

The Role of Brand Image in Mediating Celebrity Endorser Credibility and E-Wom on Repurchase Intention (Study on Avoskin Consumers in Denpasar)

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ABSTRACT

The Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) model are theoretical frameworks that explain how external stimuli, such as celebrity endorser credibility and electronic word of mouth (E-WOM), are psychologically processed by individuals, ultimately leading to specific behavioral intentions. In the highly competitive skincare industry, Avoskin is ranked among the top five skincare brands but experienced a decline in sales in 2022, making the enhancement of consumers' repurchase intentions a crucial focus for the company. This study aims to analyze the influence of celebrity endorser credibility and E-WOM on the repurchase intention of Avoskin products, with brand image as a mediating variable. The research was conducted among residents of Denpasar City who had previously purchased Avoskin products, using purposive sampling with a total of 150 respondents. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The results indicate that both celebrity endorser credibility and E-WOM have a positive and significant effect on repurchase intention. Additionally, both variables positively and significantly influence brand image. Brand image, in turn, has a significant effect on repurchase intention and serves as a mediating variable in the relationship between celebrity endorser credibility and E-WOM with repurchase intention. The study suggests that companies should select credible public figures who align with the brand image and encourage positive online reviews. Moreover, companies are advised to highlight product advantages such as natural active ingredients, dermatological certification, and eco-friendly packaging. Consumer experience-based loyalty strategies should also be enhanced. Future research is encouraged to include additional variables, such as brand trust or consumer satisfaction, to further enrich the conceptual model.

Keywords: Celebrity Endorser Credibility, Electronic Word of Mouth, Brand Image, Repurchase Intention

INTRODUCTION

Along with the development of increasingly modern times, appearance has become an important aspect of social and professional life. For women, skin health and beauty are essential parts of maintaining an attractive appearance. This has encouraged the growing use of various beauty products, ranging from treatments at clinics, the use of local and international *skincare* brands, to the application of makeup. Among these options, *skincare* products are currently the most widely used. *Skincare*, or cosmetic care, refers to a series of products designed to maintain skin cleanliness and health when used regularly. Generally, *skincare* is used by women to support their appearance and make it more attractive.

The high demand for *skincare* products offers great opportunities in this industry. This has led to the emergence of various new *skincare* brands in Indonesia, such as Scarlett Whitening, MS Glow, Avoskin, Somethinc, Wardah, and others. *Skincare* products often have consumptive properties, requiring consumers to replace them periodically. This recurring need creates a significant opportunity to increase repurchase intention.

The high level of competition among brands requires every company to build a strong brand image in the minds of consumers. According to Sopiah et al. (2021), brand image is the result of consumer perception or memory of a brand, which can be positive or negative. In a market where products and services are easily replicated, a strong brand image serves as a key element that differentiates a brand from its competitors and influences purchasing decisions.

Currently, many *skincare* companies use celebrity endorsements in their advertisements to reach the public. The use of celebrities to promote a product must align with the characteristics and habits of the endorser. A celebrity endorser can enhance the effectiveness of advertising messages and help build a positive image in consumers' minds (Dewi & Purnami, 2019). In addition to celebrity endorsers, a strong brand image is also influenced by *electronic word of mouth (E-WOM)*. Before making a purchase, either offline or online, consumers often seek information about the desired product. This information becomes the main foundation for potential buyers to ensure the product meets their expectations. Furthermore, it serves as a basis for marketing communication between consumers and companies.

Based on these observations, it can be said that the *skincare* industry in Indonesia is growing rapidly, reflecting consumers' high purchasing behavior for *skincare* products. This rapid development requires companies to survive amid intense competition. *Skincare* products available in Indonesia include both local and foreign brands. Interestingly, the presence of foreign *skincare* products has not diminished the popularity of local Indonesian brands. Instead, local *skincare* products remain in high demand due to their affordability and alignment with local consumer needs. Market share data from Shopee and Tokopedia in 2022 indicates that local Indonesian *skincare* brands continue to lead the national market. One such brand is Avoskin.

Avoskin Beauty is a local *skincare* brand actively competing in the industry, promoting its products through advertising that includes celebrity endorsements on social media—particularly Instagram. The brand's official Instagram account, *@avoskinbeauty*, had 707,000 followers as of April 2025. Avoskin Beauty operates under PT AVO Innovation and Technology, founded by Anugrah Pakerti in 2014 with the *green beauty* concept. This concept reflects Avoskin's commitment to creating safe *skincare* products for the body, the environment, and the community. Avoskin Beauty uses natural ingredients sourced from local farmers in Java and Bali, and its products cater to various skin needs, including anti-aging, brightening, cleansing, and moisturizing (Avoskinbeauty, 2023).

