A Quantitative Analysis of Celebrity Endorsement and Customer Reviews Impact on Repurchasing Intention: Case Study on Mother of Pearl Users

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Abstract

Indonesian cosmetic companies have expanded their R&D spending over the past decade to better meet the needs of women. The "Mother of Pearl" brand by Tasha Farasya gained popularity during the pandemic. This study examines the impact of celebrity endorsements and product repurchase feedback in Jakarta, demonstrating how these factors affect brand equity and consumer attitudes. Customer complaints about Mother of Pearl's products could significantly impact sales and the brand's reputation. These negative reviews may harm the company's sales, reputation, and consumer confidence. Understanding and addressing negative reviews is essential for mitigating their impact and improving consumer perceptions, thereby protecting the company's market position and future. There is a research gap due to contradictory studies linking brand equity with repurchase intention. This discrepancy raises questions about the causes of these differences and highlights the need to study the varied effects of brand equity on customers. The Theory of Planned Behavior is employed to examine how celebrity endorsements and consumer reviews influence brand equity, attitudes, and repurchasing intentions. The findings indicate when marketing strategies are effective and emphasize the impact of electronic word-of-mouth (eWOM) on customers. To understand the relationship between brand equity and repurchase intention, the study explores their connection. This research provides valuable insights for cosmetics marketers and brand managers. Strengthening brand communities, leveraging celebrity endorsements to boost brand equity, generating positive customer feedback, and enhancing digital and physical customer experiences are key strategies. Mother of Pearl can succeed in a competitive market by building consumer trust, loyalty, and repurchasing intention.

Keywords: *Celebrity Endorsement, Repurchasing Intention, Brand Equity*

I. INTRODUCTION

Over the past decade, local cosmetic companies have to spend in R&D to better serve Indonesian women and keep up with the digital age. Technological developments meet rising inclusion expectations. This thesis examines Mother of Pearl by Tasha Farasha, a prominent Indonesian brand.

Jakarta, the former capital of Indonesia, had several domestic and foreign firms. This city on Java Island's northern coast was the centre of business, politics, and culture, with state-owned, private, and foreign headquarters. Jakpat (Jajak Pendapat), a pioneering online market research business that provides one-stop services, created Jakpat for Local Brands. Jakpat (2024) reports that the cosmetics sector was one of the most successful in the past decade, with Java area ranking first, larger Jakarta second, and outside Jakarta third. On Friday, March 8, 2024, Jakpat attended Measure Commerce Trendier's "THE RISING 2024 INDONESIA" event. The information they supplied concerns Indonesian beauty consumption trends. These trends come from "Jakpat Beauty Trend 2022" and "Jakpat Beauty Trend 2023" detailed studies. The vote ran from November 5th to 7th, 2023, with over 2,000 participants.

Table 1. The Number of Consumers who use Cosmetics in Indonesia at 2024

No	City name	Makeup consumption of women
1.	Greater Jakarta (Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Bogor City, Depok City, Tangerang City, South Tangerang City, Bekasi City)	26%
2.	Java Area (West Java (Exclude Bogor City, Depok City, Bekasi City), Banten (Exclude Tangerang City, South Tangerang City), East Java, Central Java, di Yogyakarta)	54%
3.	Outside Java (All Areas In Sumatra, Kalimantan, Bali, Nusa Tenggara, Sulawesi, Maluku & Papua)	20%

Source: Jakpat (2024)

Seven in 10 Indonesian women bought makeup monthly. Indonesia's cosmetics industry has grown in recent years. Indonesian women, especially those who work daily, agree that makeup is vital. This consensus reflects a cultural and social expectation that professional and social surroundings should be attractive. Most Indonesian women consider makeup a necessity for their work and social lives. This mindset is reinforced by workplace practices and cultural standards that associate professional appearance with well-groomed presentation, including cosmetics.

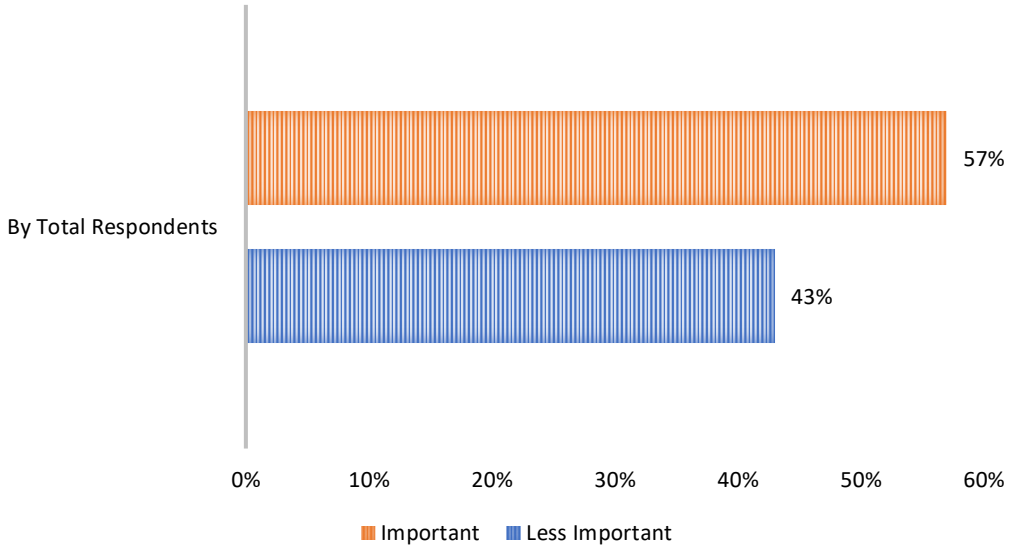

Figure 1. Makeup Role in Indonesian People's Daily Life
Source: Jakpat (2024)

Figure 1 clearly demonstrates a substantial drop in the use of beauty products by Gen Z and Millennials in 2023. This trend is likely attributed to the increasing preference for makeup products that offer skincare advantages. The change indicates that younger age groups are placing more importance on beauty products that serve many purposes, not only improving looks but also providing skincare advantages. This reflects the changing preferences of consumers towards longer-lasting beauty solutions.

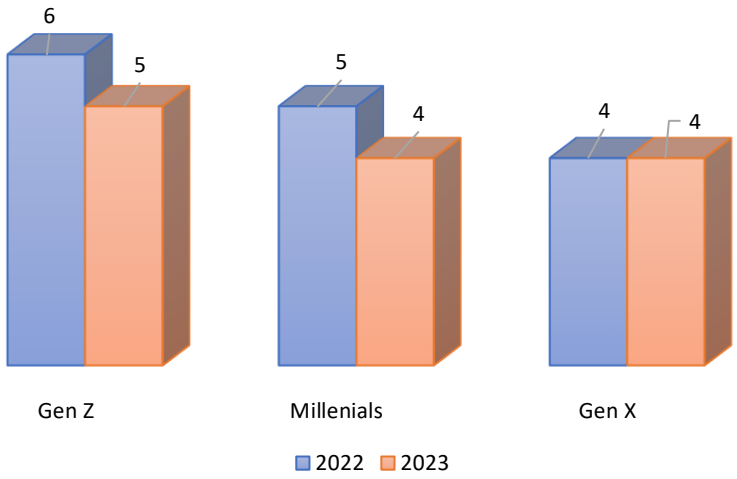

Figure 2. Average Number of Makeup Products Used
Source: Jakpat (2024)

In 2021, Mother of Pearl was the hype of the beauty industry in Indonesia (Larassaty, 2021). The brand's owner was a celebrity, and the products had beautiful packaging and prominent branding. This company was launched by Indonesian fashion influencer and entrepreneur Tasha Farasya. It immediately became popular domestically and internationally. Modern design and a strong social media and beauty influencer presence helped the brand succeed. They used celebrity sponsorship, with Tasha Farasya as the brand's face. Beauty influencers like Abel Cantika, Dillah Prabokusumo, Farra Jaidi, Livni Sanders, and others wore Mother of Pearl cosmetics, increasing beauty fans' purchases.

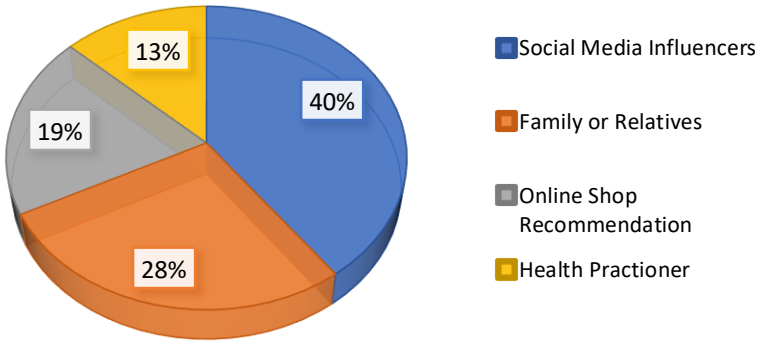

Figure 3. Key Figures of Online Influences
Source: Jakpat (2024)

Celebrities would boost ad sales. Advertising superstars were chosen for product compatibility and fame (Jamil & Hassan, 2014). Celebrity endorsements can increase brand awareness, credibility, and attitudes (Aw & Labrecque, 2020). Attractiveness, knowledge, trustworthiness, familiarity, recognition, honesty, and congruence were

appealing (Wang & Liu, 2023). Companies spent heavily on celebrities to promote their brands. A celebrity endorsement may cost 10% (Hussain et al., 2023).

