

THE INFLUENCE OF CELEBRITY ENDORSERS, BRAND IMAGE, AND CONSUMER TRUST ON THE PURCHASE DECISIONS OF SOMETHINC PRODUCTS AMONG GEN Z IN BATAM

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Abstract

This study was conducted to determine the influence of celebrity endorsers, brand image, and consumer trust on the purchase decision of Somethinc among Gen Z in Batam. A quantitative approach was used with a survey technique involving 100 respondents. Data were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing using SPSS version 27. The results indicate that all three variables significantly influence purchasing decisions simultaneously. However, when analyzed individually, only celebrity endorsers and brand image have a significant influence, while consumer trust does not. Theoretically, these results enrich the literature on digital generation consumer behavior and highlight the need for the development of new conceptual models that are more contextual to the characteristics of Gen Z. This study contributes to formulating relevant marketing approaches for local cosmetic companies, particularly in building strategies based on brand identity and *influencers*. Practical implications suggest that companies should focus on strengthening brand image and selecting endorsers aligned with Gen Z characteristics.

Keywords: Celebrity Endorsers, Brand Image, Consumer Trust, Purchase Decisions

INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth in recent years. This phenomenon is driven by increasing public awareness of the importance of self-care, particularly in terms of skin health and aesthetic appearance. Among various generational groups in Indonesian society, Generation Z is reported to show a high level of concern regarding skin care product formulations, reinforced by the influence of prominent influencers. To develop personal care products that align with consumer needs, manufacturers must conduct research that reflects individual preferences, which ultimately influence consumer behavior in purchase decision-making (Ningsih & Putri, 2020).

Cosmetics are no longer viewed merely as an additional commodity but as an integral part of a lifestyle that reflects consumers' identity and self-worth, particularly among the Generation Z demographic. According to data from Statista (2024), revenue generated by Indonesia's cosmetics sector has increased significantly, from USD 1.31 billion in 2021 to USD 1.94 billion in 2024, with a growth rate of 48%. This growth indicates an increase in consumer purchasing power and public interest in cosmetic products, making consumer purchasing patterns an important element in maintaining the sustainability and competitiveness of the national cosmetic industry.

The rising demand for cosmetics has also spurred the emergence of many new brands, both from local and international manufacturers, intensifying competition in the market. Industry players are racing to introduce products that are of superior quality, innovative, and tailored to consumer needs. One local brand that has shown rapid growth and successfully captured market attention is Somethinc. The brand is known for its application of science-based halal methods, as well as its commitment to product quality and effectiveness.

Somethinc has also successfully built strong emotional and communicative connections with Generation Z, one of the most promising consumer segments today. In 2022, Somethinc products achieved a leading position in the Indonesian market, with sales reaching 64,800 units and revenue of Rp53.2 billion (Compas, 2022). Somethinc produces a variety of products such as skincare, makeup, and beauty tools, and remains competitive amid fierce competition through its large and loyal customer base (Senen & Wulandari, 2021).

In the field of marketing, numerous factors influence consumer purchasing behavior. According to Kotler and Keller (2016), purchasing behavior is influenced by various external factors, such as promotional strategies, brand perception, and product trust levels. In the highly visual and trend-sensitive cosmetics industry, the use of celebrity endorsers as a marketing strategy has proven highly effective. The involvement of public figures with a positive image, social influence, and credibility in the beauty industry can create a positive perception of the products they endorse.

Somethinc employs this strategy through a collaboration with Tasya Farasya, a leading beauty influencer with significant influence on social media. Somethinc's collaboration with Tasya Farasya in 2024 demonstrated a significant impact on sales growth, increasing by 22.63% in August, rising to 24.91% in September, and surging to 52.46% in October. Specifically, the facial moisturizer promoted by Tasya sold 80,431 units out of a total of 82,063 units (MarketHac.id, 2024). These findings indicate that the credibility and popularity of celebrity endorsers play a crucial role in shaping consumer purchasing behavior. When a celebrity shares information and educates their followers about a cosmetic product, it can create appeal and trust that motivates the audience to try and purchase the product ().

