

The Influence of Brand Image, Electronic Word of Mouth, Celebrity Endorser, on Purchase Intention of Local Fashion Brands

Bahreïn Al Habiby¹, Irawan Randikaparsa^{2*}, Wida Purwidiãnti³, Arini Hidayah⁴

Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto

Corresponding Author: Irawan Randikaparsa

irawan.randikaparsa@gmail.com

ARTICLE INFO

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

Received: 4, August

Revised: 18, August

Accepted: 20, September

©2025 Habiby, Randikaparsa, Purwidiãnti, Hidayah : This is an open access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to investigate the influence of Brand Image, Electronic Word of Mouth (E-WOM), and celebrity endorsers on the purchase intention of a product among the Purwokerto community. Research was conducted using a quantitative approach with purposive sampling, involving 151 respondents. The data were analysed using the Structural Equation Modelling - Partial Least Squares (SEM-PLS) method for testing the connection between variables. Research results indicate that brand image and e-WOM are positively and significantly related to purchase intention; however, the influence of celebrity endorsers is not significant in terms of interest-based purchases. The implication of this research is to provide insight to consumers in understanding how brand image, eWOM, and celebrity endorser factors can influence their Purchase intention.

INTRODUCTION

The development of globalisation has had a profound impact on the fashion industry, which is now developing rapidly through adaptation to existing trends. A critical aspect of this development is the need for clothing. Fashion is a global phenomenon, not limited to developed countries like Japan, England, and the United States, but also a phenomenon that appears in developing countries like Indonesia. When a product goes viral and is followed by a large audience, for example with interesting fashion appearances, it becomes popular among teenagers. The development of fashion trends in Indonesia is constantly evolving in line with the times, driven by social habits that often follow the prevailing trends in their environment. If someone is in an environment that follows general trends, then they will always be part of that group, as fashion or trends become an important criterion for their lifestyle. 3Second is a distro brand founded in 2002 under Bi- ensi Fesyenindo, a well-known fashion company in Bandung. With a focus on quality and trendy, stylish designs, 3Second also collaborates with other brands, such as Greenlight, Moutley, and Famo. Supported by brand ambassadors such as Al Ghazali and Ariel Noah, 3Second strengthens its brand image and success in the national market. Consumer trust increases, and this pushes purchase decisions based on a strong Trust consumer increase , push decision purchase based on a strong brand image (Safitri & Basiya, 2022)

In Purwokerto, the 3 Second brand is facing enough competition from various other clothing brands. Based on Table 1.1, the 3-second occupied order second with a percentage of 23.8% is still dominated by the Erigo brand, with a rate of 27.6%. Some competitors, others who have participated in revitalising the fashion market in the city, include Executive, Eiger, and various local brands, which also have their consumer bases. Besides, there are also multibrand shops, such as Fashion Ambassador, which offers a diverse choice of clothes from various types and brands. Although the market is segmented differently because Fashion Ambassadors tend to focus on selling clothes without selling accessories or equipment, unlike 3 Seconds the existence of shops still presents a challenge in itself in capturing the interest of consumers.

Table 1. Local fashion brands that become favorite

no	Brand Name	Presentation 2023
1	Erigo	27.6%
2	3 Second	23.8%
3	Hijab	10.7%
4	Roughneck	10.3%
5	Brand other	27.6%

Source: Goodstar 2023 (Accessed on January 15, 2025)

Additionally, there are two physical 3-second outlets located on Jl. Overste Isdiman and Rita Supermall are not only aimed at increasing direct sales, but also as an effort to strengthen brand presence in the Banyumas Regency area. In this context, physical stores serve as a means of communication. A brand that can

convey the values, identity, and lifestyle that 3Second wants to build to its consumers. Furthermore, this strategy also serves as a form of resistance against the dominance of competitors who rely on digital channels and global brands that are starting to penetrate regional markets. Terminologically, competition is a concept often used in economics to understand how market prices are determined and market pricing decisions are made. (Muh. Wahyuddin MH., 2024) .

Tight competition pushes 3Second to No to offer not only product quality, but also build a strong and precise marketing approach. Therefore that, in this study, the interest of consumers is influenced by several important factors, namely brand image, electronic word of mouth (e-WOM), and celebrity endorsement. Third variables are chosen because they play a significant role in forming perception of consumers, building trust, and pushing interest in products offered. The actions taken will be influenced by perceptions of the situation they face (Subakti et al., 2018) .