This study examined if Jakarta Mother of Pearl buyers repurchase following reliable endorsements. This study examined how brand equity and customer brand attitudes affected this relationship.

Customer reviews impact brand image, sales, and trust. Product, customer service, and pricing concerns can cause negative reviews. Mother of Pearl loses customers and market share with every bad review. In a competitive industry where brand reputation and customer loyalty matter, unfavorable reviews can impair brand equity.

Table 2. Customer Reviews of Mother of Pearl Products at Shopee

No	Reviews date	Product	Review
1.	2023-07-01	Microblur translucent loose powder	Fast packaging, good and fast response from the seller, fast delivery from the expedition, product packaging is safe and very neat. Finally i also tried mama ayang's loose powder, it turned out to be really good for my skin, i really happened to get a promotional price and a cosmetic product voucher so i really got it the price is quite low, hopefully next time there will be lots of promotions... I want to try other mop products too... Good luck, mop.
2.	2024-04-30	Microblur translucent loose powder	I'm really sorry, but the product really won the hype and went viral because it was reviewed by many beauty grams. But honest review, the powder is just ordinary. It's translucent but it actually gives a grey tint to my skin. Even though my skin isn't really brown, it's more olive yellow. There are many other powders that are more worth it. So don't always trust reviews from beauty gram!! Seller service is very good
3.	2022-12-16	Anti-cakey lock and smooth gripping primer	Affordable prices Second time purchasing Very good performance Fast delivery Suitable for make-up
4.	2024-05-30	Anti-cakey lock and smooth gripping primer	Thick and sticky texture Even though i already wanted to buy an mop, when i opened it, i found that the pump was stuck and looked like this. Cs asked if it could be exchanged or not, there was no clarity, always told to wait and change, cs kept giving solutions. Even though it's clear that all the solutions have been tried and the packaging really can't be closed and the pump is stuck and can't be pushed. I just asked can this be exchanged or not? If it doesn't work, okay, i'll just move it to another place, but this really depends on the cs, there's no clarity, instead it just keeps giving solutions that are already clear, everything has been tried with the previous cs.

Source: Shopee.co.id (2024)

Resolving these challenges can boost brand reputation, consumer confidence, and loyalty. By actively responding to negative comments, Mother of Pearl can maintain and acquire clients and grow despite online consumer complaints. Customers stopped impulsively purchasing and checked online reviews to avoid buying unnecessary items. The many-to-many nature, ease, lack of time and place constraints, anonymity, and other aspects of this online communication approach set it apart from WOM (Liao et al., 2023).

Based on the explanation on the background above, the urgency of this research will examine related to "The Influence of Celebrity Endorsement and Customer Reviews Towards Repurchasing Intention (Study on "Mother of Pearl" Users at Jakarta)".

II. LITERATURE REVIEW

The Theory of Planned Behavior (TPB), developed by Fishbein and Ajzen, is a framework used to predict and explain human behavior, particularly health behavior changes (Miller, 2013). TPB suggests that behavioral intention is the most immediate predictor of behavior (Hamilton et al., 2020). This theory posits that a person's intention to engage in a goal-oriented behavior is influenced by their attitudes, the subjective norms surrounding the behavior, and their perceived control over performing it (Alphonsa Jose & Sia, 2022). Macheka et al. (2023) used TPB to explain online purchasing behavior, finding that increased consumer perception of resource abundance heightened feelings of control, thereby increasing behavioral intentions. Studies by Kim, Han, and Lee (Macheka et al., 2023) have applied TPB to understand the factors influencing online shopping and to develop effective marketing strategies. This study examines repurchase intentions through the lens of TPB, considering how attitudes, subjective norms, and control factors impact consumers' intentions to repurchase.

III. RESEARCH METHODS

3.1 Research variable

A dependent variable is influenced by other circumstances and is thought to be caused by the presence of an independent variable. In research, the dependent variable should be the main focus as it already exists and plays a role in resolving research problems. In this study, the dependent variables are customer feedback and celebrity endorsements, which are being measured to understand their impact on the research outcomes. Additionally, a mediating variable hypothetically impacts the relationship between the independent and dependent variables. The mediating variables in this study are brand equity and attitude, which influence how the independent variable affects the dependent variables.

Independent variables are often called predictors, triggers, antecedents, or simply independent variables because they cause, affect, or give rise to dependent variables. In this study, the independent variable is repurchasing intention. It is considered independent because it is presumed to influence the dependent variables, such as customer feedback and celebrity endorsements, through the mediating variables like brand equity and attitude. Understanding the role of the independent variable is crucial for identifying the causal relationships within the research framework.

3.2 Population

A population is a group of comparable events, things, or people that a researcher uses to test and confirm a theory. Mother of Pearl customers over 18 are included in this survey. This study refers to Jakarta customers.

1) Woman & Man

2) Minimum age 18 years old
3) Have used or currently using products from Mother of Pearl
4) Lived in Jakarta

3.3 Sample

A sample is a subset of a population made up of multiple individuals. Purposive sampling was utilized in this investigation. Purposive sampling collects subjective data from a target group. With the number of questionnaires returned being 203. Then, the researchers used evaluation criteria using a knockout system from 203 respondents to 198 respondents by eliminating 5 respondents who did not fill out the questionnaire completely.

3.4 Data Types and Sources

1) Quantitative Data

Quantitative data is defined as data that is measurable and can be immediately measured as numerical variables or numbers. Quantitative data is displayed as numbers, but it can also take the form of numerical qualitative data.

2) Data Source

The research uses questionnaires to obtain primary and secondary data. Questionnaire responses provided primary data. This study measured celebrity endorsement, customer review, brand attitude, brand equity, and repurchasing intention using a questionnaire. Secondary data comes from books, notes, reports, journals, data, and archives, both published and unpublished.

3.5 Method of Collecting Data

A questionnaire is a research instrument consisting of a set of written questions aimed at eliciting responses from a specific group of individuals through informal conversations or by post. In this research, the questionnaire will include both open and closed questions. Open questions will gather respondents' personal data and information related to customers of Mother of Pearl, while closed questions will include predefined questions and answers provided by the researcher. The interval scale, ranging from 1 to 7, will be used to measure closed questions, allowing for the calculation of averages, standard deviations, statistical tests, parameters, and correlations. Additionally, a literature study, which involves researching and reading literature, notes, and reports relevant to the research subject, will be conducted to collect data and provide a theoretical foundation for the study.

3.6 Data Analysis Method

The data analysis method is one way used by researchers to capture the extent of the role of a variable in influencing other variables. The analytical tools used in this research include SPSS (Statistical Product and Service Solutions) for univariate analysis and SEM (Structural Equation Model) for multivariate analysis through AMOS (Haryono, 2017).

IV. RESULTS AND DISCUSSION

4.1 General description of research objects

In the last decade, makeup products in Indonesia have continued to develop and improve. In this research, we dive more onto the brand Mother of Pearl by Tasha Farasha and their genius marketing using celebrity endorsement and customer reviews to ignite

their customers repurchasing intent.

4.2 General Description of Respondents

4.2.1 Gender of Respondent

Table 3. Genders of Respondents

Gender	Total	Percentage
Female	152	76,8%
Male	46	23,2%
Total	**198**	**100%**

Source: Processed Primary Data (2024)

According to Table 3, 76.8% (152 respondents) were female and 23.2% (46 respondents) were male. According to this study, women consumed more Mother of Pearl.

4.2.2 Age of Respondent

Table 4. Ages of Respondents

Age	Total	Percentage
18 - 20 years old	16	8,1%
21 - 25 years old	66	33,3%
26 - 30 years old	79	39,9%
31 - 35 years old	24	12,1%
36 - 40 years old	9	4,5%
>40 years old	4	2%
Total	**198**	**100%**

Source: Processed Primary Data (2024)

The majority of responders, 39.9% (79), were aged 26–30, according to Table 4. The next 33.3% (66 respondents) were 21–25 years old. The third largest group was 31–35-year-olds (12.1%, 24 responses). Fourth, 8.1% (16 respondents) were 18–20 years old. The lowest category was those over 40 at 2% (4 responses), whereas those 36 to 40 were 4.5% (9 respondents). This survey shows that Mother of Pearl purchasers in Jakarta are mostly 26–30 years old.