Efforts to increase Avoskin's sales are pursued through advertising-based promotional strategies. Advertising serves as a source of information to help consumers understand a product's strengths and weaknesses. It also enables companies to establish broader communication with consumers. Thus, advertising design must be optimized and delivered through the appropriate media so that messages are effectively received and understood by the target audience. The use of well-known celebrities as endorsers can strengthen the attractiveness of advertisements and build consumer trust in Avoskin's products. The use of celebrity endorsers can be a differentiation strategy in advertising. A celebrity endorser is a person who uses and demonstrates a product or service in promotional content (Banurea & Seminari, 2020). Avoskin launched an advertisement featuring Refal Hady, a celebrity considered highly suitable for representing the brand. Avoskin's decision to work with him was based on his consistent professional performance, which parallels the brand's commitment

to delivering top-quality products. Moreover, Refal Hady's profile highlights dedication and work ethic, reflecting Avoskin's spirit of continuous product innovation. He also has a large fan base that values both skin health and environmental sustainability. Notably, his selection is unique, as beauty and body care industries are typically dominated by female celebrity endorsers. This choice communicates that Avoskin's products are not exclusive to women, expanding its target market to include men.

The use of celebrities in promotional activities has long been considered effective, as endorsers can significantly influence consumer purchase intentions (Setiawan & Aksari, 2020). According to the *Kamus Besar Bahasa Indonesia (KBBI)*, credibility refers to being trustworthy. In this context, celebrity endorser credibility refers to the ability of a celebrity to convey information and messages in a way that is easily received and trusted by the public.

Brand image is defined as the perception of a brand stored in the consumer's memory (Barreda et al., 2020). A strong brand image for Avoskin products can offer a competitive edge, as it is expected to increase public awareness of the product's characteristics, benefits, and attributes. Building such an image can be achieved through a strong marketing program, emphasizing the brand's unique advantages that differentiate it from others. A combination of effective elements can create a lasting and positive impression among consumers.

The use of celebrity endorser credibility, *E-WOM*, and a strong brand image aims to increase consumers' repurchase intentions. According to Widyasari & Suparna (2022), repurchase intention refers to a consumer's desire to buy the same product again in the future. This study integrates the *Stimulus-Organism-Response (SOR)* theory and the *Theory of Planned Behavior (TPB)* to explain the psychological mechanisms behind Avoskin consumers' repurchase intentions. Within the SOR framework, celebrity endorser credibility and *E-WOM* serve as stimuli influencing consumers' internal processes, shaping perceptions and attitudes that lead to repurchase intentions, with brand image representing these cognitive and affective processes. The TPB adds that repurchase intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. Here, brand image reflects positive consumer attitudes, while *E-WOM* shapes subjective norms through social influence.

Although some studies have shown a significant relationship between celebrity endorser credibility and brand image, other findings suggest insignificant results. On the other hand, *E-WOM* has consistently demonstrated a positive impact on both brand image and repurchase intention. This study aims to examine the role of brand image as a mediator in the relationship between celebrity endorser credibility and *E-WOM* on the repurchase intentions of Avoskin consumers in Denpasar, as well as the interaction between these variables in shaping repurchase intentions. The formulation of the problem in this study includes several questions: (1) How does celebrity endorser credibility influence the repurchase intentions of Avoskin consumers in Denpasar? (2) How does *E-WOM* influence the repurchase intentions of Avoskin consumers in Denpasar? (3) How does celebrity endorser credibility affect brand image? (4) How does *E-WOM* affect brand image among Avoskin consumers? (5) How does brand image influence repurchase intention, and how does it mediate the relationship between celebrity endorser credibility, *E-WOM*, and repurchase intentions?

With these questions, the general objective of this study is to analyze the influence of celebrity endorser credibility and *E-WOM*, along with the mediating role of brand image, in a specific context. Theoretically, the results of this research are expected to contribute to the academic understanding of how celebrity endorser credibility and *E-WOM* impact repurchase intention through brand image. Practically, the findings are expected to provide insights for Avoskin in considering brand image as a critical factor that mediates the effect of these variables on consumer repurchase intentions, enabling the company to focus on more effective marketing strategies. This research is also expected to serve as a reference for future studies.

RESEARCH METHOD

This study uses a quantitative approach in the form of associative research. According to Sugiyono (2020:65), associative research aims to determine the relationship between two or more variables and examines the role, influence, and relationships of a cause–effect nature. In this study, the variables tested were the influence of celebrity endorser credibility and *E-WOM* through the mediation of brand image on the repurchase intention of Avoskin *skincare* products.

The location of this research was in Denpasar, considering that Denpasar is the city center of Bali Province and has the largest population among other cities, namely 673,300 people based on data from the Central Statistics Agency (*Badan Pusat Statistik / BPS*) of Bali Province (2024). In addition, the dissemination of information and technological advances is more accessible in Denpasar, making information about *skincare* products easier to obtain, which can increase repurchase intentions. Based on a pre-survey, it was found that Avoskin *skincare* products are quite well known; however, not many consumers have considered purchasing them. The selection of Denpasar as the research location also takes into account that *skincare* is a product with a high level of immediacy, meaning consumers tend to buy *skincare* products from places closest to and most easily accessible from their residence.

The research period refers to the timeframe required by the researcher to conduct observations and collect data in the field. The duration of the research is determined by the researcher according to the study's needs. For this study, the research period began in March 2024 and continues to the present.