One of the factors affecting interest in buying is *Brand image*, which is formed by the identity of the brand For products provided to consumers , this allows they to differentiate it from product competitors (Sutiyono & Hadibrata, 2019) Brand image is everything boils down to identity brand , which is a name , designation , iconic feature , design , or appointment of several goods mentioned, which is intended use share proof self goods or specified services (Muryati & Listiana, 2025) . Then from That can be concluded that brand image is identity distinguishing brand product from competitors and form perception from consumers, so that influence Purchase Intention. Companies that want to increase the possibility of a candidate consumer buying the product , then the company must try to create an image a company that is positive and good in the eyes of society so that brands the can embedded in the mind with good impression in the eyes candidate consumer (Anwar et al., 2022) . Brand image is influential in Purchase Intention because consumers tend to prioritise brand factors that they desire. This is reinforced by research (Adelia & Cahya, 2023)

Factor second, namely Electronic word of mouth, is marketing via internet media to create impact news from mouth to supportive mouth , goals and efforts marketing (Prihartini & Damastuti, 2022) . With this, consumers will be more easily interested in and attracted to existing products due to the influence of existing e-wom. This is reinforced by research (Prihartini & Damastuti, 2022) , (Fina et al., 2023) , (Apriliani & Setyawati, 2023) . However, this is not supported by research (Rahma & Setiawan, 2022).

The next factor that influences interest is, namely, a Celebrity Endorser. According to Lee (2022), Celebrity Endorser is defined as a celebrity who is widely known to effectively promote a product to attract customer interest. This influence is highly relevant to consumer purchasing interest when celebrities or famous figures are chosen by a company to promote a product, so that fans will follow and be interested in the product that the celebrity wears. This is reinforced by research, but no supporting research is provided., (Effriena Brillianty & Anton PW Nomleni, 2022) , (Sari et al., 2022) . However No supported by research (Novita Laraswanti, 2023)

This research is a development research from previous research. (Kuswibowo & Murti, 2021) which discusses brand image and e-wom to Purchase Intentioners. For expand study this, researcher add One independent variable, namely Celebrity Endorser from research (Tarigan & Gunawan 2024) Research This expected can add literature and contribute information important in frame increase Brand Image, E-WOM, and Celebrity Endorser in frame increase Purchase Intention Three Second products in Purwokerto. Based on background behind on researchers will take title " **Influence Brand image, Electronic Word of Mouth, Celebrity endorser towards Purchase Intention the Threesecond brand**

LITERATURE REVIEW

Theory of Planned Behavior

This study uses the Theory of Planned Behavior (TPB) developed by Ajzen (1991) as a theoretical basis. TPB explains that a person's intention or interest in acting, including purchasing decisions, is influenced by three main factors: attitude toward the behaviour, subjective norms, and perceptions of behavioural control. In the context of this study, *brand image* plays a role in shaping consumer attitudes toward a product, while *electronic word of mouth* (e-WOM) and *celebrity endorsements* are related to subjective norms. namely the social influence felt by consumers. These three factors together are expected to explain how consumer purchasing interest in 3Second products is formed.

Purchase Intention

Purchase Intention is a trend in consumer behaviour, referring to the likelihood that a consumer will make a purchase or take related actions, measured by the level of possibility that a consumer will make a purchase (Nur et al., 2018). Purchase Intention is an important indicator that reflects consumers' intentions before making transactions, which are influenced by various factors such as product quality, prices, promotions, and previous experiences. The height of interest in buying often becomes a strong predictor of actual purchase behaviour, so understanding the factors that influence interest in buying is very important for marketing strategy and product development. According to (Schiffman and Kanuk 2014:201 in Effriena Brillianty & Anton PW Nomleni, 2022), the Indicator Purchase Intention is the own desire to look for information about a product, consider buying, have a willingness to try, want the product, and have a sense of desire to know the product

Brand Image

Brand image is form identity brand For products provided to consumers , which allows they For differentiate it from product competitors (Sutiyono & Hadibrata, 2019) . A positive brand image can form strong perceptions and associations in the minds of consumers, thereby increasing trust, preference, and loyalty to a product. With a consistent brand image, a company can strengthen its market position and significantly influence purchasing decisions. According to (Anggraini 2016:25 in Liyono, 2022) indicator from Brand Image, namely

Reputation (Reputation / Good Name), Recognition (Recognition), Affinity (Interest) emotional), Brand Loyalty (Loyalty brand).