4.2.3 Jobs of Respondent

Table 5. Jobs of Respondents

Jobs	Total	Percentage
Student	43	21,7%
PNS/TNI/POLRI	24	12,1%
Private Sector Employees	95	48%
Entrepreneur	30	15,2%
Others	6	3%
Total	**198**	**100%**

Source: Processed Primary Data (2024)

Table 5 shows that 48% of respondents (95 respondents) work in the private sector. At 21.7% (43 respondents), students are second, followed by entrepreneurs at 15.2% (30 respondents). Government employees (PNS/TNI/POLRI) make up 12.1% (24 respondents), and other jobs make up 3% (6 respondents). According to this report, most Mother of Pearl users in Jakarta work in the private sector.

4.2.4 Monthly income of Respondent

Table 6. Monthly Incomes of Respondents

Income range	Total	Percentage
<Rp1.000.000	17	8,6%
Rp1.000.000 - rp5.000.000	122	61,6%
Rp5.000.000 - rp10.000.000	45	22,7%
>Rp10.000.000	8	4%
No income	6	3%
Total	**198**	**100%**

Source: Processed Primary Data (2024)

According to Table 6, 61.6% of respondents and 122 participants earn between Rp1.000.000 and Rp5.000.000 each month. Additionally, 22.7% of respondents—45 people—earn Rp5.000.000 to Rp10.000.000 weekly. Another 8.6%, 17 respondents, earn less Rp1,000,000 8 respondents (4%), earn more than Rp10.000.000 monthly. Finally, 3% (6 persons) reported no income. The study indicated that most Jakarta Mother of Pearl clients earn between Rp1.000.000 and Rp5.000.000 per month.

4.2.5 Frequency of purchasing makeup

Table 7. Frequency of Respondents in Purchasing Makeup

Purchase frequency	Total	Percentage
1-5 times	131	66,2%
6-10 times	58	29,3%
>10 times	9	4,5%
Total	**198**	**100%**

Source: Processed Primary Data (2024)

Table 7 shows that 66.2% of 131 participants bought makeup 1–5 times each month. 29.3% (58 respondents) bought makeup 6–10 times, and 4.5% (9 respondents) bought it more than 10 times. This survey indicated that Jakarta Mother of Pearl buyers bought the product 1–5 times per month.

4.3 Analysis of Respondent Answer Index

4.3.1 Answer Index Analysis of Celebrity Endorsement

The celebrity endorsement variable in this research is measured using 5 indicators, namely attractiveness, knowledgeable, experienced, honest, and credible and/or convincing. The assessment calculation for each celebrity endorsement indicator is calculated from the answers to closed questions on the questionnaire. Each indicator has a value which is the result of descriptive statistics using the index number calculation technique described in the following table:

Table 8. Results of Respondents' Responses to Celebrity Endorsement

Indicator	Score							Index (%)	Category
	1	2	3	4	5	6	7		
CE1	0	0	3	19	61	72	43	81%	High
CE2	0	0	5	15	65	77	36	80%	High
CE3	0	0	6	21	57	68	46	81%	High
CE4	0	0	4	17	61	69	47	81%	High

CE5	0	0	5	20	60	74	39	80%	High
			Average					**81%**	**High**

Source: Processed primary data (2024)

Table 8 shows that celebrity beauty has an index value of 81%. The indicator of celebrity knowledge has an index value of 80%, followed by experience and honesty at 81%. Credibility/convincing has an 80% index value. These five factors give the celebrity endorsement variable an 81% average index value.

4.3.2 Answer Index Analysis of Customer Review

The customer review variable in this study is assessed through 5 specific indicators:

1) Online customer reviews facilitate my decision-making process for purchasing makeup products.
2) Online customer reviews have improved my effectiveness in making decisions about makeup products.
3) The last time I read online reviews, I followed consumers' recommendations regarding makeup products.
4) Information from online reviews enhances my knowledge of makeup products.
5) Online reviews have motivated me to decide to purchase makeup products.

Each indicator's assessment is derived from closed-ended questions on the questionnaire, calculated using descriptive statistics and the index number calculation method as outlined in the table below:

Table 9. Results of Respondents' Responses to Customer Review

Indicator	Score							Index (%)	Category
	1	2	3	4	5	6	7		
CR1	0	0	5	18	60	71	44	81%	High
CR2	0	0	3	20	54	77	44	81%	High
CR3	0	0	5	18	60	72	43	81%	High
CR4	0	0	2	21	57	59	59	82%	High
CR5	0	0	4	21	63	71	39	80%	High
			Average					**84%**	**High**

Source: Processed primary data (2024)

Table 9 shows that the first, second, and third indicators have high index values of 81%. The fourth indication has the highest index at 82%. Finally, the fifth indicator has the lowest index value among high variables, 80%. Thus, across all five variables, the average index value for the customer review variable is 81%, demonstrating that online customer reviews strongly impact makeup purchase decisions.

4.3.3 Answer Index Analysis of Attitude towards the Brand

The attitude towards the brand variable in this study is assessed using six indicators: whether my preferred makeup brand meets my expectations, ensures satisfaction, avoids disappointment, whether I trust XYZ Corporation, and if XYZ Corporation makes truthful claims. The assessment for each indicator is derived from responses to closed-ended questions on the questionnaire. Each indicator is evaluated

using descriptive statistics and an index number calculation method outlined in the table provided:

Table 10. Results of Respondents' Responses to Attitude towards the Brand

Indicator	Score							Index (%)	Category
	1	2	3	4	5	6	7		
ATT1	0	0	4	19	59	74	42	81%	High
ATT2	0	0	3	21	53	72	49	82%	High
ATT3	0	0	3	19	61	73	42	81%	High
ATT4	0	0	5	18	62	70	43	81%	High
ATT5	0	0	3	19	54	73	49	82%	High
Average								**81%**	**High**

Source: Processed primary data (2024)

According to Table 10, the first, third, and fourth indicators have an index value of 81%, making them high. Additionally, the second and fifth indications have an index value of 82%, the highest and also high. Thus, the average index value across these five variables for brand attitude is 81%, indicating a high level of positivity.

4.3.4 Answer Index Analysis of Brand Equity

Brand equity in this study is evaluated through five metrics: brand awareness, brand associations, perceived quality, brand image, and brand loyalty. Each metric's evaluation is based on responses from closed-ended questions in the survey, and their respective values are determined using descriptive statistics employing an index number calculation method outlined in the accompanying table:

Table 11. Results of Respondents' Responses to Brand Equity

Indicator	Score							Index (%)	Category
	1	2	3	4	5	6	7		
BE1	0	0	0	11	71	76	40	82%	High
BE2	0	0	0	19	57	72	50	82%	High
BE3	0	0	3	13	64	86	32	81%	High
BE4	0	0	3	15	57	70	53	83%	High
BE5	0	0	2	17	59	80	40	81%	High
Average								**82%**	**High**

Source: Processed primary data (2024)

Based on the findings from table 11, brand awareness and brand association both exhibit an index value of 82%, placing them in the high category. Perceived quality and brand loyalty, each with an index value of 81%, also fall within the high category, albeit at the lower end. Brand image stands out with an index value of 83%, the highest among the indicators, solidifying its place in the high category. Overall, the average index value of the brand equity variable across these indicators is 82%, maintaining its status in the high category.

4.3.5 Answer Index Analysis of Repurchasing Intention

The repurchasing intention variable in this research is measured using 5 indicators, namely:

1. I will keep using this product over others
2. I always prioritize using this product for future use

3. I will keep using this product, although other brands are more famous
4. I will remain loyal to this product without thinking of other competitors
5. If there is a shortage of product, I do not directly switch brands

The evaluation of each repurchasing intent indicator is derived from responses to closed questions on the questionnaire. Each indicator's value is determined through descriptive statistical analysis using the index number calculation method outlined in the table below:

Table 12. Results of Respondents' Responses to Repurchasing Intention

Indicator	Score							Index (%)	Category
	1	2	3	4	5	6	7		
RI1	0	0	8	24	59	69	38	79%	High
RI2	0	1	8	26	60	56	47	79%	High
RI3	0	0	5	27	52	71	43	90%	High
RI4	0	1	8	29	56	62	42	78%	High
RI5	0	0	6	21	60	68	43	80%	High
Average								**79%**	**High**

Source: Processed primary data (2024)

Based on the data in table 12, it is clear that the first and second categories have index values of 79%, placing them in the high group. The third indication stands out with an index value of 90%, the highest among high-category indicators. The fourth category has an index value of 78%, which is the lowest of the high categories but still within them. Finally, the fifth category has an index value of 80%, which falls into the high category. Thus, across these five categories, the average index value for the repurchasing intention variable is 79%, suggesting it belongs to the high group.