RESULT AND DISCUSSION

Data Analysis and Hypothesis Testing

Results of Structural Equation Modeling Analysis based on Partial Least Square (SEM-PLS)

This study conducted an inferential statistical analysis using the Structural Equation Modeling (SEM) application analysis tool with the Partial Least Square (PLS) approach. PLS is a variant-based structural equation analysis that can simultaneously test measurement models as well as structural model tests. The measurement model is used for validity and reliability testing, while the structural model is used for causality testing (hypothesis testing with a prediction model). PLS-SEM allows for analysis between several endogenous and exogenous variables directly. Based on the modeling stages that have been described in the previous chapter, the structural equation model of this research can be described as Figure 1 below:

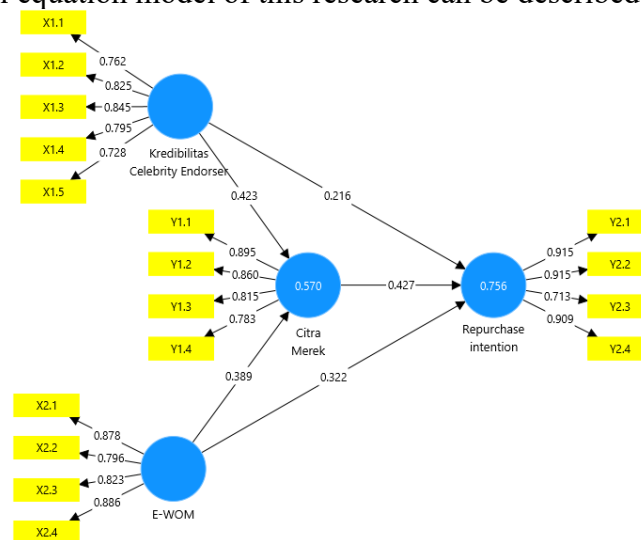


Figure 1 Research Structure Model
Source: Appendix 7, data processed in 2025

Evaluation of Measurement Models (Outer Model)

The measurement model in PLS is designed to find out whether the indicators are reflective or formative. The outer measurement model with reflective indicators is evaluated with convergent and discriminate validity of the indicators and composite reliability for the overall indicators. Here is the explanation:

(1) Convergent Validity

Convergent validity with reflective indicators can be seen from the correlation between the indicator's score and its variable score. Individual indicators are considered reliable if they have a correlation value above 0.70, but in research development the value scale of 0.50 - 0.60 is still accepted. The results of the outer model can be seen in Table 2 as follows:

| Tabel 2 Outer Loading | | | |
|------------------------------|---|------------------|----------------------|
| No | Variable | Indicator | Outer loading |
| 1 | Celebrity Endorser <i>Credibility</i> | X1.1 | 0,762 |
| | | X1.2 | 0,825 |
| | | X1.3 | 0,845 |
| | | X1.4 | 0,795 |
| | | X1.5 | 0,728 |
| 2 | <i>Electronic Word of Mouth (E-WOM)</i> | X2.1 | 0,878 |
| | | X2.2 | 0,796 |
| | | X2.3 | 0,823 |
| | | X2.4 | 0,886 |
| 3 | Brand Image | Y1.1 | 0,895 |
| | | Y1.2 | 0,860 |
| | | Y1.3 | 0,815 |
| | | Y1.4 | 0,783 |
| 4 | <i>Repurchase Intention</i> | Y2.1 | 0,915 |
| | | Y2.2 | 0,915 |
| | | Y2.3 | 0,713 |
| | | Y2.4 | 0,909 |

Source : Appendix 7, data processed in 2025

Based on Table 2, the output results of the outer loading test show that all indicators in this study have met the convergent validity criteria. This is shown by the loading factor value of each indicator which is above the minimum threshold value of 0.70. This value shows that each indicator has a strong enough correlation to the construct (latent variable) it measured, so that it can be concluded that all indicators used in this study are valid and able to represent the research variables well.

In the celebrity endor credibility variable (X1) indicator X1.3 has the highest outer loading value compared to other indicators, which is 0.845, so it can be explained that the indicator can reflect the celebrity endor credibility variable (X1), this shows that the X1.3 indicator is the strongest indicator in explaining the credibility construct of celebrity endorsers (X1) compared to other celebrity endor credibility indicators. In the E-WOM (X2) variable, the X2.4 indicator has the highest outer loading value compared to other indicators, which is 0.886, so it can be explained that the indicator can reflect the E-WOM variable (X2), this shows that the X2.4 indicator is the strongest indicator in explaining the E-WOM (X2) construct compared to other E-WOM indicators.

In the brand image variable (Y1) indicator Y1.1 has the highest outer loading value compared to other indicators, which is 0.895, so it can be explained that the indicator can reflect the brand image variable (Y1), this shows that indicator Y1.1 is the strongest indicator in explaining the brand image construct (Y1) compared to other brand image indicators. In the repurchase intention (Y2) variable, the Y2.1 and Y2.2 indicators have the highest outer loading value compared to other indicators, which is 0.915, so it can be explained that the indicator can reflect the variable repurchase intention (Y2), this shows that indicators Y2.1 and Y2.2 are the strongest indicators in explaining the repurchase intention (Y2) construct compared to other repurchase intention (Y2) indicators.