Electronic Word of Mouth (E-WOM)

Electronic word of mouth is marketing via internet media to create impact news from mouth to supportive mouth goals and efforts marketing (Prihartini & Damastuti, 2022) ., (Samuel & Lianto, 2014) . Through digital platforms such as social media, forums, and consumer reviews, e-WOM enables the rapid, widespread, and interactive dissemination of information. Information conveyed by other consumers is considered more credible and objective than traditional advertising, thus influencing the perceptions, interests, and purchasing decisions of potential consumers. Therefore, e-WOM is an important strategy in building brand reputation and creating long-term relationships with customers. In study This e-WOM is measured with 6 instruments that is *General Persuasiveness*, *General Credibility*, *Susceptibility to online product reviews* (Bambauer-Sachse and Mangold, 2011).

Celebrity Endorser

Celebrity Endorser is defined as how widely known a celebrity is to promote a product effectively to attract customer interest in *buying* . (Firdaus et al., 2023) . Use figures of public or celebrity figures in advertisements to aim to build trust, increase Product pull, and strengthen the brand image in the eyes of consumers. Power influence celebrities who have reputation and credibility tall often able to form perception positive and encouraging decision purchase. According to Shimp 2010 (in Dagma Syafira Desta Wardani 2022) Indicator *Celebrity Endorser*, namely *Trustworthiness* (can trusted), *Expertise*, *Physical Attractiveness* (Physical Attractiveness), *Respect* (Quality appreciated), *Similarity* (Similarity) with target audience)

Brand Image is influential To Purchase Intention

Perception of a product to be purchased significantly impacts consumer desire to purchase it. Brand image is a mental image of a brand that reflects consumers' memories and associations with the brand (Cahyani & Sutrasnawati, 2022). The more positive a product's image, the greater consumer interest in it. A positive brand image plays a crucial role in quickly and significantly stimulating consumer Purchase Intention in Mafia Gedang products.

E-WOM is influential To Purchase Intention

Perception of a product to be purchased has a significant impact on consumers' desire to purchase that product. *Electronic Word-of-Mouth* (e-WOM) is a form of communication between consumers through digital platforms that reflects experiences, opinions, and recommendations for a product or brand. Research shows that e-WOM significantly influences consumers' purchasing interest in fashion products, as demonstrated in a study by Efendi and Chrismardani (2020) regarding the influence of e-WOM and perceived value on consumers' decisions to shop for fashion products online at Shopee. Another

study by (Fatimah et al., 2022) also confirmed that e-WOM significantly contributes to consumer Purchase Intention in fashion products through Instagram. Therefore, positive and trustworthy e-WOM will play a crucial role in quickly and significantly generating consumer Purchase Intention in the *ThreeSecond* brand.

Celebrity Endorsers are influential to Purchase Intention

Perception to products that will be purchased own impact significant to desire consumer For buy product Celebrity endorser is individual well - known used by companies For promote product or brand , so that can increase trust and interest consumer research show that celebrity endorsers are significant influence decision purchase consumers , especially for fashion and lifestyle products such as the *ThreeSecond* brand (Purba et al., 2023) Therefore that is , choosing the right celebrity endorser can play a role important in increase Purchase Intention consumer in a way fast and significant .