4.4 SEM Analysis

4.4.1 Confirmatory Factor Analysis (CFA) Test

Confirmatory Factor Analysis (CFA) tests confirm indicator components that constitute a factor or latent construct. Thus, confirmatory component analysis analyses the study model's latent variables' dimensions. The CFA test was done independently for exogenous and endogenous components. A confirmatory factor analysis of the five latent variables in this study is:

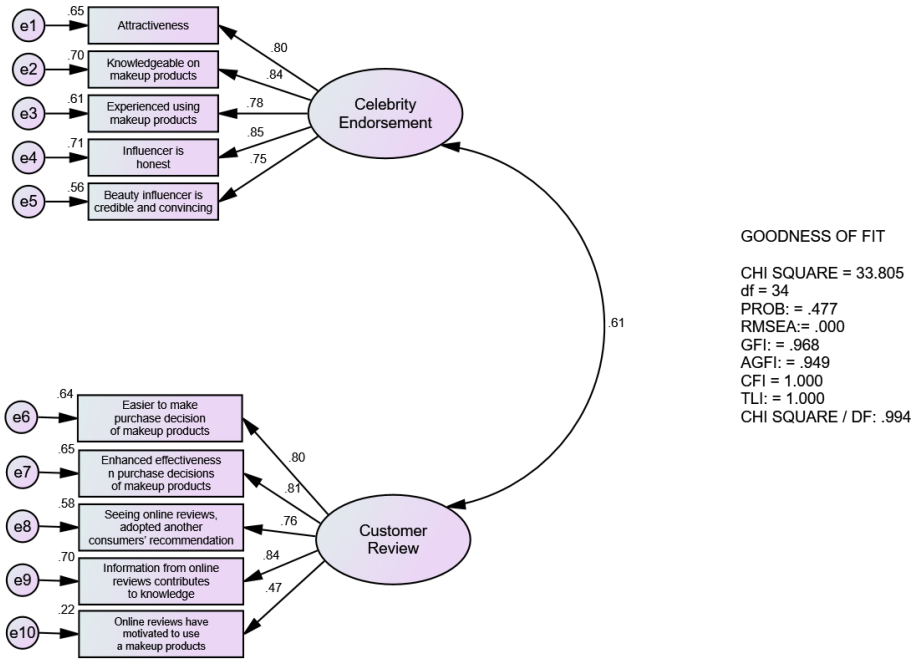

Figure 4. Confirmatory Factor Analysis of Exogeneous Variables
Source: Output SEM with AMOS 24 (2024)

4.4.2 CFA Test of Exogenous Variables

The Chi-square value is 33.805, with a significance level of 0.477 (p-value > 0.05). This suggests that the model utilized is widely accepted. Furthermore, additional measurement indices such as GFI (0,968), AGFI (0,949), TLI (1,000), CFI (1,000), and RMSEA (0,000) fall within the predicted value range. Thus, it may be stated that the SEM model feasibility test fulfilled the acceptance criteria.

Table 13. Confirmatory Factor Analysis of Exogenous Models

			Estimate
CE1	<---	Celebrity endorsement	0.803
CE2	<---	Celebrity endorsement	0.837
CE3	<---	Celebrity endorsement	0.781
CE4	<---	Celebrity endorsement	0.845
CE5	<---	Celebrity endorsement	0.750
CR1	<---	Customer review	0.798
CR2	<---	Customer review	0.809
CR3	<---	Customer review	0.759
CR4	<---	Customer review	0.839
CR5	**<---**	**Customer review**	**0.468**

Source: Output SEM with AMOS 24 (2024)

One of the loading variables (regression weight estimates) has a value less than 0.50 (CR5). This means that CR5 is unable to adequately support the Customer Review construct. As a result, the adjustment to the Customer Review construct will omit CR5 as an indication, and CFA will be performed again.

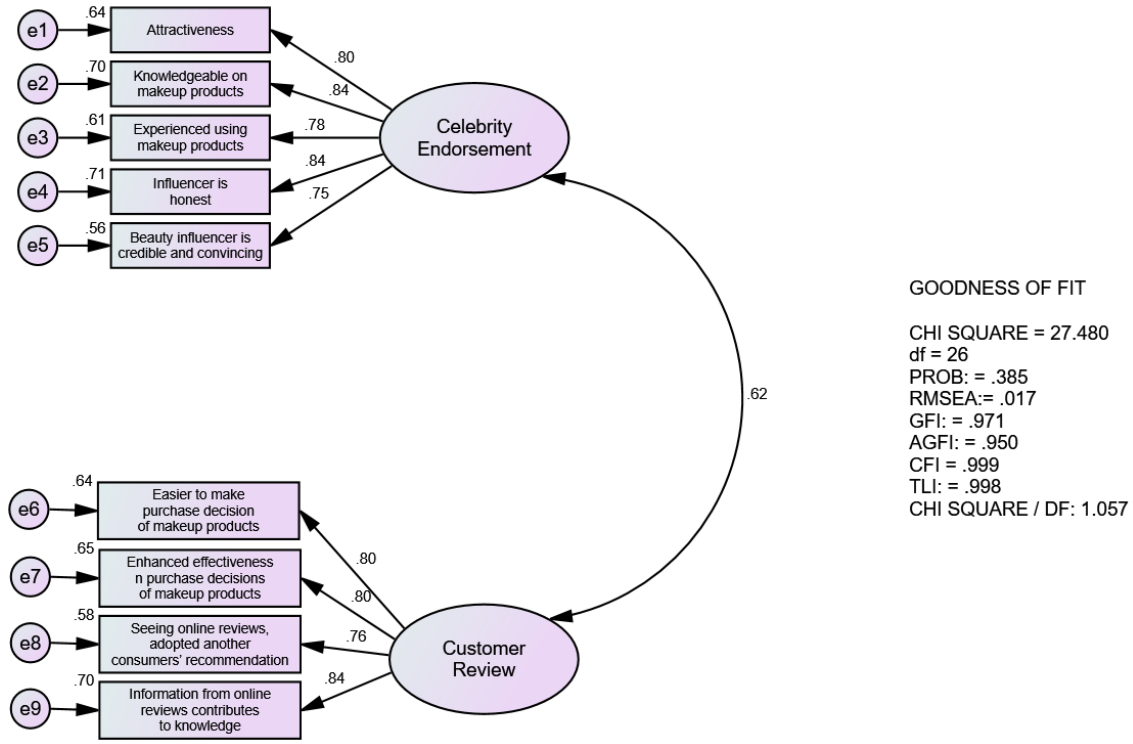

Figure 5. Confirmatory Factor Analysis of Exogeneous Variables (Revised)
Source: Output SEM with AMOS 24 (2024)

According to Figure 5, the exogenous model comprises two variables: celebrity endorsement (X1) and customer review (X2). The goodness of fit criteria includes Chi-Square (χ2), significance probability, CMIN/DF, GFI, AGFI, RMSEA, TLI, and CFI. The revised results of the exogenous CFA indicate a good fit, as presented in the table below.

Table 14. Confirmatory Factor Analysis of Exogenous Models (Revised)

			Estimate
CE1	<---	Celebrity endorsement	0.803
CE2	<---	Celebrity endorsement	0.838
CE3	<---	Celebrity endorsement	0.781
CE4	<---	Celebrity endorsement	0.845
CE5	<---	Celebrity endorsement	0.750
CR1	<---	Customer review	0.801
CR2	<---	Customer review	0.804
CR3	<---	Customer review	0.760
CR4	<---	Customer review	0.839

Source: Output SEM with AMOS 24 (2024)

Based on the revised results in table 14 above, all of the loading factors (regression weight estimates) indicate values above 0.50, with the lowest loading factor being 0.750 and the highest 0.845.

Table 15. Implied correlation matrix of exogeneous variable (Revised)

	Customer review	Celebrity endorsement
Customer review	1.000	
Celebrity endorsement	0.616	1.000
CR1	0.801	0.494
CR2	0.804	0.495
CR3	0.760	0.468
CR4	0.839	0.517
CE1	0.495	0.803
CE2	0.516	0.838
CE3	0.481	0.781
CE4	0.521	0.845
CE5	0.462	0.750

Source: Processed primary data (2024)

The assessment of the measurement model reveals that the loading factors exceed 0.50, indicating strong convergent validity for these variables. Additionally, the loading factor values in cross-loading scenarios are higher compared to those for other constructs, demonstrating adequate discriminant validity for the construct.