Several studies also indicate that celebrity endorsers have a positive and significant influence on purchasing decisions (Wardani & Maskur, 2022; Nosi & Pucci, 2021; Wibowo et al., 2024). However, other studies have shown the opposite result, that celebrity endorsers do not have a significant influence (Tri Utami & Ellyawati, 2021; Sari et al., 2023).

Brand image is also one of the important factors influencing purchasing decisions. According to Shimp (2014), brand image is the mental association that arises in consumers' minds when thinking about a brand, which can include type, support, strength, and authenticity. This image can have positive or negative implications, depending on how consumers perceive the brand. Aaker (1997) also states that consumers' perceptions of a brand play a significant role in shaping their purchasing habits. Positive perceptions of reliability, quality, and reputation of a product are part of brand image (Wardani & Maskur, 2022), which has now become an effective promotional tool to attract consumers' attention and purchasing interest (Nova et al., 2024). Several studies support the significant influence of brand image on purchasing decisions (Jesica et al., 2023; Samudra et al., 2024), while other studies state that brand image has no effect (Wardani & Maskur, 2022).

Consumer trust also contributes to influencing purchasing decisions. Trust is formed through consumers' willingness to rely on a brand (Kotler & Keller, 2016). When consumers are confident in a product's ability to fulfill its value promises and feel the brand's commitment to prioritizing customer needs, trust is formed (Triadi et al., 2024). Open communication channels, consistent product quality, and brand transparency also strengthen consumer trust. Therefore, companies need to maintain trust as a strategic asset in influencing purchasing decisions. Wardani and Maskur (2022) showed that consumer trust significantly influences purchasing decisions, but Wibowo et al. (2024) did not find such a relationship.

A 2022 beauty index survey in Indonesia revealed that Generation Z is the primary user of skincare products (Athia et al., 2024). Therefore, this study aims to identify the factors influencing Generation Z's purchasing decisions toward Somethinc products in Batam City. The context of Batam City has unique market dynamics as it is a free trade zone and close to neighboring countries such as Singapore and Malaysia. Generation Z in Batam has extensive access to international products but still shows interest in quality local brands. This condition challenges brands like Somethinc to compete in terms of products, marketing strategies, and brand image.

This study focuses on the influence of celebrity endorsers, brand image, and consumer trust on purchasing decisions for Somethinc products among Gen Z in Batam City. The study also offers a new perspective by emphasizing the role of Tasya Farasya as a celebrity endorser and her connection to local consumer behavior. Based on a systematic review of databases such as Google Scholar, Garuda, and DOAJ, no studies have been found that specifically examine this topic in Batam City with a focus on Tasya Farasya. Therefore, this study is expected to contribute theoretically and practically to efforts to develop local brand marketing strategies amid the increasingly competitive cosmetics industry.

RESEARCH METHOD

This study employs a quantitative approach using a survey method to analyze the relationship between the variables under investigation, namely celebrity endorsers, brand image, consumer trust, and purchase decisions. The data used are primary data collected through the distribution of questionnaires using Google Forms. To measure respondents' perceptions, a 1–4 Likert scale was used, intended to encourage respondents to make more decisive choices without neutral options. The use of an even-numbered scale was designed to prevent respondents from passively taking a middle position, but rather to lean toward agreeing or disagreeing, thereby producing more explicit and analytical data.

The sampling method used in this study is non-probability *sampling* with a *purposive sampling* approach, which involves the deliberate selection of respondents based on specific criteria, namely individuals who belong to Generation Z and have purchased Somethinc

products. The sample size used was 100 respondents, determined using the Lemeshow formula (Lemeshow, Hosmer, Klar, & Lwanga, 1990), with a margin of error of 10%. The increase in the number of respondents to 100 was done to enhance external validity and data reliability, making the research results more representative and generalizations more accurate. This addition also aims to reduce bias, anticipate invalid data or outliers, and enhance statistical power in hypothesis testing. Thus, this number is considered more appropriate methodologically to obtain reliable and scientifically meaningful results.

The data analysis technique used is multiple linear regression analysis with analysis stages consisting of: instrument validity and reliability tests, classical assumption tests (including normality, multicollinearity, and heteroscedasticity tests), and hypothesis testing using the t-test (to test partial effects), F-tests (to test simultaneous effects), and R^2 determination coefficient tests (to measure how much the independent variables explain the dependent variable). The entire data processing and analysis process was conducted using SPSS software version 27.