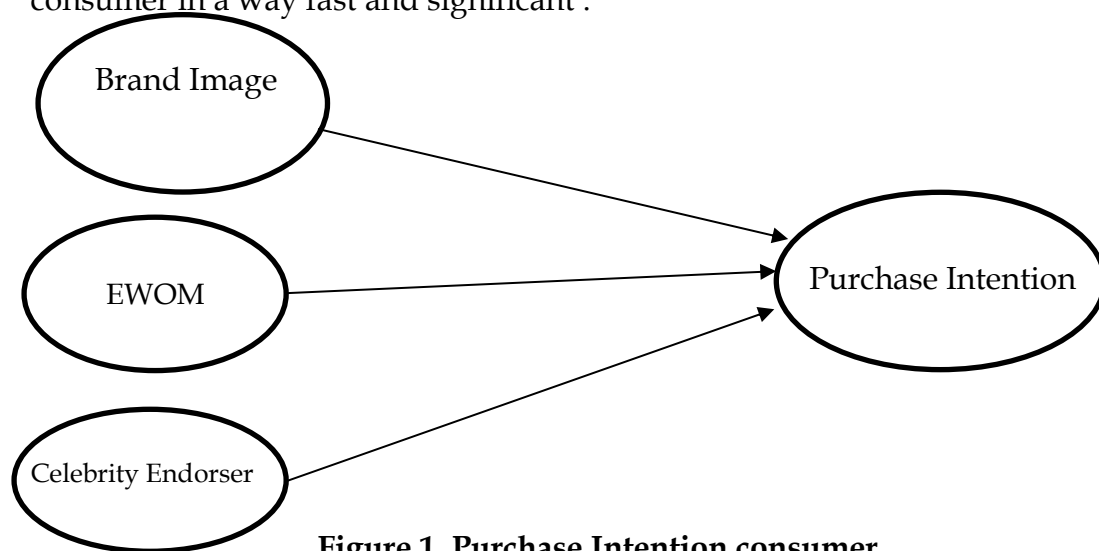


Figure 1. Purchase Intention consumer

METHODOLOGY

Study This use approach quantitative with method survey for collect data through distribution questionnaire. Instrument study arranged use five- point Likert scale, where the number 1 indicates statement " *very No agree* " and the number 5 shows " *very agree* ". Respondent in the study: This refers to consumers or potential consumers who are familiar with, and have seen or visited, outlet 3Second's physical (offline) store in the Purwokerto area. The criteria are as follows: inclusions used in election respondents covers minimum age 17 years, domiciled in Purwokerto or surrounding areas, as well as own interest to product fashion local.

Taking technique samples used is *purposive sampling* for ensure that selected respondents in accordance with purpose and context research. Based on data from the Central Statistics Agency (BPS) of the Regency Banyumas in 2025, the number resident Purwokerto which consists of from four subdistrict is as follows: South Purwokerto as many as 74,928 people, West Purwokerto 54,224 people, East Purwokerto 56,055 people, and North Purwokerto 50,955 people, so

that the total population Purwokerto reached 236,162 people (BPS Regency Banyumas, 2025).

Determination amount sample done use formula Slovin with level precision certain for get amount representative sample. In the data collection process, 216 respondents were obtained. After going through the screening process based on criteria inclusion, as many as 151 respondents declared valid and used in analysis. Collected data Then analyzed use method *Structural Equation Modeling* with approach *Partial Least Squares* (SEM-PLS).

RESEARCH RESULT

Characteristics Respondents

Respondents in this study were Purwokerto residents who were familiar with the 3Second brand, with a final sample size of 151 respondents. Initially, a total of 216 respondents were collected, but 65 samples were eliminated because they did not meet the established criteria. The characteristics of respondents in this study were Purwokerto residents who were familiar with the 3Second brand. In this study, the characteristics of respondents were based on gender, age, occupation, domicile, and income. The characteristics of respondents can be presented in the following table:

Table 1. Respondent Description

Information	Description	Frequency	Presentation
Gender	Man	85	56.29%
	Woman	66	43.71%
	Total	151	100%
Age	24-33	114	75.50%
	>34	37	24.50%
	Total	151	100%
Work	Students	12	7.95%
	Employee	63	41.72%
	Self-employed	60	39.74%
	Other	16	10.60%
	Total	151	100%
Domicile	West Purwokerto	37	24.50%
	East Purwokerto	47	31.13%
	North Purwokerto	19	12.58%
	South Purwokerto	48	31.79%
	Total	151	100%
Income	< 1,000,000	16	10.60%
	Rp. 1,500,000 – 2,500,000	69	45.70%
	>Rp. 3,000,000	66	43.71%
	Total	151	100%

Based on the results of data collection from 151 respondents, this study was dominated by men aged 24–33 years, with a work background as employees

or self-employed, domiciled in South and East Purwokerto, and having an income in the range of IDR 1,500,000 – IDR 2,500,000.

Evaluation of Measurement Model

Validity Test

Loading factor value >0.7 is said ideal, meaning valid measurement the construct it forms (Ghozali, 2021) . After it was done data processing using SmartPLS 3.0 outer loading results can be served in the following table:

Table 2. Variables, Indicators, Loading running factor 1, Loading running factor 2, and Loading running factor 3.