4.4.3 CFA Test of Endogenous Variable Constructs

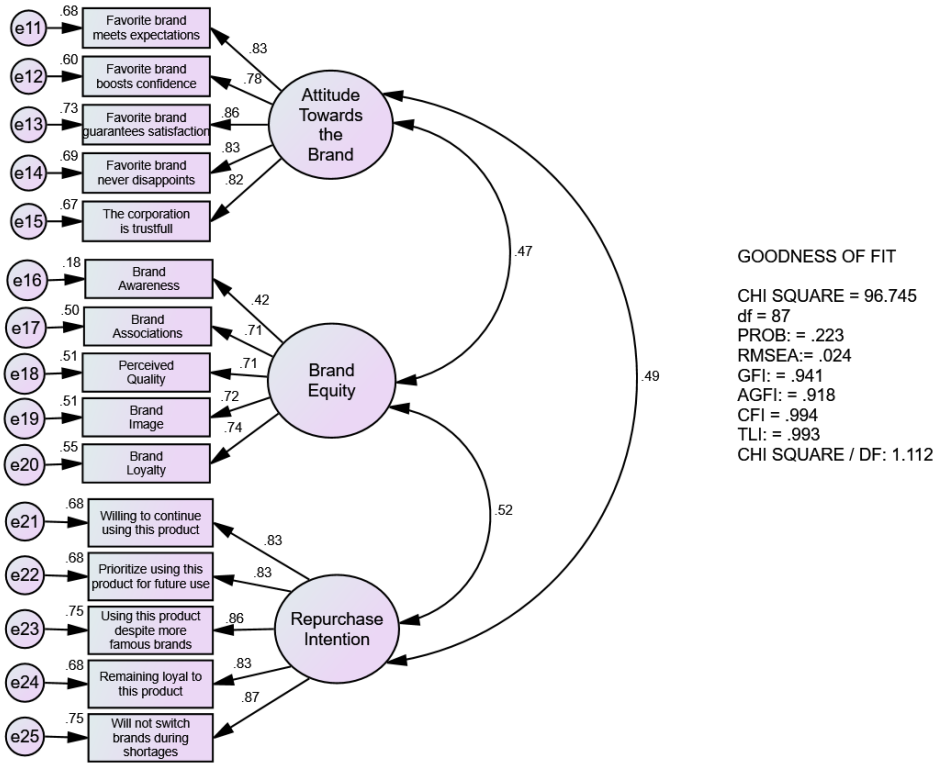

Figure 6. Confirmatory Factor Analysis of Endogenous Variables
Source: Output SEM with AMOS 24 (2024)

Table 16. Confirmatory Factor Analysis of Endogenous Models

			Estimate
ATT1	<---	Attitude Towards the Brand	0.826
ATT2	<---	Attitude Towards the Brand	0.778
ATT3	<---	Attitude Towards the Brand	0.857
ATT4	<---	Attitude Towards the Brand	0.829
ATT5	<---	Attitude Towards the Brand	0.820
BE1	**<---**	**Brand equity**	**0.420**
BE2	<---	Brand equity	0.709
BE3	<---	Brand equity	0.712
BE4	<---	Brand equity	0.715
BE5	<---	Brand equity	0.745
RI1	<---	Repurchase intention	0.825
RI2	<---	Repurchase intention	0.826
RI3	<---	Repurchase intention	0.865
RI4	<---	Repurchase intention	0.825
RI5	<---	Repurchase intention	0.865

Source: Output SEM with AMOS 24 (2024)

The chi-square value is 96.745 with a significance level of 0.223 (p-value > 0.05), indicating that the model used is well-accepted. Additionally, other indices such as GFI

(0.941), AGFI (0.918), TLI (0.993), CFI (0.994), and RMSEA (0.024) are within expected ranges. This confirms that the feasibility test for the SEM model meets acceptance criteria.

One of the loading factors (BE1), with a value below 0.50, indicates inadequate support for the Brand Equity construct. Therefore, BE1 will be excluded as an indicator, and a new CFA will be conducted.

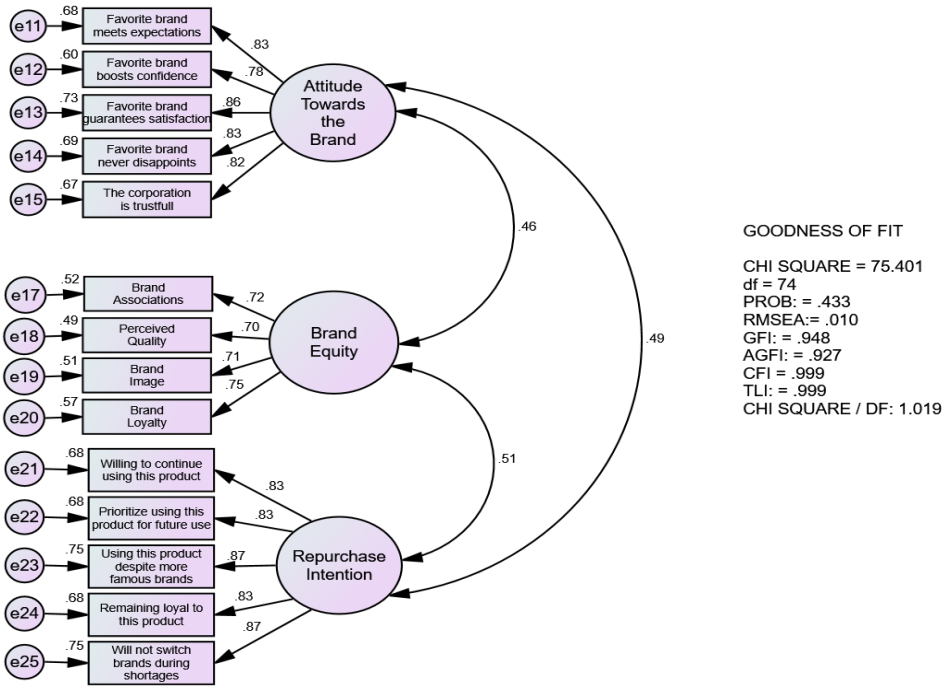

Figure 7. Confirmatory Factor Analysis of Endogenous Variables (Revised)
Source: Output SEM with AMOS 24 (2024)

Table 17. Confirmatory Factor Analysis of Modified Endogenous Model (Revised)

			Estimate
ATT1	<---	Attitude Towards the Brand	0.826
ATT2	<---	Attitude Towards the Brand	0.778
ATT3	<---	Attitude Towards the Brand	0.857
ATT4	<---	Attitude Towards the Brand	0.829
ATT5	<---	Attitude Towards the Brand	0.820
BE2	<---	Brand equity	0.722
BE3	<---	Brand equity	0.700
BE4	<---	Brand equity	0.712
BE5	<---	Brand equity	0.754
RI1	<---	Repurchase intention	0.826
RI2	<---	Repurchase intention	0.826
RI3	<---	Repurchase intention	0.865
RI4	<---	Repurchase intention	0.825
RI5	<---	Repurchase Intention	0.865

Source: Output SEM with AMOS 24 (2024)

After excluding BE1, the chi-square value is 75.401 with a significance level of 0.433 (p-value > 0.05), indicating that the model is well-accepted. Additionally, indices such as GFI, AGFI, TLI, CFI, and RMSEA fall within the expected ranges. This confirms that the SEM model feasibility test meets the acceptance criteria. All loading factors (regression weight estimates) are above 0.50, with the lowest loading factor value being 0.700 and the highest being 0.865.

Table 18. Implied correlation matrix of endogenous variables (Revised)

	Repurchase intention	Brand equity	Attitude towards the brand
Repurchase intention	1.000		
Brand equity	0.514	1.000	
Attitude towards the brand	0.489	0.463	1.000
RI1	0.826	0.424	0.404
RI2	0.826	0.425	0.404
RI3	0.865	0.445	0.423
RI4	0.825	0.424	0.404
RI5	0.865	0.445	0.423
BE2	0.371	0.722	0.334
BE3	0.360	0.700	0.324
BE4	0.366	0.712	0.330
BE5	0.388	0.754	0.349
ATT1	0.404	0.383	0.826
ATT2	0.380	0.360	0.778
ATT3	0.419	0.397	0.857
ATT4	0.406	0.384	0.829
ATT5	0.401	0.380	0.820

Source: Processed primary data (2024)

The evaluation of the measurement model indicates that the loading factor values exceed 0.50. This demonstrates that these variables possess strong convergent validity. In addition, the loading factor value in cross loading is higher compared to other constructs. This suggests that the notion possesses discriminant validity.