This study is based on a conceptual framework linking three independent variables—celebrity endorsers, brand image, and consumer trust—with one dependent variable, namely purchase decision.

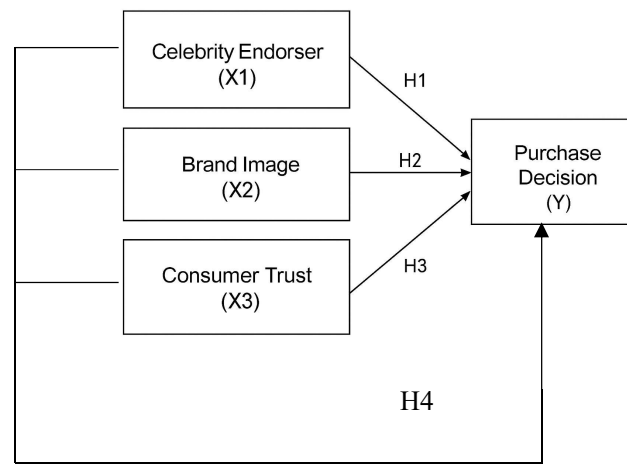


Figure 1. Research Framework

Source: Data processed by the researcher (2025)

Hypothesis

The hypotheses tested in this study are:

- 1) **H₁** : It is hypothesized that celebrity endorsers have an influence and significant effect on the purchase decision of Somethinc products among Gen Z in Batam.
- 2) **H₂**: It is hypothesized that brand image has a significant influence on the purchase decision of Somethinc products among Gen Z in Batam.
- 3) **H₃** : It is suspected that consumer trust has a significant influence on the purchase decision of Somethinc products among Gen Z in Batam.
- 4) **H₄** : It is hypothesized that Celebrity Endorsers, Brand Image, and Consumer Trust simultaneously influence and significantly affect the purchase decision of Somethinc products among Gen Z in Batam.

Table 1. Operational Variables

Research Variables	Conceptual Definition	Operational Definition (Indicators)	Measurement Scale
Celebrity Endorser (X1)	Celebrity endorser is defined as a famous individual, such as an actor, actress, athlete, or public figure, who uses their popularity and influence to support or promote a brand or product.	<ol style="list-style-type: none"> 1. <i>Trustworthiness</i> (trust) 2. <i>Expertise</i> (expertise) 3. <i>Attractiveness</i> 4. <i>Respect</i> (quality that is valued) 5. <i>Similarity</i> (similarity to the target audience). <i>(Shimp, 2010)</i>	Likert scale 1–4
Brand Image (X2)	Brand image is a set of associations related to a particular brand that are formed in the minds of consumers. These associations create unique and influential perceptions.	<ol style="list-style-type: none"> 1. The brand is easy to remember 2. Overall product quality 3. Product familiarity 4. Trustworthy brand 5. The brand has an attractive appearance. <i>(Aaker, 1997)</i>	Likert scale 1–4
Customer Trust (X3)	<i>Customer trust</i> is the belief that a company or brand is reliable and will fulfill its promises.	<ol style="list-style-type: none"> 1. <i>Benevolence</i> (sincerity) 2. <i>Ability</i> (capability) 3. <i>Integrity</i> 4. <i>Willingness to Depend</i> (willingness to rely on). <i>(Kotler & Keller, 2016)</i>	Likert Scale 1–4
Purchase Decision (Y)	States that a purchase decision is an action taken by consumers to decide whether or not to buy a product.	<ol style="list-style-type: none"> 1. Product choice 2. Brand choice 3. Distributor choice 4. Purchase timing 5. Purchase quantity. <i>(Kotler & Armstrong, 2008)</i>	Likert scale 1–4

RESULTS AND DISCUSSION

Results

Validity Test

Referring to the validity test findings, all items from each variable were declared valid because the calculated r score > d the table r of 0.1966 (Ghozali, 2013). These findings indicate that all indicators can adequately measure the intended construct.