(2) Discriminant Validity

a) Cross Loading

The test is carried out by checking cross loading with its latent variables. If the cross loading value of each indicator in the variable in question is greater than the cross loading of other latent variables, then it is said to be valid. The cross loading value of this study is from Table 3 as follows:

Table 3 Cross Loading Test Results

| Indicator | Celebrity Endorser Credibility | <i>E-WOM</i> | Brand Image | <i>Repurchase Intention</i> |
|-------------|--------------------------------|--------------|--------------|-----------------------------|
| X1.1 | 0,762 | 0,499 | 0,489 | 0,510 |
| X1.2 | 0,825 | 0,632 | 0,581 | 0,668 |
| X1.3 | 0,845 | 0,642 | 0,669 | 0,698 |
| X1.4 | 0,795 | 0,586 | 0,568 | 0,587 |
| X1.5 | 0,728 | 0,509 | 0,458 | 0,475 |
| X2.1 | 0,640 | 0,878 | 0,625 | 0,682 |
| X2.2 | 0,520 | 0,796 | 0,499 | 0,492 |
| X2.3 | 0,628 | 0,823 | 0,553 | 0,714 |
| X2.4 | 0,666 | 0,886 | 0,665 | 0,712 |
| Y1.1 | 0,628 | 0,647 | 0,895 | 0,732 |
| Y1.2 | 0,580 | 0,621 | 0,860 | 0,647 |
| Y1.3 | 0,614 | 0,527 | 0,815 | 0,586 |
| Y1.4 | 0,550 | 0,538 | 0,783 | 0,723 |
| Y2.1 | 0,667 | 0,698 | 0,786 | 0,915 |
| Y2.2 | 0,706 | 0,678 | 0,720 | 0,915 |
| Y2.3 | 0,492 | 0,489 | 0,502 | 0,713 |
| Y2.4 | 0,718 | 0,793 | 0,743 | 0,909 |

Source : Appendix 7, data processed in 2025

Based on Table 3, it can be seen that the correlation of celebrity endorser credibility variables (X1) with the indicator is higher than the correlation of E-WOM (X2), brand image (Y1) and repurchase intention (Y2). The correlation variable of E-WOM (X2) with the indicator is higher than the credibility of celebrity endorsers (X1), brand image (Y1) and repurchase intention (Y2). The correlation of brand image variables (Y1) with the indicators is higher than the credibility of celebrity endorsers (X1), E-WOM (X2), and repurchase intention (Y2). The correlation of repurchase intention (Y2) with the indicator is higher than the correlation of celebrity endorser credibility indicators (X1), E-WOM (X2) and brand image (Y1).

b) Average Variance Extracted Value

Discriminant validity occurs when two different instruments measuring two predicted uncorrelated constructs produce scores that are indeed uncorrelated. Another method to assess discriminant validity is to compare the average variance extracted for each variable with the correlation between the variables and the other variables in the model. The model has sufficient discriminant validity if the AVE value for each variable is greater than the other 0.50 in the model as shown in Table 4.

Tabel 4 Nilai Average Variance Extracted

| Research Variables | Average Variance Extracted (AVE) |
|--|----------------------------------|
| Celebrity Endorser <i>Credibility</i> (X1) | 0,628 |
| <i>E-WOM</i> (X2) | 0,717 |
| Brand Image (Y1) | 0,705 |
| <i>Repurchase Intention</i> (Y2) | 0,752 |

Source : Appendix 7, data processed in 2025

Based on the results, it can be explained that the AVE value is the variables of Celebrity Endorser Credibility, E-WOM, Brand Image and Repurchase Intention. has an AVE value of each variable value greater than 0.50, so the model can be said to be good.

c) Composite Reliability

Composite reliability is carried out to test the relative reliability of variables measured by two criteria, namely composite reliability and Cronbach's alpha of the indicator block that measures variables. The variable is declared reliable if the composite reliability and Cronbach's alpha values are above 0.70.

Table 5 Composite Reliability Results

| Variable | Cronbach's alpha | Composite reliability | Information |
|---------------------------------------|------------------|-----------------------|-------------|
| Celebrity Endorser <i>Credibility</i> | 0,852 | 0,894 | Reliable |
| <i>E-WOM</i> | 0,868 | 0,910 | Reliable |
| Brand Image | 0,859 | 0,905 | Reliable |
| <i>Repurchase Intention</i> | 0,888 | 0,923 | Reliable |

Source : Appendix 7, data processed in 2025

The output results of composite reliability and Cronbach's alpha for the credibility variables of celebrity endorser, E-WOM, brand image, and repurchase intention were all above 0.7, then it can be concluded that the variable has good reliability.