4.4.4 Structural Test

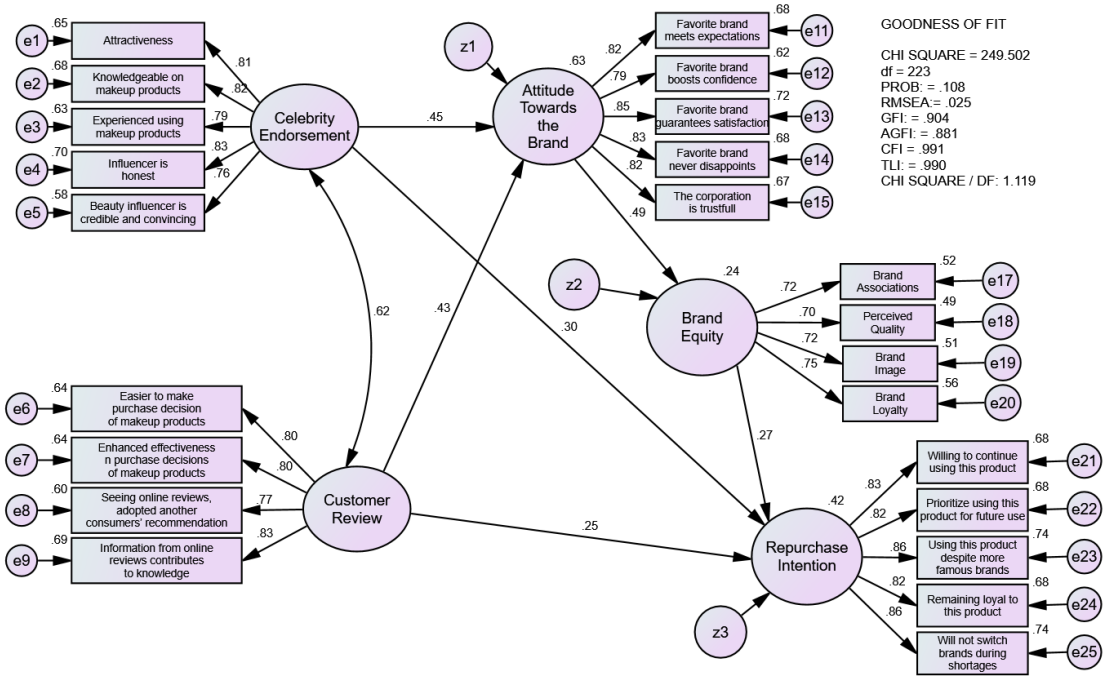

Figure 8. Confirmatory Factor Analysis of Full Model
Source: Output SEM with AMOS 24 (2024)

The results of the model fit test, as shown in table 17, indicate a chi-square value of 249,502. This value is higher than the critical chi-square value from the table, with a significance level (α) of 0.05 and degrees of freedom (df) equal to 223. The results of additional model fit tests have satisfied the predetermined cut-off values set by the GFI (0.904), TLI (0.990), CFI (0.991), and RMSEA (0.025). Due to the AGFI values being smaller than the cut-off value, it falls into the marginal category.

Table 19. Regression Weights Confirmatory Factor Analysis

			Estimate	S.E.	C.R.	P	Label
Attitude towards The brand	<---	Celebrity endorsement	0.481	0.086	5.625	***	par_1
Attitude towards The brand	<---	Customer review	0.433	0.08	5.439	***	par_2
Brand equity	<---	Attitude towards the brand	0.416	0.072	5.769	***	par_3
Repurchase intention	<---	Brand equity	0.341	0.101	3.369	***	par_22
Repurchase intention	<---	Celebrity endorsement	0.335	0.101	3.31	***	par_23
Repurchase intention	<---	Customer review	0.264	0.1	2.641	0.008	par_24

Source: Output SEM with AMOS 24 (2024)

Celebrity endorsement positively affects brand attitudes according to the equation. Customer reviews and celebrity endorsement both positively affect brand attitude and repurchase intention. Repurchase intent is directly linked to customer reviews. Another finding indicated that brand equity and attitude are positively correlated. Brand equity

and repurchasing intention are similar. Table 19 shows that all indicators fulfil criteria with critical ratios larger than 1.96. This suggests that the structural equation modelling (SEM) model used for the data captures the causal relationship of the elements.

4.4.5 Sample Size

Samples are utilized in research as a means to gather data and make informed decisions. This study utilized a total of 198 samples.

4.4.6 Residual Normality Test

Table 20. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
RI5	3	7	-0.412	-2.365	-0.356	-1.023
RI4	2	7	-0.428	-2.461	-0.375	-1.077
RI3	3	7	-0.395	-2.269	-0.608	-1.745
RI2	2	7	-0.441	-2.536	-0.418	-1.202
RI1	3	7	-0.423	-2.429	-0.338	-0.972
BE2	4	7	-0.241	-1.384	-0.867	-2.490
BE3	3	7	-0.393	-2.259	0.100	0.287
BE4	3	7	-0.442	-2.538	-0.361	-1.037
BE5	3	7	-0.339	-1.946	-0.327	-0.938
ATT1	3	7	-0.411	-2.359	-0.286	-0.820
ATT2	3	7	-0.425	-2.442	-0.493	-1.416
ATT3	3	7	-0.342	-1.965	-0.403	-1.159
ATT4	3	7	-0.404	-2.322	-0.305	-0.877
ATT5	3	7	-0.422	-2.426	-0.438	-1.258
CR1	3	7	-0.433	-2.489	-0.273	-0.784
CR2	3	7	-0.429	-2.464	-0.371	-1.066
CR3	3	7	-0.436	-2.503	-0.251	-0.722
CR4	3	7	-0.344	-1.978	-0.796	-2.286
CE1	3	7	-0.342	-1.965	-0.453	-1.301
CE2	3	7	-0.435	-2.501	0.004	0.010
CE3	3	7	-0.447	-2.565	-0.373	-1.071
CE4	3	7	-0.412	-2.364	-0.351	-1.008
CE5	3	7	-0.402	-2.308	-0.281	-0.807
Multivariate					7.590	1.575

Source: Processed primary data (2024)

All observed variables exhibit a normal distribution of skewness and kurtosis for their critical values. A critical value of +2.58 indicates a distribution that is regularly distributed. However, the findings of the multivariate normality test indicate a CR value of 1.575. A multivariate value with a normality lower than 2.58 is considered acceptable.

4.4.7 Outlier Test

An Outliers are data observations that differ dramatically from the rest of the data. Anomalies can affect composite or individual variables. This study has outliers that deviate from the normal distribution. To fix this, outliers are trimmed to make the data

normal. Multivariate outliers can be found using Mahalanobis distance. Appendix I contains Mahalanobis distance values from all research data.

4.4.8 Multicollinearity and Singularity Test

The covariance matrix determinant can find multicollinearity or singularity. Multicollinearity and singularity occur when the covariance matrix determinant is 0. Before data preprocessing, AMOS returns 0.755 for sample covariance matrix determinant. Multicollinearity occurs when sample correlation is below 0.90. Analysis found no multicollinearity or singularity, as shown in Appendix II. Since this research has no multicollinearity or singularity concerns, its data is usable.

4.4.9 Convergent Validity Test

Convergent validity can be assessed by checking the research measuring model to see if each predicted indicator appropriately measures the notion under study. A convergent validity test is needed to determine a study's considerable indicator variance. Convergent validity assessment results:

Table 21. Validity Test with Convergent Validity Test

			Estimate	S.E.	C.R.	P	Label
Attitude Towards The Brand	<--	Celebrity endorsement	0.481	0.086	5.625	***	par_1
Attitude Towards The Brand	<--	Customer review	0.433	0.08	5.439	***	par_2
Brand Equity	<--	Attitude towards the brand	0.416	0.072	5.769	***	par_3
Repurchase Intention	<--	Brand equity	0.341	0.101	3.369	***	par_22
Repurchase Intention	<--	Celebrity endorsement	0.335	0.101	3.31	***	par_23
Repurchase Intention	<--	Customer review	0.264	0.1	2.641	0.008	par_24
CE5	<--	Celebrity Endorsement	1				
CE4	<--	Celebrity Endorsement	1.095	0.09	12.111	***	par_4
CE3	<--	Celebrity Endorsement	1.09	0.094	11.581	***	par_5
CE2	<--	Celebrity Endorsement	1.032	0.086	11.935	***	par_6
CE1	<--	Celebrity Endorsement	1.042	0.089	11.66	***	par_7
CR4	<--	Customer Review	1.062	0.084	12.651	***	par_8
CR3	<--	Customer Review	0.958	0.083	11.602	***	par_9
CR2	<--	Customer Review	0.969	0.082	11.876	***	par_10
CR1	<--	Customer Review	1				
ATT5	<--	Attitude Towards the Brand	1				
ATT4	<--	Attitude Towards the Brand	1.029	0.076	13.519	***	par_11
ATT3	<--	Attitude towards The brand	1.018	0.072	14.109	***	par_12
ATT2	<--	Attitude towards The brand	0.976	0.078	12.514	***	par_13
ATT1	<--	Attitude towards The brand	0.999	0.074	13.472	***	par_14
BE5	<--	Brand equity	1				
BE4	<--	Brand equity	1.013	0.115	8.778	***	par_15

			Estimate	S.E.	C.R.	P	Label
BE3	<--	Brand equity	0.893	0.1	8.937	***	par_16
BE2	<--	Brand equity	0.981	0.111	8.871	***	par_17
RI1	<--	Repurchase intention	1				
RI2	<--	Repurchase intention	1.093	0.079	13.894	***	par_18
RI3	<--	Repurchase intention	1.052	0.071	14.749	***	par_19
RI4	<--	Repurchase intention	1.064	0.077	13.74	***	par_20
RI5	<--	Repurchase intention	1.024	0.07	14.707	***	par_21

Source: SEM output with AMOS 24 (2024)

4.4.10 Reliability Test

The reliability of construct indicators depends on how well they measure a shared notion or feature. High dependability matches indicators to general event measures. Dependability exceeds 0.70. Additional construct dependability measures include variance extraction. Required minimum is 0.50. Reliability tests verify variable measurement consistency. Dependability was measured by construct reliability. 0.50 lowers variance, 0.70 boosts reliability. All metrics in Table 22 met criteria. Indications work.