Table 2. Validity Test Results

Variable	Question Item	Calculated r	R Table (0.05 and df = N – 2)	Description
Celebrity Endorser (X1)	X1.1	0.655	0	Valid
	X1.2	0.628	0.1966	Valid
	X1.3	0.627	0.1966	Valid
	X1.4	0.622	0.1966	Valid
	X1.5	0.641	0.1966	Valid
Brand Image (X2)	X2.1	0.773	0.1966	Valid
	X2.2	0.712	0.1966	Valid
	X2.3	0.623	0.1966	Valid
	X2.4	0.704	0.1966	Valid
	X2.5	0.694	0.1966	Valid
Consumer Confidence (X3)	X3.1	0.724	0.196	Valid
	X3.2	0.701	0.1966	Valid
	X3.3	0.762	0.1966	Valid
	X3.4	0.753	0.1966	Valid
Decision Purchase (Y)	Y.1	0.621	0.1966	Valid
	Y.2	0.700	0.1966	Valid
	Y.3	0.633	0.1966	Valid
	Y.4	0.701	0.1966	Valid
	Y.5	0.634	0.1966	Valid

(Source: IBM SPSS Data Analysis v.27, 2025)

Reliability Test

Reliability testing was conducted to ensure internal consistency among items within a construct. Referring to the findings of the analysis in Table 3, it is known that all variables' *Cronbach's Alpha* scores are above the minimum limit of 0.60. This indicates that all items in the celebrity endorser, brand image, consumer trust, and purchase decision variables can be categorized as reliable and capable of producing consistent data.

Table 3. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Reliability Standard	Description
Celebrity Endorser (X1)	0.63	0.6	Reliable
Brand Image (X2)	0.743	0.60	Reliable
Consumer Trust (X3)	0.715	0.60	Reliable
Purchase Decision (Y)	0.66	0.60	Reliable

(Source: IBM SPSS Data Analysis v.27, 2025)

Thus, all research variables meet the reliability criteria and are deemed suitable for further data analysis, as they demonstrate stability and consistency among items within a single measurement construct.

Classic Assumption Test

Normality Test

The normality test aims to assess whether the data distribution in the regression model meets the assumption of normal distribution. In this study, the test was conducted using the *Kolmogorov-Smirnov* method. Data is considered normally distributed if the *Asymptotic Significance* (2-tailed) score is > t the significance level α of 0.05 (Ghozali, 2018).

Table 4. Results of Normality Test
(*Kolmogorov-Smirnov*)

	<i>Unstandardize d Residual</i>	Description
N	10	
Asymp. Sig. (2-tailed)	.123	Normal distribution

(Source: IBM SPSS Data Analysis v.27, 2025)

Referring to the findings presented in Table 4, the *Asymp. Sig.* value is 0.123, which exceeds the threshold of 0.05. This finding indicates that the residuals in the regression model follow a normal distribution, thereby fulfilling the normality assumption and making the model suitable for further analysis.

Multicollinearity Test

Multicollinearity testing was conducted to detect whether there was correlation between independent variables in the regression model used. Multicollinearity is considered not to exist if the tolerance score (>) is 0.10 and the *Variance Inflation Factor* (VIF) score (<

) is 10. These values indicate the absence of interdependence among independent variables that could interfere with the accuracy of the model estimation (Ghozali, 2018).

Table 5. Results of Multicollinearity Test

Variable	<i>Tolerance</i>	<i>VIF</i>	Description
Celebrity Endorser	0.780	1.283	No multicollinearity
Brand Image	0.736	1.359	No multicollinearity
Consumer Trust	0.735	1.360	No multicollinearity

(Source: IBM SPSS v.27 data processing, 2025)

><Referring to the findings presented in Table 5, all independent variables have tolerance scores of 0.1 and VIF scores of 10.0. Therefore, it can be concluded that there is no multicollinearity issue in this regression model, enabling the regression analysis to be conducted optimally.

Heteroskedasticity Test

The heteroscedasticity test was conducted to determine whether there was variance inequality in the residuals of the regression model. This heterogeneity can cause bias in model estimation. The test was performed using the *Glejser* method, where the indicator of no heteroscedasticity is if the significance score (Sig.) is > 0.05 (Ghozali, 2018).