Variables	Indicator	Loading factor running 1	Loading factor running 2	Loading Factor running 3
Brand Image	<i>Reputation</i> (reputation / name) Good)	0.736	0.737	0.728
	<i>Recognition</i>	0.788	0.788	0.790
	<i>Affinity</i> (Interest) emotional)	0.842	0.842	0.846
	<i>Brand Loyalty</i> (Loyalty Brand	0.797	0.796	0.800
<i>Electronic Word of Mouth</i>	I often read other consumers' online product reviews to know what products/brands make good impressions on others	0.824	0.813	0.816
	To make sure I buy the right product/brand, I often read other consumers' online product reviews	0.710	0.697	
	I often consult other consumers' online product reviews to help choose the right product/brand	0.680	0.676	
	I frequently gather information from online consumers' pro	0.773	0.787	0.843
	If I don't read consumers' online product reviews when I buy a	0.757	0.785	0.827
		0.452		

	product/brand, I worry about my decision			
Celebrity Endorser	Trustworthiness	0.451		
	Expertise	0.718	0.810	0.809
	Physical Attractiveness	0.634		
	Respect	0.555		
	Similarity	0.716	0.800	0.794
Purchase Intention	Have a desire to seek information about the product	0.757	0.750	0.747
	Making considerations for purchasing	0.746	0.738	0.752
	Own desire for try	0.787	0.796	0.800
	Want to own product	0.771	0.776	0.822
	Have a sense of desire know to product	0.670		

Based on Table on convergent validity results throughout indicators on the third run declared valid because outer loading factor value >0.7 . Therefore that, can outer loading running third show that all variables *Brand Image*, *Electronic Word of Mouth*, *Celebrity endorser*, the value is >0.7 and is stated significant delete mark from indicators X2.2, X2.3, X2.6, X3.1, X3.4, and Y5 whose values are < 0.7

Besides outer loading value, for know level validity indicator so need notice Average Variance Extracted (AVE) value for each variable. Evaluation of construct reliability values is measured by *Cronbach's Alpha* and *Composite Reliability values*. The *Cronbach's Alpha* value for all constructs must be ≥ 0.6 (Haryono, 2016) .

Table 3. Validity and Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.801	0.870	0.627
Electronic Word of Mouth	0.773	0.868	0.687
Celebrity Endorser	0.630	0.842	0.727
Purchase Intention	0.792	0.862	0.610

According to (Haryono, 2016) the Cronbach alpha and composite values are said to be valid if they are above 0.6. In the table above, all values are above 0.6 and can be said to be valid. Discriminant validity is used to test that each concept of each latent variable is different from other variables. A model has good *discriminant validity* if the correlation value of the construct with the measurement item is greater than the correlation value with other constructs. The SmartPLS output results for the Fornell-Larcker value in the third round are presented in Table 4:

Table 4. Discriminant Validity Test (Fornell-Larcker Criterion)

	Brand Image	Electronic Word of Mouth	Celebrity Endorser	Purchase Intention
Brand Image	0.792			
Electronic word of mouth	0.755	0.829		
Celebrity Endorser	0.655	0.550	0.794	
Purchase Intention	0.569	0.600	0.458	0.781

Based on discriminant test results use Fornell-Larcker Criterion, can seen that mark correlation between latent variables with himself Alone bigger compared to with correlation between different latent variables. This is show that this model fulfils condition discriminant good validity.

Structural Model Test

structural model that illustrates the correlation between latent variables called with inner model (Haryono, 2016) . This evaluation includes R Square (R^2) and direct effect. R Square is used to measure the level of prediction success regression model on the value of the dependent variable.

Table 5. R Square and F Square

Variables	R Square	R Square Adjusted
Purchase Intention	0.398	0.386

The R Square value of 0.398 indicates that the independent variables in the model are able to explain 39.8% of the variation in the Purchase Intention variable, while the remaining 60.2% is influenced by other factors outside the research model. The Adjusted R Square value of 0.386 indicates that after adjusting for the number of predictors and samples, the model's predictive ability remains quite good. Thus, this model has moderate explanatory power for the Purchase Intention variable.