Table 22. Reliability and Variance Extract

Variable	λ	λ ²	1 – Σλ ²	Reliability	Var Extract
Celebrity Endorser					
CE1	0.809	0.654	0.346	0.902	0.648
CE2	0.823	0.677	0.323		
CE3	0.794	0.630	0.370		
CE4	0.835	0.697	0.303		
CE5	0.762	0.581	0.419		
Σλ	4.023	3.240	1.760		
(Σλ) ²	16.185				
Customer Review					
CR1	0.802	0.643	0.357	0.878	0.643
CR2	0.799	0.638	0.362		
CR3	0.772	0.596	0.404		
CR4	0.833	0.694	0.306		
Σλ	3.206	2.571	1.429		
(Σλ) ²	10.278				
Attitude_Towards_the_Brand					
ATT1	0.824	0.679	0.321	0.912	0.674
ATT2	0.787	0.619	0.381		
ATT3	0.851	0.724	0.276		
ATT4	0.827	0.684	0.316		
ATT5	0.816	0.666	0.334		
Σλ	4.105	3.372	1.628		
(Σλ) ²	16.851				
Brand Equity					
BE2	0.723	0.523	0.477	0.814	0.522
BE3	0.699	0.489	0.511		
BE4	0.716	0.513	0.487		
BE5	0.751	0.564	0.436		
Σλ	2.889	2.088	1.912		
(Σλ) ²	8.346				
Repurchase Intention					
RI1	0.825	0.681	0.319	0.922	0.704

RI2	0.822	0.676	0.324
RI3	0.861	0.741	0.259
RI4	0.823	0.677	0.323
RI5	0.862	0.743	0.257
Σλ	4.193	3.518	1.482
(Σλ) ²	17.581		

Source: Output SEM with AMOS 24 (2024)

4.4.11 Residual Value Test

The residual value test measurement in this investigation involved examining the standardized residual covariance value, which needed to be below 2.58. It is evident from Appendix III that this model is highly proficient and satisfactory for research purposes.

4.4.12 Hypothesis test

Hypothesis testing requires an appropriate model in research. Hypothesis testing entails evaluating and interpreting hypothesized parameters. To support the hypothesis, the critical value (C.R.) must exceed 1.96 and the significant value must be below α = 0.05. The following data approximates hypothesis testing results:

Table 23. Regression Weight Structural Equational

			Estimate	S.E.	C.R.	P	Evaluation
Attitude Towards The Brand	<---	Celebrity Endorsement	0.481	0.086	5.625	***	Accepted
Attitude Towards The Brand	<---	Customer Review	0.433	0.08	5.439	***	Accepted
Brand Equity	<---	Attitude towards The brand	0.416	0.072	5.769	***	Accepted
Repurchase Intention	<---	Brand equity	0.341	0.101	3.369	***	Accepted
Repurchase Intention	<---	Celebrity Endorsement	0.335	0.101	3.31	***	Accepted
Repurchase Intention	<---	Customer review	0.264	0.1	2.641	0.008	Accepted

Source: Output SEM with AMOS 24 (2024)

4.4.13 Analysis of Direct Effect, Indirect Effect and Total Effect

Table 24. Direct effect, Indirect Effect and Total Effect

	Customer review	Celebrity endorsement	Attitude towards the brand	Brand equity	Repurchase intention
Direct Effect					
Attitude Towards The Brand	0.432	0.452	0	0	0
Brand Equity	0	0	0.487	0	0
Repurchase Intention	0.247	0.295	0	0.273	0
Indirect Effect					
Attitude Towards The Brand	0	0	0	0	0

Brand Equity	0.210	0.220	0	0	0
Repurchase Intention	0.057	0.060	0.133	0	0
Total Effect					
Attitude Towards The Brand	0.432	0.452	0	0	0
Brand Equity	0.210	0.220	0.487	0	0
Repurchase Intention	0.304	0.355	0.133	0.273	0

Source: Output SEM with AMOS 24 (2024)

Attitude Towards the Brand influences Brand Equity the most, 48.7% (0.487). Then 45.2% (0.452) of brand attitude is influenced by celebrity endorsement. 43.2% (0.432) of brand attitudes are influenced by customer reviews. Brand Equity affects Repurchasing Intention 27,3% (0.273). Celebrity endorsement increases repurchasing intention by 35.5% (0.355). Customer Reviews affect Repurchasing Intention by 30,4% (0.304). Then celebrity endorsement affects brand equity by 22% (0.220). Customer Reviews impacts Brand Equity by 21% (0.210). Finally, Brand Attitude affects Repurchasing Intention the least at 13.3% (0.133).

Research indicates 0.092 and 0.083 correlations between endorsements, customer reviews, and repurchase intention. Repurchases of Mother of Pearl products are more influenced by celebrities than customer feedback. Significant data in all direct causal route segments support this.

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

The research titled "The Influence of Celebrity Endorsement and Customer Reviews Towards Repurchasing Intention (Study On 'Mother of Pearl' Users at Jakarta)" yielded several significant findings. Firstly, all hypotheses (Ha) in this study were accepted. This indicates that Celebrity Endorsement has a significant positive effect on Attitude Towards the Brand Mother of Pearl, Customer Reviews has a significant positive effect on Attitude Towards the Brand Mother of Pearl, Celebrity Endorsement has a significant positive effect on Repurchasing Intention Mother of Pearl, Customer Reviews has a significant positive effect on Repurchasing Intention Mother of Pearl, Attitude Towards the Brand has a significant positive effect on Brand Equity of Mother of Pearl, and Brand Equity has a significant positive effect on Repurchasing Intention of Mother of Pearl. Additionally, it was found that the variable with the greatest influence on Repurchasing Intention is Celebrity Endorsement.

Furthermore, the study revealed that the direct influence of independent variables on Repurchasing Intention is more substantial than the indirect influence through mediating variables. Specifically, the results showed that the direct influence has a higher value compared to the indirect influence. Consequently, it can be concluded that the variables Attitude Towards the Brand and Brand Equity have less influence as mediating variables compared to the direct effect of Celebrity Endorsement and Customer Reviews on Repurchasing Intention.

5.2 Theoretical Implication

This study's application of the Theory of Planned Behavior (TPB) illuminates consumer behavior in the cosmetics industry, particularly how celebrity endorsements and customer reviews influence repurchasing intentions. The research emphasizes that

attitude significantly impacts consumer behavior, with positive celebrity endorsements and customer reviews strongly enhancing buyers' intentions to repurchase Mother of Pearl products, thereby supporting the TPB assertion that targeted marketing can alter consumer perceptions and increase purchase intentions. Additionally, celebrity endorsements highlight the role of subjective norms, as TPB suggests that social pressure significantly shapes behavioral intentions. Credible and relatable celebrity endorsements can create social norms that encourage product purchases, enhancing a brand's social acceptability and repurchase intentions. Moreover, customer reviews reflect perceived behavioral control, where positive reviews reduce uncertainty and reassure potential buyers about a product's quality and effectiveness, increasing their confidence and likelihood to repurchase. This study also advances TPB by integrating electronic word-of-mouth (eWOM), demonstrating how subjective norms and perceived behavioral control evolve in digital marketing. Overall, the study supports and expands TPB, highlighting the influence of attitude, subjective norms, and perceived behavioral control on repurchase intentions, and underscores the importance of strategically leveraging these elements through celebrity endorsements and positive customer reviews to influence consumer behavior.

5.3 Managerial Implication

This research suggests several managerial adjustments for Mother of Pearl makeup to boost repurchasing intention. Firstly, Mother of Pearl should encourage satisfied customers to leave reviews across various platforms to increase ratings. This could include incentivizing feedback from discounted or gifted customers and addressing criticism to demonstrate a commitment to improvement. Secondly, celebrity endorsements can enhance repeat sales; hence, Mother of Pearl should select endorsers who align with the company's values and appeal to the target audience. Regular product use and social media promotion by celebrities can further boost the brand's image. Lastly, enhancing the critical client experience by improving both digital and physical shopping experiences is vital. Key areas include customer service, checkout processes, and website usability. Implementing reward schemes that offer points, prizes, and early product access can also drive recurring purchases and enhance customer satisfaction.

