

Abstrak

Penelitian ini bertujuan untuk menganalisis peran *brand image* dalam memediasi pengaruh *celebrity endorsement* dan *online customer review* terhadap *purchase intention* pada produk Somethinc. Pendekatan yang digunakan adalah kuantitatif dengan jenis penelitian eksplanatori untuk menjelaskan hubungan sebab-akibat antarvariabel. Populasi dalam penelitian ini adalah Generasi Z di Kota Gresik yang mengetahui dan pernah terpapar konten promosi Somethinc, serta ulasan pelanggan daring di shopee. Sampel penelitian berjumlah 97 responden dan menggunakan teknik *purposive sampling* dengan kriteria responden berusia 17-28 tahun, berdomisili di Kota Gresik, pernah melihat konten produk Somethinc oleh Tasya Farasya di Instagram, pernah membaca ulasan tentang produk Somethinc di Shopee. Pengumpulan data dilakukan menggunakan instrumen kuesioner yang disebarakan secara daring melalui media digital. Data yang diperoleh kemudian dianalisis menggunakan metode *SEM-Partial Least Squares* (SEM-PLS) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *celebrity endorsement* dan *online customer review* tidak berpengaruh signifikan secara langsung terhadap *purchase intention*. Namun, kedua variabel tersebut terbukti berpengaruh signifikan terhadap *brand image*. Selanjutnya, *brand image* berpengaruh signifikan terhadap *purchase intention* dan mampu memediasi pengaruh *celebrity endorsement* dan *online customer review* terhadap *purchase intention*. Temuan ini menegaskan bahwa pembentukan citra merek yang kuat merupakan faktor kunci dalam mendorong niat beli konsumen, terutama pada produk skincare yang dipasarkan melalui media digital.

Kata kunci: *brand image, celebrity endorsement, online customer review, purchase intention, Somethinc*

Abstract

This study aims to analyze the role of brand image in mediating the influence of celebrity endorsement and online customer reviews on purchase intention toward Somethinc products. The research adopts a quantitative approach with an explanatory research design to explain the causal relationships among variables. The population of this study consists of Generation Z in Gresik City who are aware of and have been exposed to Somethinc promotional content as well as online customer reviews on Shopee. The research sample comprises 97 respondents selected using a purposive sampling technique, with the criteria that respondents are aged 17-28 years, reside in Gresik City, have seen Somethinc product content endorsed by Tasya Farasya on Instagram, and have read reviews of Somethinc products on Shopee. Data were collected using a questionnaire distributed online through digital media. The collected data were then analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software. The results indicate that celebrity endorsement and online customer reviews do not have a significant direct effect on purchase intention. However, both variables are proven to have a significant effect on brand image. Furthermore, brand image has a significant effect on purchase intention and is able to mediate the influence of celebrity endorsement and online customer reviews on purchase intention. These findings emphasize that building a strong brand image is a key factor in encouraging consumer purchase intention, particularly for skincare products marketed through digital media.

Keywords: *brand image, celebrity endorsement, online customer review, purchase intention, Somethinc*