celebrity endorsements on purchase intention, consistent with the studies by Yanti & Wiryawan (2024), Devi & Seminari (2024), Zaman et al. (2024), Putri & Syahputra (2023), Zalzal & Febriyanto (2023), and Herjanto et al. (2020). These studies highlight the importance of celebrity trustworthiness, attractiveness, and credibility in enhancing consumers' intention to purchase. Evan et al. (2021) also support that familiarity, trustworthiness, and expertise of celebrities can drive purchase intention, while Lili et al. (2022) add that celebrity endorsement also influences purchase intention for eco-friendly cosmetics. However, research by Macheka et al. (2024), Clara (2023), and Agustina et al. (2022) demonstrates that not all dimensions of celebrity endorsement have a significant impact, such as attractiveness or expertise. This inconsistency indicates that the effectiveness of celebrity endorsement is highly contextual, but in the case of Somethinc, the strategy has proven to be on target. The managerial implication is that Somethinc needs to continue selecting credible endorsers (not just those with attractive physical

appearances) who align with the brand image, thereby consistently increasing customer purchase intent.

The Influence of Celebrity Endorsement on Emotional Attachment

The statistics generated prove the positive influence of celebrity endorsements on emotional attachment, supporting Natalia et al. (2021), who emphasize the role of attractive and credible celebrities in creating emotional bonds, as well as Tseng et al. (2020), who state that brand experience through celebrity figures strengthens emotional attachment. Zaman et al. (2024) also highlight celebrity trustworthiness as a trigger for emotional attachment, while Clara (2023) explains that personal affection toward celebrities can lead to brand affection. On the other hand, Agustina et al. (2022) found that celebrity behavior that deviates from norms can actually reduce emotional attachment. This means that emotional attachment formed through celebrities is effective when the celebrity's credibility aligns with the brand image, as seen in Somethinc. Practically, companies need to carefully manage the reputation of the celebrities they choose to strengthen customer emotional bonds with the brand.

The Influence of Celebrity Endorsements on Customer Engagement

The statistics generated prove the influence of celebrity endorsements on customer engagement, in line with the findings of Shafa et al. (2023), Clarence & Keni (2022), Maleachi et al. (2022), and Carolin et al. (2020), which emphasize that digital interaction through celebrities can strengthen customer engagement. Adinda et al. (2025) also found that social interaction, information sharing, and attractiveness are key factors in building engagement through celebrity endorsements. However, Agustina et al. (2022) caution that celebrity endorsements do not always directly influence engagement because customers are more likely to trust the brand. Thus, Somethinc's celebrity endorsement strategy has proven effective in strengthening customer engagement when combined with interactive digital marketing strategies. For marketing managers, this strategy emphasizes the importance of integrating celebrity figures with social media activities that encourage active customer participation.

The Influence of Emotional Attachment on Purchase Intention

The statistics obtained confirm the positive impact of emotional attachment on purchase intention, supporting the research findings of Tseng et al. (2020), which highlight that emotional attachment to brand experience significantly motivates purchase intention, as well as Faisal et al. (2023), which shows emotional attachment as an important mediator in social media marketing. Research by Zaman et al. (2024), Adinsa et al. (2024), and Agustina et al. (2022) also demonstrates that emotional attachment strengthens loyalty and the tendency to purchase products associated with celebrities. Clara (2023) adds that love for celebrities plays a role in forming positive affection, which ultimately increases purchase intention. Thus, emotional attachment becomes an important psychological factor in the formation of purchase intention among Somethinc customers. Implicitly, companies need to create consistent emotional experiences through brand narratives and celebrity relationships to encourage customers to make purchases.

The Effect of Customer Engagement on Purchase Intention

The statistics obtained confirm the positive effect of customer engagement on purchase intention, consistent with the findings of Carolin et al. (2020), who emphasize social influence, information sharing, and social interaction as key factors driving this effect. Clarence & Keni (2022), Maleachi et al. (2022), and Shafa et al. (2023) also confirm that customer engagement through social media increases purchase intention. Adinda et al. (2025) and Norazizah & Evanita (2025) further note that information sharing

and social interaction facilitated by celebrity endorsements also strengthen engagement, ultimately driving purchase intention. These findings underscore that customer engagement built on Somethinc's social media platform is key to the success of their digital marketing strategy. The practical implication is that companies need to continue providing relevant interactive content to transform engagement into actual purchase decisions.

The Influence of Emotional Attachment in Mediating Celebrity Endorsement with Purchase Intention

The results of this study confirm that emotional attachment significantly mediates the relationship between celebrity endorsement and purchase intention, supporting the findings of Natalia et al. (2021), who identified brand trust and emotional attachment as key mediators in how celebrity endorsements influence purchase intention. Zaman et al. (2024) and Agustina et al. (2022) emphasize that celebrities enhance purchase intention through emotional bonds, while Faisal et al. (2023) emphasize the mediating role of emotional attachment specifically within the realm of social media marketing. This indicates that the success of Somethinc's endorsement strategy does not solely rely on the celebrity's image but also on their ability to build emotional connections with customers that strengthen purchase intent. Implications suggest that companies need to design endorsement strategies that not only feature celebrities but also cultivate customer emotional attachment through brand narratives and experiences.

Emotional attachment has a positive and significant effect in mediating celebrity endorsers on purchase intention.

This study confirms that emotional attachment is a significant mediator in the relationship between celebrity endorsers and purchase intention, consistent with the findings of Natalia et al. (2021) and Clara (2023), who highlight affection and brand affection as the primary determinants of purchase intention. Zaman et al. (2024) also show that celebrity trustworthiness strengthens emotional bonds with customers, while Tseng et al. (2020) emphasize that emotional attachment from brand experiences leads to purchase intention. Thus, emotional attachment is proven to be a psychological mechanism explaining the effectiveness of Somethinc's celebrity endorsement in increasing customer purchase intention. For managerial purposes, this emphasizes that celebrity endorsement strategies should focus on creating memorable emotional experiences, rather than merely promotional exposure.

CONCLUSION

The study concludes that celebrity endorsement positively influences purchase intention and becomes more effective when it fosters emotional attachment and customer engagement. These psychological and interactive factors strengthen the connection between consumers and the brand, making celebrity promotions more impactful in driving purchasing decisions. The findings also highlight that emotional closeness and active engagement play essential roles in shaping how consumers respond to endorsed content, particularly in the digital marketing landscape of local skincare brands like Somethinc. Overall, the research underscores that relying solely on celebrity popularity is insufficient; marketers must create strategies that build meaningful emotional bonds and encourage ongoing engagement to enhance purchase intention in a sustainable way.

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