Evaluation of Measurement Model (Inner Model)

The internal model test is carried out by looking at the R-square value, which is the goodness of fit test of the model. The R-square model of the PLS can be evaluated by looking at the R-square predictive relevance for the variable model. R-square measures how well the observation value is generated by the model and also the estimation of its parameters

(1) R-Square

The calculation of the R-Square value (R2) aims to see how much the correlation value of endogenous variables results from the PLS estimation of each path. The R-square value (R2) ranges from 0 to 1, assuming that the higher the R-square value, the better the research structural model. The results of the R-square value can be seen in Table 6 as follows:

Table 6 R-Square

| Variable | R-square |
|-----------------------------|----------|
| Brand Image | 0,570 |
| <i>Repurchase Intention</i> | 0,756 |

Source : Appendix 7, data processed in 2025

Based on Table 6, the R-square value of the brand image variable is 0.570. This value means that 57 percent of the variation in the brand image construct can be explained by the celebrity endorser and E-WOM credibility variables, while the remaining 43 percent of the brand image variables are explained by other variables outside the model. The R-square value of the repurchase intention variable is 0.756. This value means that 75.6 percent of the variation in the repurchase intention construct can be explained by the celebrity endorser credibility variables, E-WOM, and brand image, while the remaining 24.4 percent of the repurchase intention variables are explained by other variables outside the model.

(2) Q-Square Predictive Relevance

The calculation of the Q-Square predictive relevance value aims to measure the observation value produced by the model and the estimation of the model parameters. A Q-square (Q2) value of > 0 means that the exogenous construct has predictive relevance to the endogenous construct, while if the value of $Q2 \leq 0$ means that the model lacks predictive relevance. Q2 values have a value interval between $0 < Q2 < 1$, with Q2 values getting closer to 1 indicating that the model is getting better. The Q2 value is determined based on the cross validated redundancy value in SEM PLS, because in this approach there is a process of incorporating important elements of the path model and model structure to predict the data points that are eliminated by the model influence of celebrity endorser credibility, E-WOM and brand image on repurchase intention giving an R-square value as listed in table 5.11, then the Q-Square predictive relevance value can be known as follows

$$\begin{aligned} Q2 &= 1 - (1 - R21) (1 - R22) \\ &= 1 - (1 - 0,570) (1 - 0,756) \\ &= 1 - (0,430) (0,244) \\ &= 1 - 0,105 = 0,885 \end{aligned}$$

The value of the Q2 calculation result of 0.885 is close to 1, so the conclusion is that the variation of Repurchase Intention explained by the Credibility of Celebrity Endorser and E-WOM both directly and indirectly through Brand Image in this study has a relevant predictive value of 88.5% because it can explain the information in this study.

Hypothesis testing

Hypothesis testing was carried out by statistics test (p-value). If in this test a p-value of < 0.05 is obtained, it means that the test is significant and conversely if the p-value > 0.05 , it means that it is not significant. If the test results find significant outer loading, this indicates that the indicator can be used as a measure of latent variables. Meanwhile, if the test results on the inner model are significant, it can be interpreted that there is a significant influence of latent variables on other latent variables. Based on the results of the PLS analysis, the direction and influence of each exogenous variable on the endogenous variable is shown. The results are described as follows:

Table 7 Hypothesis Testing

| Hypothesis | Correlation Coefficients | P values | Information |
|--|--------------------------|----------|-------------|
| Direct Influence | | | |
| Credibility <i>Celebrity Endorser</i> -> <i>Repurchase Intention</i> | 0,216 | 0,002 | Significant |
| <i>E-WOM</i> -> <i>Repurchase Intention</i> | 0,322 | 0,000 | Significant |
| Celebrity Endorser <i>Credibility</i> -> Brand Image | 0,423 | 0,000 | Significant |
| <i>E-WOM</i> -> Brand Image | 0,389 | 0,000 | Significant |
| Citra Merek -> <i>Repurchase Intention</i> | 0,427 | 0,000 | Significant |
| Indirect Influence | | | |

| | | | |
|---|-------|-------|-------------|
| Celebrity Endorser <i>Credibility</i> -> Brand Image -> <i>Repurchase Intention</i> | 0,180 | 0,004 | Significant |
| <i>E-WOM</i> -> Citra Merek -> <i>Repurchase Intention</i> | 0,166 | 0,002 | Significant |

Source : Appendix 7, data processed in 2025

Based on the results of the analysis, PLS shows the direction and influence of each exogenous variable on the endogenous variable. The results can be described as follows:

1) The influence of celebrity endorsers' credibility on repurchase intention

Ho: The credibility of celebrity endorsers does not have a positive and significant effect on repurchase intention.

Ha : The credibility of celebrity endorsers has a positive and significant effect on repurchase intention

Based on Table 7, it can be seen that the effect of celebrity endorser credibility on repurchase intention is 0.216, with p values of $0.002 < 0.05$ indicating that Ho was rejected and Ha was accepted, then it can be known that the credibility of celebrity endorsers has a positive and significant effect on the repurchase intention of Avoskin skincare consumers in Denpasar, in other words, the better the credibility of celebrity endorsers skincare Avoskin, the higher the repurchase intention in Denpasar. Avoskin skincare consumers in Denpasar.

2) The Effect of E-WOM on Repurchase Intention

Ho: E-WOM does not have a positive and significant effect on repurchase intention.

Ha: E-WOM has a positive and significant effect on repurchase intention.

Based on Table 7, it can be seen that the effect of E-WOM on repurchase intention is 0.322, with p values of $0.000 < 0.05$ indicating that Ho is rejected and Ha is accepted, then it can be seen that E-WOM has a positive and significant effect on the repurchase intention of Avoskin skincare consumers in Denpasar, in other words, the better the Avoskin skincare E-WOM, the higher the repurchase intention in Avoskin skincare consumers in Denpasar.