Table 6. Heteroscedasticity Test

Variable	<i>Sig</i>	Description
Celebrity	0	No
Endorser (X1)		heteroskedasticity
Brand Image (X2)	0.363	t heteroscedasticity
Consumer Trust	0	No
(X3)		heteroscedasticity

(Source: IBM SPSS Data Analysis v.27, 2025)

Referring to the test results summarized in Table 6, the significance scores for all independent variables are above the significance threshold of 0.05. Thus, it can be concluded that the regression model does not contain heteroscedasticity issues, and the assumption of residual variance stability has been met.

Multiple Linear Regression Analysis

Multiple linear regression is applied to evaluate the extent to which independent

variables in simultaneous and partial contexts influence dependent variables. In the context of this study, this technique is used to analyze the relationship between celebrity endorsers (X1), brand image (X2), and consumer trust (X3) on purchasing decisions (Y).

Table 7. Results of Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	B	Sig.
(Constant)	5.236	1,622	—	3,228	0.002
Celebrity Endorser (X1)	0.204	0.085	0.218	2.403	0
Brand Image (X2)	0.383	0.089	0.404	4.328	<0.001
Consumer Confidence (X3)	0.151	0.093	0.152	1.630	0.106

(Source: IBM SPSS v.27 Data Processing, 2025)

Referring to the table above, the multiple linear regression equation obtained in this study is:

$$Y = 5.236 + 0.204X_1 + 0.383X_2 + 0.151X_3$$

1. The constant score of 5.236 indicates that if all independent variables are at 0, the purchase decision score is estimated to be 5.236.
2. The coefficient of X1 (celebrity endorser) is 0.204, indicating that each one-unit increase in the perception of the celebrity endorser will increase the purchase decision by 0.204 points, assuming all other variables remain constant.
3. The coefficient of X2 (brand image) is 0.383, indicating that brand image has the strongest influence on the purchase decision.
4. Meanwhile, the coefficient of X3 (consumer trust) is 0.151, indicating a positive influence, although not statistically significant ($p = 0.106 > 0.05$).

Hypothesis Testing

T-Test

In this study, with a sample size of 100 and degrees of freedom (df) of 96 ($n - k - 1$), the t-table value obtained is 1.98498 at a significance level of 5%. The t-test was used to evaluate the influence of each independent variable on the dependent variable independently (). The test criteria were set by comparing the calculated t-value with the t-table value and the significance level (p-value). If the significance level ($<$) is less than 0.05 and the calculated t-value ($>$) is less than the t-table value, then the independent variable is considered to have a significant influence on the dependent variable.

Table 8. Results of the T- s (Partial)

Variable	B	Std. Error	Beta	Calculated t	Sig.	Conclusion
Celebrity Endorser (X1)	0.204	0	0.218	2.403	0.018	Significantly influential (H1 accepted)
Brand Image (X2)	0.383	0.089	0.404	4.32	<0.001	Significantly influential (H2 accepted)
Consumer Confidence (X3)	0.151	0.093	0.152	1.63	0.106	Not significant (H3 rejected)

(Source: IBM SPSS v.27 data processing, 2025)

Referring to Table 7, the following partial test results were found:

1. X1 (Celebrity Endorser): The calculated t-value is 2.403 > the table t-value of 1.98498, and the significance level (sig.) is 0.018 < 0.05. This indicates that perceptions of celebrity endorsers significantly influence purchasing decisions. H1 is accepted.
2. X2 (Brand Image): The calculated t-value is 4.328, which is greater than the table value, and the significance level is 0.001, which is less than 0.05. This means that brand image also significantly influences purchasing decisions. H2 is accepted.
3. X3 (Consumer Trust): t-value of 1.630 < t-table and sig. 0.106 > 0.05. This indicates that consumer trust does not have a significant partial effect. Therefore, H3 is rejected.

F-test

<To determine whether all independent variables significantly influence the dependent variable, an F-test can be used. The significance value (p-value) and the calculated F-value are compared in the F-table to make a decision. The regression model is considered significantly simultaneous if the calculated F-value is greater than the table F-value and the significance level is 0.05 (Ghozali, 2018). Since there are three independent variables (k) and one hundred participants (n), the degrees of freedom (df1) are three and df2 are ninety-six. The F table shows a value of 2.70 for $\alpha = 0.05$.