Hypothesis Testing

The t- statistic value and probability obtained through bootstrapping results analyzed for testing hypothesis. The criteria applied namely t- statistic >

1.96 and level significance $p\text{-value} < 0.05$ (Haryono, 2016) . SmartPLS output for bootstrapping hypothesis test analysis is shown in Table 7:

Table 7. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Brand Image -> Purchase Intention	0.206	1,965	0.025	H1 accepted
<i>Electronic Word of Mouth</i> -> Purchase Intention	0.383	4,267	0.000	H2 accepted
<i>Celebrity Endorser</i> -> Purchase Intention	0.112	1,154	0.125	H3 is rejected

Based on hypothesis test results using a structural model, obtained that Brand Image has an influence positive and significant to Purchase Intention with the T- statistic value is 1.965 ($p = 0.025$), so H1 is accepted. Furthermore, Electronic Word of Mouth (e-WOM) also shows influence positive and significant to Purchase Intention, with T- statistics of 4.267 ($p = 0.000$), so H2 is accepted. Meanwhile that, Celebrity Endorser has influence positive However No significant to Purchase Intention, with mark coefficient 0.112, T- statistic 1.154, and $p\text{-value}$ 0.125 (bigger of 0.05), so H3 is rejected. With Thus, only Brand Image and e-WOM are proven in a way significant influence Purchase Intention consumers, whereas the influence of celebrity endorsers even though positive, no Enough strong for stated significant in a way statistics.

DISCUSSION

Based on results analysis in study This disclose influence between the relationship between brand image, EWOM, and celebrity endorsers Purchase Intention.

Based on results research, found that brand image has an influence positive and significant to Purchase Intention. This is show that when something brand capable build positive image in the eye's consumer like trust, quality, and reputation so consumer will more pushed for do purchase. This is in line with study (Adelia & Cahya, 2023; Prasetyo et al., 2022; Purwati & Cahyanti, 2022) who said that brand image has an influence to Purchase Intention .

Furthermore, EWOM has an influence positive and significant to Purchase Intention. When consumers get information positive from social media, online reviews, or testimoni users others, they tend feel more confident and interested For buy product The information that comes from fellow consumer considered more honest and able trusted compared to with advertisement direct from company. This is in line with study This matter reinforced by research (Prihartini & Damastuti, 2022) , (Laksmi & Oktafani, 2016) , (Samuel & Lianto, 2014) who stated that E-WOM has an influence to Purchase Intention

Furthermore, the use of **celebrity endorsers** showed a positive but insignificant effect on purchase intention. Although theoretically, the presence of a widely known and well-liked public figure can increase the appeal of a product,

in the context of this study, this effect was not statistically strong enough. Consumers do tend to imitate the lifestyles or choices of figures they admire, so celebrity endorsements can strengthen product perceptions. However, this finding suggests that the presence of a celebrity alone is insufficient to significantly influence purchase intention, possibly because other factors, such as credibility, relevance, or compatibility between the celebrity and the advertised product, have not been fully met. This in line with study (Firdaus et al., 2023) , (Febriyanti & Anik, 2016) , (Sari et al., 2022) which states that Celebrity Endorsers are influential to Purchase Intention .

CONCLUSIONS AND RECOMMENDATIONS

Based on results data analysis, then can concluded that Brand Image, Electronic Word of Mouth (EWOM), and Celebrity Endorser each own influence positive and significant to Purchase Intention. Strong Brand Image, positive information from consumers, and support from public figures capable of increasing interest in a product for purchase. Future research is recommended to extend beyond a single brand to allow for more generalizability across products and industries. Furthermore, exploring a wider range of e-WOM platforms and incorporating other variables such as price, promotion, and product quality should be considered. Considering that celebrity endorsers in this study had a positive but insignificant effect on purchase intention, future studies could delve deeper into aspects such as credibility, product compatibility, and consumer emotional engagement. Comparisons with other endorser types and qualitative approaches could also enhance understanding of the effectiveness of this promotional strategy.

ADVANCED RESEARCH

Future advanced research could integrate a multi-method approach by combining quantitative modeling with qualitative insights to capture a more holistic understanding of purchase intention drivers. Expanding the study across diverse industries and international markets would allow for cross-cultural comparisons and greater external validity.