3) The influence of celebrity endorsement credibility on brand image

Ho: The credibility of celebrity endorsers does not have a positive and significant effect on brand image.

Ha : The credibility of celebrity endorsers has a positive and significant effect on brand image.

Based on Table 7, it can be seen that the effect of celebrity endorsers' credibility on brand image is 0.423, with p values of $0.000 < 0.05$ indicating that Ho was rejected and Ha was accepted, then it can be known that celebrity endorsers' credibility has a positive and significant effect on the brand image of Avoskin skincare consumers in Denpasar, in other words, the better the credibility of Avoskin's skincare celebrity endorser, the better the image of Avoskin skincare in Denpasar.

4) The influence of E-WOM on brand image

Ho: E-WOM does not have a positive and significant effect on brand image.

Ha: E-WOM has a positive and significant effect on brand image.

Based on Table 7, it can be seen that the effect of E-WOM on brand image is 0.389, with p values of $0.000 < 0.05$ indicating that Ho is rejected and Ha is accepted, then it can be seen that E-WOM has a positive and significant effect on the brand image of Avoskin skincare consumers in Denpasar, in other words, the better the E-WOM that Avoskin skincare has, the better the image of the Avoskin skincare brand in Denpasar.

5) The influence of brand image on repurchase intention

Ho: Brand image does not have a positive and significant effect on repurchase intention.

Ha: Brand image has a positive and significant effect on repurchase intention.

Based on Table 7, it can be seen that the effect of brand image on repurchase intention is 0.427, with p values of $0.000 < 0.05$ indicating that H_0 is rejected and H_a is accepted, then it can be known that brand image has a positive and significant effect on the repurchase intention of Avoskin skincare consumers in Denpasar, in other words, the better the Avoskin skincare brand image, the higher the repurchase intention of Avoskin skincare consumers in Denpasar.

- 6) The influence of celebrity endorsers' credibility on repurchase intention by mediating brand image

H_0 : Brand image is not able to mediate the credibility of celebrity endorsers against repurchase intention.

H_a : Brand image is able to mediate the credibility of celebrity endorsers to repurchase intention.

Based on Table 7, it can be seen that the effect of IE-WOM on repurchase intention with a brand image mediation of 0.166, with p values of $0.000 < 0.05$ indicating that H_0 is rejected and H_a is accepted, then it can be seen that brand image can mediate the influence of E-WOM on repurchase intention in Avoskin skincare consumers in Denpasar. Based on the results of the mediation role, it can be seen that the role of brand image mediation is as a complementary partial mediator, due to the direct influence between exogenous variables on positive and significant endogenous variables, as well as indirect influences with positive and significant mediating variables.

- 7) The Influence of E-WOM on Repurchase Intention by Mediating Brand Image

H_0 : Brand image is not able to mediate E-WOM against repurchase intention.

H_a : Brand image is able to mediate E-WOM to repurchase intention.

Based on Table 7, it can be seen that the results of the influence of celebrity endorsers' credibility on repurchase intention with a brand image mediation of 0.180, with p values of $0.000 < 0.05$ indicating that H_0 was rejected and H_a was accepted, then it can be known that brand image can mediate the influence of celebrity endorser's credibility on repurchase intention in Avoskin skincare consumers in Denpasar. Based on the results of the mediation role, it can be seen that the role of brand image mediation is as a complementary partial mediator, due to the direct influence between exogenous variables on positive and significant endogenous variables, as well as indirect influences with positive and significant mediating variables.

The Influence of Celebrity Endorser Credibility on Repurchase Intention on Avoskin Consumers in Denpasar.

The results of the first hypothesis test, namely the influence of celebrity endorsers' credibility on repurchase intention, show that celebrity endorsers' credibility positively has a significant effect on repurchase intention in Avoskin consumers in Denpasar. This finding means that the better the credibility of a celebrity endorser, judging from expertise, trustworthiness, and attractiveness, the higher the desire of consumers to buy the product again. This happens because consumers tend to trust information conveyed by public figures that are considered credible and in accordance with the product image.

The results of this study are in line with research conducted by Riani and Wijayanto (2023), the credibility of celebrity endorsers has a positive impact on repurchase intentions so that it ultimately becomes an aspect that drives consumer purchases. These results are also supported by previous research conducted by Manda and Setyoningtyas (2021), Aji (2018) and Ferdinands (2019) stating that celebrity endorsers have a positive and significant effect on repurchase intentions.

Overall, the results of this study show that the credibility of celebrity endorsers plays an important role in influencing the repurchase intention of Avoskin skincare products. These findings reinforce the theory and are supported by the characteristics of the respondents, the majority of whom are women, young, highly educated, and working in the private sector. Groups that are responsive to credible public figures and have a great influence on their purchasing decisions. Thus, choosing the right and credible endorsers is a very relevant marketing communication strategy to strengthen consumer loyalty to the brand.