Table 9. Results of the F-test (*ANOVA*)

Source of Variation	Sum of Squares	df	Mean Square	Calculated F	Sig.
Regression	110.452	3	36.817	20,121	<0.001
Residual	175,658	96	1,830		
Total	286,110	99			

(Source: IBM SPSS v.27 data processing, 2025)

The results of the *ANOVA* test show that the F value is 20.121 > , the F table value is 2.70, and the significance level is <0.001 and <0.05. These findings indicate that the regression model constructed in this study is valid for use because the variables of celebrity endorser, brand image, and consumer trust simultaneously have a significant influence on the purchase decision of Somethinc products among Gen Z in Batam City. Therefore, the fourth hypothesis (H4) is accepted.

Determination Coefficient Test (R^2)

One measure of the capacity of independent variables to account for variance in dependent variable changes is the coefficient of determination test. Since it accounts for the total number of predictor variables, the adjusted R^2 value serves as a benchmark. The fraction of variability in purchase decisions that can be explained by the variables of celebrity endorser, brand image, and consumer trust increases as the R^2 value increases (approaching 1) (Ghozali, 2018).

Table 10. Results of the Coefficient of Determination Test

Model Summary^b				
Model	R	<i>R Square</i>	<i>Adjusted R-Square</i>	<i>Standard Error of the Estimate</i>
1	.621 ^a	.386	.367	1.35

(Source: IBM SPSS Data Analysis v.27, 2025)

Based on the above output, the *Adjusted R Square* value is 0.367, indicating that approximately 36.7% of the variation in purchase decisions can be explained by the three independent variables in the model, namely celebrity endorser, brand image, and consumer trust. The remaining 63.3% is influenced by other factors outside the model that were not examined in this study.

DISCUSSION

Based on the t-test results, the celebrity endorser variable was found to have a significant effect on purchase decisions, with a significance level of $0.018 < 0.05$ and a t-value of $2.403 > t\text{-table } 1.98498$. Therefore, the first hypothesis (H1) is accepted. Meanwhile, brand image also showed a significant influence on purchase decisions and was the most dominant variable, with a significance value of <0.001 and a t-value of $4.328 > t\text{-table } 1.98498$. Thus, the second hypothesis (H2) was also accepted, meaning that brand image partially contributes significantly to influencing purchase decisions. These findings support Kotler and Keller's (2016) statement that marketing communication involving public figures and visual perceptions of products play an important role in consumer decisions. Additionally, this aligns with research by Ningsih and Putri (2020), which confirms that credible celebrity endorsers can drive purchase intentions.

On the other hand, the consumer trust variable does not have a significant influence on purchase decisions, with a significance value of $0.106 > 0.05$ and a t-value of $1.630 < t\text{-table } 1.98498$. Therefore, the third hypothesis (H3) is rejected.

Furthermore, based on the F-test results, the three independent variables simultaneously have a significant effect on purchasing decisions, with a significance value of < 0.001 and a calculated F value of $20.121 > F\text{ table } 2.70$. Therefore, the fourth hypothesis (H4) is accepted, which explains that an overall marketing strategy that integrates celebrity-endorser, brand image, and consumer trust can collectively enhance marketing effectiveness.

This finding reinforces the role of celebrity endorsers as a strong strategy in attracting Gen Z consumers' attention. The use of public figures like Tasya Farasya, who is perceived to possess characteristics of *trustworthiness*, *expertise*, *attractiveness*, *respect*, and *similarity* (Shimp, 2010), has proven effective in enhancing trust and interest in the product. Survey data also indicates that respondents prefer products endorsed by celebrities they recognize or admire. This finding aligns with studies by Wardani and Maskur (2022), Nosi and Pucci (2021), and Wibowo et al. (2024), which show that celebrity endorsers have a significant influence on purchasing decisions.