5.4 Suggestion

Due to the limitations of this research, several suggestions for further research are recommended. Firstly, this study provides a basic empirical view that can be expanded and explored more comprehensively through qualitative research. Secondly, as this research collected responses via an online questionnaire over a short period, future research should consider using an intrapersonal approach with direct questionnaires over a longer data collection period to achieve more optimal results.

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APPENDIX I
MAHALANOBIS DISTANCE RESULTS

Observation number	Mahalanobis d-squared	p1	p2
196	42.992	0.007	0.748
121	41.21	0.011	0.652
163	38.67	0.022	0.802
107	38.481	0.023	0.656
91	37.654	0.028	0.644
186	37.521	0.029	0.502
65	36.283	0.039	0.645
119	36.143	0.04	0.535
95	35.337	0.048	0.617
138	35.107	0.051	0.552
188	35.052	0.051	0.44
76	33.9	0.067	0.673
187	33.836	0.068	0.583
198	33.788	0.068	0.486
73	33.631	0.071	0.429
112	32.493	0.09	0.715
193	32.382	0.092	0.661
106	32.182	0.096	0.639
113	32.101	0.098	0.575
183	32.091	0.098	0.483
111	31.962	0.101	0.44
105	31.949	0.101	0.355
40	31.696	0.107	0.364
86	31.523	0.11	0.347
141	31.437	0.112	0.3
116	31.125	0.12	0.339
20	31.01	0.123	0.307
114	30.99	0.123	0.244
147	30.937	0.124	0.199
19	30.595	0.133	0.25
171	30.544	0.134	0.206
41	30.362	0.139	0.208
16	30.329	0.14	0.165
167	30.105	0.146	0.181
66	29.833	0.154	0.216
110	29.671	0.159	0.216
139	29.636	0.16	0.176
78	29.63	0.16	0.133
99	29.51	0.164	0.125
92	29.502	0.164	0.093

Observation number	Mahalanobis d-squared	p1	p2
162	29.449	0.166	0.075
154	29.124	0.176	0.111
56	29.098	0.177	0.086
62	29.08	0.178	0.064
172	28.947	0.182	0.063
117	28.935	0.182	0.045
1	28.745	0.189	0.052
184	28.625	0.193	0.05
181	28.377	0.202	0.068
44	28.136	0.211	0.089
50	28.064	0.213	0.078
67	27.857	0.221	0.096
88	27.743	0.226	0.093
149	27.592	0.232	0.1
63	27.556	0.233	0.082
189	27.502	0.235	0.069
169	27.45	0.237	0.058
123	27.324	0.242	0.06
177	27.226	0.246	0.057
68	26.897	0.26	0.101
109	26.814	0.264	0.094
127	26.664	0.271	0.103
74	26.494	0.278	0.12
178	26.488	0.278	0.093
75	26.409	0.282	0.087
118	26.129	0.295	0.134
135	26.075	0.297	0.118
84	26.059	0.298	0.095
142	26.044	0.299	0.075
59	25.955	0.303	0.072
120	25.786	0.311	0.087
17	25.71	0.315	0.081
153	25.579	0.321	0.088
143	25.342	0.333	0.127
98	25.262	0.337	0.121
122	25.192	0.34	0.113
104	25.049	0.348	0.128
145	24.58	0.372	0.287
46	24.519	0.376	0.27
38	24.436	0.38	0.265
195	24.263	0.389	0.309
134	24.188	0.393	0.299

Observation number	Mahalanobis d-squared	p1	p2
160	24.169	0.394	0.261
194	24.091	0.399	0.254
179	24.081	0.399	0.215
115	24.035	0.402	0.195
100	23.869	0.411	0.23
5	23.805	0.415	0.218
13	23.723	0.419	0.215
69	23.569	0.428	0.246
103	23.504	0.432	0.235
14	23.394	0.438	0.246
96	23.295	0.444	0.253
144	23.024	0.459	0.358
70	22.831	0.471	0.426
136	22.564	0.486	0.546
77	22.454	0.493	0.563
166	22.437	0.494	0.518
48	22.245	0.505	0.589
170	22.241	0.506	0.536

APPENDIX II
AMOS OUTPUT RESULTS: SAMPLE MOMENTS

Sample Covariance

Condition number = 58.158
Eigenvalues
10.257 2.526 1.678 1.319 1.126 .541 .532 .469 .456 .417 .395 .384 .355 .327 .315 .290 .284 .276 .239 .236 .216 .207 .176
Determinant of sample covariance matrix = .000

Sample Correlations
Condition number = 59.530
Eigenvalues
10.142 2.344 1.792 1.378 1.166 .563 .526 .505 .479 .428 .404 .373 .354 .322 .313 .299 .282 .264 .241 .229 .222 .203 .170

Source: SEM output with AMOS 24 (2024)

APPENDIX III
STANDARDIZED RESIDUAL COVARIANCE

	RI5	RI4	RI3	RI2	RI1	BE2	BE3	BE4	BE5	ATT1	ATT2	ATT3	ATT4	ATT5	CR1	CR2	CR3	CR4	CE1	CE2	CE3	CE4	CE5
RI5	0.173																						
RI4	0.104	0.158																					
RI3	0.392	0.384	0.173																				
RI2	0.346	0.331	-0.217	0.158																			
RI1	-0.045	-0.101	0.165	0.527	0.159																		
BE2	0.359	0.951	0.872	0.047	0.695	0																	
BE3	-0.087	0.188	-0.258	-0.407	-0.46	-0.043	0																
BE4	-0.201	-0.275	-0.297	0.299	0.482	0.352	-0.036	0															
BE5	1.068	1.55	1.286	1.243	1.6	-0.279	0.343	-0.29	0														
ATT1	-0.51	-0.293	-0.17	-0.662	1.048	-0.139	-0.479	0.154	0.277	0													
ATT2	0.207	0.102	0.205	-0.358	0.236	-0.052	-0.036	-0.126	0.065	-0.315	0												
ATT3	-0.625	-1.009	0.506	-0.884	0.43	-0.334	-0.665	0.763	-0.519	0.224	-0.064	0											

	RI5	RI4	RI3	RI2	RI1	BE2	BE3	BE4	BE5	ATT1	ATT2	ATT3	ATT4	ATT5	CR1	CR2	CR3	CR4	CE1	CE2	CE3	CE4	CE5
ATT4	0.245	-0.033	0.236	0.068	1.109	-0.703	-0.372	-0.258	-0.389	-0.106	0.224	-0.099	0										
ATT5	-1.377	-1.596	-0.887	-1.426	0.058	-0.333	-0.388	0.38	-0.359	0.15	-0.189	0.153	0.138	0									
CR1	0.361	0.756	0.034	0.6	1.169	1.087	2.709	1.721	1.022	-0.386	0.233	0.332	0.322	-0.579	0								
CR2	-0.003	-0.186	-0.26	0.147	0.34	m0.428	2.119	0.738	1.336	-0.899	0.438	-0.437	0.18	-0.732	-0.341	0							
CR3	0.802	1.227	0.979	1.005	1.471	1.342	2.49	2.332	2.19	0.236	0.785	0.505	0.296	-0.354	0.165	0.08	0						
CR4	-0.173	-0.138	-0.794	0.593	1.042	0.371	1.882	1.346	1.6	-0.145	0.311	-0.429	0.036	-0.435	0.057	0.419	-0.445	0					
CE1	0.837	1.148	0.942	-0.107	1.795	0.772	1.609	0.997	0.784	0.277	0.1	-0.269	0.135	0.268	0.631	-0.11	0.084	0.432	0				
CE2	-0.609	-0.808	-0.527	-1.466	0.082	0.051	1.031	0.093	0.636	-0.191	0.347	-0.815	-0.526	-0.564	0.578	-0.018	0.571	0.033	-0.161	0			
CE3	-0.518	0.46	0.526	-0.525	1.429	0.648	0.166	-0.581	0.328	0.752	0.982	-0.014	-0.02	0.329	-0.27	-0.903	-0.464	-0.47	0.077	-0.083	0		
CE4	-0.203	-0.315	-0.015	-0.883	0.472	0.453	1.421	0.389	0.429	-0.114	-0.178	-0.726	-0.504	-0.679	0.469	-0.544	-0.586	-0.176	0.145	0.513	-0.306	0	
CE5	0.805	0.369	1.3	-0.226	0.913	0.083	1.148	1.135	0.245	0.398	0.985	0.608	0.127	0.906	0.049	-0.127	0.77	0.086	-0.42	-0.11	0.323	-0.16	0

Source: SEM Output with AMOS 24 (2022)

Description (Transformed Data):
CE 1-5 : Variable Indicator *Celebrity Endorsement* (CE)
CR 1-5 : Variable Indicator *Customer Review* (CR)
ATT 1-5 : Variable Indicator *Attitude towards the Brand* (ATT)

BE 1-5 : Variable Indicator *Brand Equity* (BE)
RI 1-5 : Variable Indicator *Repurchasing Intention* (RI)