The Effect of e-WOM on Repurchase Intention on Avoskin Consumers in Denpasar

The results of the second hypothesis test, namely the influence of E-WOM on repurchase intention, show that E-WOM positively has a significant effect on repurchase intention in Avoskin consumers in Denpasar. This empirical evidence means that the better and more positive the consumer's perception of information, reviews, and recommendations from other consumers on digital platforms, the more likely they are to make a repeat purchase. E-WOM serves as an important social reference source in purchasing decision-making, especially in today's digital era.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last Bachelor's Education Level (S1). This group generally has the ability to think critically and rationally in evaluating information, including E-WOM. Based on the grouping of job characteristics, respondents in this study were dominated by private employees, who usually have regular consumption levels and access to digital information during their leisure time and in professional contexts.

The results of this study are in line with research conducted by Santika, et al (2024:58) showing that electronic word of mouth (E-WOM) has a positive and significant influence on repurchase intent. These results are in line with and reinforce findings from various previous studies, such as those conducted by Sari et al. (2021), Rachbini et al. (2021), and Indrawati et al. (2023), which consistently show that eWOM has a significant effect on consumer repurchase intentions

Overall, the results of this study show that E-WOM has a significant influence on repurchase intention in Avoskin consumers in Denpasar. This influence is even stronger when it is associated with the characteristics of respondents who are dominated by women, young age, higher education, and work background as private employees. All of them are segments that are highly responsive to the experience of other consumers in digital media. Thus, E-WOM is one of the crucial communication strategies in building loyalty and sustainability of the relationship between consumers and brands.

The Influence of Celebrity Endorsers' Credibility on Brand Image on Avoskin Consumers in Denpasar

The results of the third hypothesis test, namely the influence of celebrity endorsers' credibility on brand image, show that celebrity endorser's credibility positively has a significant effect on the image of Avoskin's skincare brand in Denpasar. This empirical evidence means that the higher the credibility of a celebrity used in promotional activities, the more positive the consumer perception of the advertised brand. Credibility is determined by three main dimensions, namely expertise, trustworthiness, and attractiveness. This forms consumer confidence that the promoted product has good quality and reputation.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last level of education of Bachelor (S1). Based on the grouping of job characteristics, the respondents in this study were dominated by private employees who generally had stable purchasing power and a selective consumption orientation.

The results of this study are in line with the research conducted by Dewi and Giantari (2020) stating that celebrity endorser has a significant positive effect on brand image. This is also in accordance with previous research conducted by Roshan and Sudiksa (2019), Melzica and Wardana (2022) which showed that celebrity endorsers can positively and significantly affect brand image

Overall, the results of this study show that the credibility of celebrity endorsers has a significant effect on the image of the Avoskin skincare brand in Denpasar. This is supported by the characteristics of consumers who are dominated by women, young, highly educated, and working in the private sector. All of them are very responsive groups to public figures who represent a product. Therefore, selecting an endor who has expertise, integrity, and high appeal is a strategic step that can strengthen consumer perception of Avoskin as a trusted and quality skincare brand.

The Influence of E-WOM on Brand Image on Avoskin Consumers in Denpasar

The results of the fourth hypothesis test, namely the influence of Electronic Word of Mouth (E-WOM) on brand image, show that Electronic Word of Mouth (E-WOM) is positively and significantly on the image of the Avoskin skincare brand in consumers in Denpasar City. This empirical evidence shows that the more positive and convincing the information received by consumers from fellow users through digital media, whether in the form of reviews, testimonials, comments, or ratings, the higher the consumer perception of the reputation and quality of the Avoskin brand. E-WOM is an informal means of communication that is trusted by consumers in assessing the credibility of a product or brand before making a purchase or repurchase decision.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last level of education of Bachelor (S1). Based on the grouping of job characteristics, the respondents in this study were dominated by private employees. This respondent is a group that generally has a regular consumption routine and practical needs in choosing products.

The results of this study are in line with the research conducted by Yulia and Ekawati (2021) found that E-WOM has a positive and significant effect on brand image. These results are also supported by previous research, conducted by Budiono et al. (2020), Onurlubaş and Altunışık (2019), as well as Wajdi et al. (2020), which also showed a positive and significant influence between E-WOM and brand image.

Overall, the results of this study Electronic Word of Mouth (E-WOM) positively and significantly affected the image of the Avoskin skincare brand in Denpasar. This trend is supported by the characteristics of respondents who are dominated by women, young age groups, highly educated, and working in the private sector. All of them are profiles of consumers who are actively looking for digital information and are heavily influenced by the opinions of fellow users. Therefore, brand strategists need to consistently manage and optimize their E-WOM strategy to strengthen positive perceptions of brand image in an increasingly competitive industry.

The Influence of Brand Image on Repurchase Intention on Avoskin Consumers in Denpasar

The results of the fifth hypothesis test, namely the influence of brand image on repurchase intention, show that brand image has a positive and significant effect on the repurchase intention of Avoskin skincare products by consumers in Denpasar. This empirical evidence means that consumer perceptions of the Avoskin brand, which include quality, reputation, uniqueness, and emotional value, are able to influence consumers' desire to continue

making repeat purchases. When a brand is perceived positively, consumer loyalty will increase, which is reflected in their intention to stick with the brand compared to competitor brands.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last level of education of Bachelor (S1). Based on the grouping of job characteristics, the respondents in this study were dominated by private employees.