In terms of brand image, the questionnaire results indicate that Something has built a positive brand image in the eyes of Gen Z consumers in Batam. Brand image indicators such as ease of recall, perceived quality, product familiarity, brand credibility, and visually appealing design (Aaker, 1997) were highly rated by respondents. This finding supports the notion that brand image has a significant influence on purchasing decisions. To maintain this,

Something needs to maintain product quality consistency and continue to innovate. This finding aligns with the studies by Jesica et al. (2023) and Samudra et al. (2024), which also state that brand image plays an important role in influencing purchasing decisions.

However, the finding that consumer trust does not have a significant partial effect is intriguing. Theoretically, consumer trust should contribute to purchasing decisions. However, in the context of Gen Z, particularly in Batam, purchasing behavior appears to be more driven by visual factors, *influencer-based* content, and *the 4th dimension*, rather than long-term trust considerations. Gen Z is known for its impulsive nature and greater exposure to digital content and *endorsements* from popular figures rather than thoroughly evaluating a brand's credibility. This may also be attributed to the overwhelming exposure to various global brands entering Batam, resulting in weak loyalty toward local brands like Something.

According to Kotler and Keller (2016), consumer trust arises from perceptions of a brand's consistency and openness in providing information. However, in the highly competitive local market of Batam, this dynamic becomes more complex. These findings differ from those of Wardani and Maskur (2022), who stated that consumer trust significantly influences purchasing decisions, but align with Wibowo et al. (2024), who showed that trust is not always a significant factor in certain contexts. Thus, it can be concluded that consumer trust is not a dominant factor in the purchasing decisions of Gen Z in Batam.

The *Adjusted R²* value of 0.367 indicates that only 36.7% of the variation in purchasing decisions can be explained by the three independent variables. This means that there are 63.3% of other factors that have not been examined in this model. Factors such as price, e-WOM, packaging, and reviews from other users are likely to play a significant role. The fact that consumer trust is not significant is quite counterintuitive, given that many studies place trust as a key factor. Phenomena such as digital mimicry and FOMO (*Fear of Missing Out*) could explain Gen Z's tendency to be more influenced by social trends than rational evaluations of a brand.

The findings of this study raise an important question: in the current digital era, is consumer trust still the primary foundation for purchasing decisions? Or has it been replaced by the power of visuals, popularity, and narratives shaped by social media and digital celebrities?

This study contributes new insights to marketing literature, particularly by finding that consumer trust does not significantly influence purchasing decisions, contrary to many previous studies. Additionally, the focus on the combination of the research location in Batam and the celebrity endorser Tasya Farasya provides a perspective that remains largely unexplored.

CONCLUSION

This study concludes that celebrity endorsers and brand image have a significant influence on the purchase decisions of Something products among Gen Z in Batam. Purchase decisions in this segment are more influenced by public figures with credibility, appeal, and social relevance, as well as positive and consistent brand perceptions in terms of visuals and values. Conversely, consumer trust does not show a significant partial influence in the regression model, indicating that loyalty and perceived reliability have not yet become primary factors in the decision-making process of Gen Z consumers. This finding provides important theoretical contributions that, in the context of marketing to urban youth, emotional-visual elements and social influence are more dominant than rational aspects such as *trust*.

Managerial implications for local cosmetic companies like Something, these results underscore the importance of strengthening collaboration strategies with the right celebrities or *influencers*, especially those with a close connection to the Gen Z audience. The use of interactive social media, visual storytelling, and campaigns aligned with young people's values should be

continuously enhanced. On the other hand, although trust has not yet had a significant impact, building long-term trust remains crucial for future consumer loyalty. This can be achieved through consistent product quality, transparency in information, and excellent customer service. A sustainable brand communication strategy focused on customer experience is key to maintaining a competitive position in a dynamic market.

This study has limitations in the number of independent variables used. Therefore, it is recommended that further research consider additional variables relevant to digital consumer behavior, such as product knowledge, online reviews, *electronic word-of-mouth* (e-WOM), *peer influence*, as well as product price and packaging. Additionally, it would be beneficial to conduct further studies using a mixed-method approach to delve deeper into the psychological motivations of impulsive Gen Z consumers who are susceptible to digital social pressure. Expanding the sample to other regions or conducting further segmentation based on gender and spending levels would provide a more comprehensive understanding of local cosmetic product purchasing behavior in Indonesia.

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