REFERENCES

- Adelia, R., & Cahya, SB (2023). The Influence of Content Marketing and Brand Image on Purchase Intention of Mafia Gedang in Surabaya City. *Journal of Commerce Education (JPTN)* , 11 (3), 325–333. <https://doi.org/10.26740/jptn.v11n3.p325-333>
- Anwar, AF, Darpito, SH, & Nurrohim, H. (2022). The Influence of Brand Image, Perceived Quality, and Perceived Price on Purchase Intentions: A Survey of Young Generation Potential Thrift Product Consumers in the Special Region of Yogyakarta. *Scientific Journal of Unitary Management* , 10 (2), 327–336. <https://doi.org/10.37641/jimkes.v10i2.1422>
- Apriliyani, HN, & Setyawati, HA (2023). The Influence of Electronic Word of Mouth, Brand Image, and Brand Trust on Purchasing Decisions for Skintific Moisturizer Products. *Scientific Journal of Management, Business, and Accounting Students (JIMMBA)* , 5 (3), 247–258. <https://doi.org/10.32639/jimmba.v5i3.448>
- Diantari, NKY (2021). New normal trends in the fast fashion industry in Indonesia. : Adapting fast fashion during the pandemic. *Bhumidevi: Journal of Fashion Design*

- , 1 (1), 68–75.
- Effriena Brilliany, & Anton PW Nomleni. (2022). The Influence of Celebrity Endorsers, Brand Image, and Brand Trust on Consumer Purchase Intention of Scarlett Products. *Journal of Management and Accounting Research* , 2 (1), 72–77. <https://doi.org/10.55606/jurima.v2i1.153>
- Fardiana Putri, R., Fitriani, EW, & Sartika, SH (2022). Marketing Strategy Analysis of Erigo Store, an Indonesian Local Fashion Brand That Has Gone Global. *Transekonomika: Accounting, Business, and Finance* , 2 (5), 213–220. <https://doi.org/10.55047/transekonomika.v2i5.185>
- Fatimah, S., Lu'lu'a, RL, Munawaroh, AQ, & Septi, M. (2022). *The Influence of E-Wom on Purchase Intention in Fashion Products* . 1 (2), 166–177.
- Febriyanti, RS, & Anik, W. (2016). The Influence of Celebrity Endorsers and Brand Image on Purchasing Decisions Through Purchase Intention. *Journal of Management Science and Research* 2 , 5 (5), 3.
- Fina, A., Rohmah, A., Crusma Fradani, A., & Indriani, A. (2023). The Influence of Electronic Word of Mouth (E-WOM) on Purchasing Decisions on the Tokopedia Marketplace (A Study of Economics Education Students at IKIP PGRI Bojonegoro). *Journal of Financial Accounting and Business* , 1 (2), 110–117.
- Firdaus, M., Aisyah, S., & Farida, E. (2023). The influence of customer reviews, customer ratings, and celebrity endorsers on purchase intention through trust in the online shop Shopee. *Entrepreneurship Business Management Accounting (E-BISMA)* , 4 (1), 67–83. <https://doi.org/10.37631/ebisma.v4i1.874>
- Ghozali. (2021). *Partial Least Squares Concepts, Techniques and Applications Using SmartPLS 3.2.9 Program for Empirical Research* .
- Haryono, S. (2016). SEM Method for Management Research with AMOS LISREL Smart PLS. *Journal of Physics A: Mathematical and Theoretical* , 450.
- Kuswibowo, C., & Murti, AK (2021). Analysis of the Influence of Brand Image, Promotion, and Electronic Word of Mouth on Purchase Intention in Online Shop Applications. *Journal of Industrial Management and Logistics* , 5 (1), 53–61. <https://doi.org/10.30988/jmil.v5i1.726>
- Laksmi, AA, & Oktafani, F. (2016). The Influence of Electronic Word of Mouth (eWOM) on Instagram Followers' Purchase Intention at Warunk Upnormal. *Jurnal Computech & Bisnis* , 10 (2), 78–88. <https://jurnal.stmik-mi.ac.id/index.php/jcb/article/view/147>
- Muh. Wahyuddin MH. (2024). The Influence of Service Quality and Competition on Customer Satisfaction of Service Providers at PT. Astra Honda Motor Unaaha. *Journal of Management and Social Sciences* , 2 (1), 123–133. <https://doi.org/10.59031/jmsc.v2i1.358>
- Muryati, T., & Listiana, E. (2025). *The Influence of Brand Image Product Private Label, Service Quality, and Price Bundling on Customer Retention Through Customer Satisfaction at Indomaret Pontianak City* . 5 (2), 191–202.
- Novita Laraswanti. (2023). The Influence of Celebrity Endorser, Brand Image, Brand Trust and Variety of Selection on Purchase Intention of Scarlett Whitening Body Lotion (Kebumen Regency Study). *Eprints*. Universitasputrabangsa, 1–11.
- Nur, A., Hamdani, I., & Irfani, F. (2018). The Influence of Brand Image and Halal Certification on Purchase Intention (Case Study of Superkue Bogor). *Journal of Islamic Economic Law* , 1 (1), 41–57.
- Prasetyo, FI, Budiyanto, MA, & Reformasi, E. (2022). The Influence of Brand Awareness, Brand Loyalty, and Brand Image on Online Product Purchase Intention in the Tokopedia Marketplace (Case Study of Tokopedia Consumers in Jabodetabek).