The results of this study are in line with the research conducted by Widyasari and Suparna, (2022) explaining that brand image has a significant and positive influence on repurchase intention. This is also in accordance with research conducted by (Santi and Suasana, 2021) that brand image has a positive and significant effect on repurchase intention.

Overall, the results of this study show that brand image has a positive and significant effect on the repurchase intention of Avoskin skincare products by consumers in Denpasar. When consumers judge a brand positively, both in terms of quality, user experience, and emotional association, they will be more likely to continue consuming regularly. This result is strengthened by the characteristics of respondents who are predominantly female, young, highly educated, and work as private employees, which is a group that is very sensitive to brand perception. Therefore, strengthening brand image is a crucial strategy to increase consumer loyalty and retention in the long term.

The Role of Brand Image Mediates the Influence of Celebrity Endorsers' Credibility on Repurchase Intention in Avoskin Consumers in Denpasar

The sixth hypothesis test, namely the influence of celebrity endorsers' credibility on repurchase intention by mediating brand image, shows that brand image is able to mediate the influence of celebrity endorsers' credibility on Avoskin's skincare repurchase intention on consumers in Denpasar. This means that the influence given by celebrity endorsers on repurchase intentions is not only direct, but also strengthened through the formation of a positive brand perception in the minds of consumers. In other words, an endorser that is considered credible not only increases the appeal of marketing communications, but also contributes to forming a good brand image, which ultimately influences consumers' decision to buy back the same product.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last level of education of Bachelor (S1). Based on the grouping of job characteristics, most of the respondents in this study were dominated by private employees who have a practical lifestyle and the need to maintain their appearance in a professional environment.

The results of this study are in line with research conducted by Widyasari and Suparna (2022) showing that brand image is able to mediate the influence of celebrity endorsers and consumer repurchase intentions. In line with the results of research conducted by Wardhana, et al. (2021); Dana and Pramudana (2021); and Gumilang, et al. (2021) who conveyed that brand image as the perfect mediation in celebrity endorsers and repurchase intention

Overall, the results of this study show that brand image plays a significant mediator in the relationship between celebrity endorser credibility and repurchase intention in Avoskin consumers in Denpasar. This means that the success of a celebrity endorsement does not only depend on the celebrity's appeal, but also on their ability to build a positive perception of the brand they represent. The characteristics of respondents who are predominantly female, young, highly educated, and work as private employees, further strengthen this mediation role because they are a group that is sensitive to visual communication and brand reputation. Therefore, selecting a credible endorser that is in accordance with brand values is a strategic step in building consumer loyalty through the path of brand image formation.

The Role of Brand Image Mediates the Influence of E-WOM on Repurchase Intention in Avoskin Consumers in Denpasar

The seventh hypothesis test, namely the influence of E-WOM on repurchase intention by mediating brand image, shows that brand image is able to mediate the influence of E-WOM on Avoskin's skincare repurchase intention in consumers in Denpasar. These findings show that the positive influence of E-WOM on repurchase intention does not occur solely directly, but is strengthened through consumer perception of brands formed based on information and experiences of other users. A credible, relevant, and positive e-WOM will build a strong brand image, which further drives loyalty in the form of repurchase intent. Thus, E-WOM is not only a tool of persuasion, but also a strategic instrument in the formation of a brand image.

Based on the grouping of educational characteristics, the respondents in this study were dominated by those who had the last level of education of Bachelor (S1). Based on the grouping of job characteristics, most of the respondents in this study were dominated by private employees.

The results of this study are in line with the research conducted by Mahardika, et al., (2025) showing that brand image positively and significantly mediates the influence of E-WOM on repurchase intention in Bali United Store. This is in line with the findings of Andreana and Giantari (2023), who revealed that brand image is not only influenced by E-WOM, but also acts as an intermediary in shaping consumer purchase intentions.

Overall, the results of this study show that brand image plays a significant mediator in the relationship between E-WOM and repurchase intention in Avoskin consumers in Denpasar. Brand image becomes a psychological bridge that connects consumers' perception of information from others with the decision to buy the same product again. This is strengthened by the characteristics of respondents who are dominated by women, young, highly educated, and working in the private sector. All of them are segments that are highly responsive to digital communication and brand perception. Therefore, optimizing the E-WOM strategy that builds a positive brand image is very important in maintaining consumer loyalty.

CONCLUSION

Based on the results of the research, it can be concluded that the credibility of celebrity endorsers has a positive and significant effect on the repurchase intention of Avoskin consumers in Denpasar, where the higher the credibility of the celebrity, the greater the consumers' repurchase intention. In addition, *E-WOM* also has a positive and significant effect—meaning that the more positive reviews received, the stronger the desire of consumers to repurchase. The credibility of celebrity endorsers and *E-WOM* both enhance the brand image, which in turn has a positive effect on repurchase intention. Brand image functions as a mediating variable in the relationship between celebrity endorser credibility and *E-WOM* with repurchase intention, indicating that the influence of these two factors largely occurs through consumers' perceptions of the Avoskin brand. A positive brand image strengthens consumer loyalty and supports repurchase decisions.

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