- JUEB: *Journal of Economics and Business* , 1 (3), 58–67.
<https://doi.org/10.55784/jueb.v1i3.261>
- Prihartini, D., & Damastuti, R. (2022). The Influence of e-WOM on the Interest in Purchasing Local Skincare among Twitter Followers of @ohmybeautybank. *Calathu: Journal of Communication Studies* , 4 (1), 56–67.
<https://doi.org/10.37715/calathu.v4i1.2724>
- Purba, HY, Sofyan, SD, S, IKH, Dwinda, R., Management, PS, & Economy, F. (2023). The Influence of Celebrity Endorsers on Purchase Intention of Clothing MSME Products. *Tambusai Education Journal* , 7 (3), 28533–28537.
- Purwati, A., & Cahyanti, MM (2022). The Influence of Brand Ambassadors and Brand Image on Purchase Intention, Which Impacts Purchase Decisions. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita* , 11 (1), 32–46.
<https://doi.org/10.46367/iqtishaduna.v11i1.526>
- Rahma, YP, & Setiawan, MB (2022). THE EFFECT OF BRAND AMBASSADOR, ELECTRONIC WORD OF MOUTH (e-WOM), AND BRAND IMAGE ON PURCHASE INTENTION IN AZARINE SUNSCREEN PRODUCTS. *Eqien - Journal of Economics and Business* , 11 (04), 29–43.
<https://doi.org/10.34308/eqien.v11i04.1358>
- Safitri, AN, & Basiya, R. (2022). The Influence of Brand Image, Lifestyle, and Social Media Promotion on Purchasing Decisions at 3Second Stores. *YUME: Journal of Management* , 5 (2), 450–458. <https://doi.org/10.37531/yume.vxix.3463>
- Samuel, H., & Lianto, AS (2014). Analysis of ewom, brand image, brand trust, and Purchase Intention in smartphone products in Surabaya. *InterKomunika* , 2 (2), 146. <https://doi.org/10.33376/ik.v2i2.34>
- Sari, YR, Harliyani, S., & Sanjaya, VF (2022). The Influence of Price, Brand Image, and Celebrity Endorser Enzy Stora on Interest in Buying Erigo Products. *Business and Entrepreneurship Journal (BEJ)* , 3 (1), 1–8. <https://doi.org/10.57084/bej.v3i1.782>
- Srisusilawati, P., Prasetyo, SN, Nur Hamidah, SA, Rihhadatull 'Aisy, RA, & Oktavia, R. (2024). Trends and Development of Sharia Fashion in the Modern Era in Bandung City. *Scientific Journal of Islamic Economics* , 10 (1), 953.
<https://doi.org/10.29040/jiei.v10i1.12319>
- Subakti, AG, Tenironama, D., & Yuniarso, A. (2018). Consumer Perception Analysis. *THE Journal: Tourism and Hospitality Essentials Journal* , 8 (1), 31.
<https://doi.org/10.17509/thej.v8i1.11687>
- Sutiyono, R., & Hadibrata, B. (2019). Building a Purchase and Purchase Decision: Analysis of Brand Awareness and Brand Loyalty (Case Study of Private Label Products at Alfamidi Stores In Tangerang City). *Dijemss* , 1 (2), 235–248.
<https://doi.org/10.31933/DIJEMSS>