

The Effect of Price Perception and Celebrity Endorsement on Purchase Intentions via E-WOM, with E-WOM as a Mediating Variable, for the Somethinc Brand

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Abstract

The rapid growth of e-commerce and digital marketing has increased the importance of price perception, celebrity endorsement, and electronic word-of-mouth (e-WOM) in shaping consumers' purchase intentions for skincare products. This study aimed to examine the effects of price perception and celebrity endorsement on purchase intention for Somethinc skincare products on Shopee, with e-WOM as a mediating variable. The study employed a quantitative explanatory research design using partial least squares structural equation modeling (PLS-SEM). Data were collected through an online questionnaire administered to 160 Somethinc consumers residing in Jakarta who had purchased or used Somethinc products through Shopee. The results showed that price perception had a positive and statistically significant effect on e-WOM ($\beta = 0.593$; $p < 0.05$), while celebrity endorsement also had a positive and statistically significant effect on e-WOM ($\beta = 0.362$; $p < 0.05$). Furthermore, e-WOM had a positive and statistically significant effect on purchase intention ($\beta = 0.305$; $p < 0.05$). Price perception ($\beta = 0.430$; $p < 0.05$) and celebrity endorsement ($\beta = 0.520$; $p < 0.05$) also had positive and statistically significant direct effects on purchase intention. In addition, e-WOM significantly mediated the relationships between price perception and purchase intention ($\beta = 0.181$; $p < 0.05$) and between celebrity endorsement and purchase intention ($\beta = 0.110$; $p < 0.05$). These findings indicate that e-WOM functions as an important mediating mechanism linking price perception and celebrity endorsement with consumers' purchase intentions in the digital skincare market.

INTRODUCTION

Advances in digital technology and e-commerce platforms have transformed how consumers seek information and make purchasing decisions, particularly in the beauty industry, whose global market value continues to grow (Handoyo, 2024). Before purchasing a product, consumers now have extensive access to product information, reviews, recommendations, and other users' experiences through digital platforms. In line with this development, the skincare industry has experienced substantial growth alongside increasing public awareness of skin health and appearance across different gender groups (Kartika et al., 2024; Simanjuntak et al., 2025). Data from Research and Markets indicate that the global skincare market was projected to grow from USD 145.3 billion in 2020 to USD 185.5 billion by 2027, representing a

compound annual growth rate (CAGR) of 3.6% (Research & Markets, 2021). In Indonesia, beauty products have also become a prominent product category in e-commerce, indicating the substantial potential of the digital beauty market (Ali & Bhasin, 2019; Ardiansyah & Iskandar, 2022).

Amid this competitive environment, Somethinc, as a local skincare brand, has established a strong market presence through various awards, its performance in the serum and sunscreen categories, and substantial consumer engagement and sales through live-streaming channels on TikTok Shop (Shop Tokopedia). In addition to product quality, its market presence has been supported by digital marketing strategies involving celebrity endorsements, consumer reviews, and electronic word-of-mouth (e-WOM). High levels of internet use and online shopping activity, particularly in Jakarta, have also contributed to the importance of Shopee as a platform for purchasing skincare products (Jusuf & Sarwono, 2025). Consumers frequently compare prices, read online reviews, and consider recommendations from influencers and celebrities before making purchasing decisions (Prayoga et al., 2024; Wahyudi et al., 2020). Furthermore, perceptions of price–quality congruence have been associated with stronger purchase intention (Tan & Le, 2023; Pratama, 2024), while e-WOM serves as an important source of information through which other consumers' experiences may strengthen or weaken purchase intention (Hitiyatul Julia & Fitria Ridhaningsih, 2025).

Nevertheless, previous research has several limitations. Many studies have examined the direct effects of price perception, celebrity endorsement, or e-WOM on purchase intention separately. Other studies have incorporated e-WOM as a mediating variable but have generally examined only one independent variable or have been conducted in different product and market contexts. Consequently, the mechanism linking price perception and celebrity endorsement to purchase intention through e-WOM remains insufficiently examined, particularly for local skincare products marketed through Shopee. Moreover, Somethinc, a rapidly growing local skincare brand characterized by substantial consumer interaction on digital platforms, has received relatively limited attention within integrated research models incorporating these variables (Kotler, 2002; Manggalania & Soesanto, 2000; Zakiyah Maqfirah & Fiska Kusumawati, 2025). This limitation highlights a research gap concerning how multiple digital marketing factors jointly contribute to consumers' purchase intentions in the local skincare market (Abdul Kohar et al., 2024; Bennett et al., 2022; Cabeza-Ramírez et al., 2022; Kristin et al., 2024).

Unlike previous studies that have examined these relationships separately, this study integrates price perception and celebrity endorsement as exogenous variables and e-WOM as a mediating variable within a single structural model to explain purchase intention for Somethinc products on Shopee. This approach examines both the direct relationships among the variables and the indirect relationships through e-WOM using partial least squares structural equation modeling (PLS-SEM). Accordingly, the study seeks to provide more comprehensive empirical evidence regarding the mechanisms associated with the formation of consumer purchase intention in the digital skincare market.

Based on this research gap, this study aims to examine the effects of price perception and celebrity endorsement on purchase intention for Somethinc products on Shopee, with e-WOM as a mediating variable. Specifically, the study examines the direct effects of price perception and celebrity endorsement on e-WOM and purchase intention, the effect of e-WOM on

purchase intention, and the mediating role of e-WOM in the relationships between price perception and purchase intention and between celebrity endorsement and purchase intention. Theoretically, this study contributes to the literature on digital consumer behavior by integrating price perception, celebrity endorsement, e-WOM, and purchase intention within a single structural model in the context of local skincare products marketed through an e-commerce platform. Practically, the findings are expected to provide insights for Somethinc and other skincare businesses in developing digital marketing strategies that integrate pricing perceptions, endorsement strategies, and consumer-generated electronic communication to strengthen purchase intention.

METHOD

This study employed a quantitative explanatory research design to examine the relationships among price perception, celebrity endorsement, electronic word-of-mouth (e-WOM), and purchase intention through statistical hypothesis testing. Data were analyzed using partial least squares structural equation modeling (PLS-SEM), which enabled the simultaneous assessment of direct and indirect relationships, including the mediating role of e-WOM within the research model (Susanto & Sugiyanto, 2021).

The study population consisted of consumers residing in Jakarta who had used or purchased Somethinc skincare products through Shopee (Willie, 2024). Respondents were selected using nonprobability purposive sampling based on predetermined criteria, including residing in Jakarta, being familiar with Somethinc products, and having been exposed to product reviews or promotional content on Shopee. Sample size considerations were based on recommendations for PLS-SEM analysis (Hair, J. F. et al., 2017; Hair, 2022). A total of 160 respondents were included in the final sample.

Primary data were collected through an online questionnaire administered using Google Forms. The questionnaire was distributed through social media platforms, including Instagram, TikTok, and WhatsApp, to reach eligible respondents across Jakarta. Price perception was measured using indicators related to consumers' perceptions of price affordability and fairness. Celebrity endorsement was assessed based on respondents' perceptions of the endorser's attractiveness, credibility, and persuasive influence. E-WOM was measured through perceptions of the clarity, credibility, and usefulness of online reviews, while purchase intention was assessed through respondents' intentions and likelihood of purchasing Somethinc products on Shopee. The measurement indicators were adapted from relevant previous studies.

The data were analyzed using PLS-SEM with SmartPLS. The analysis was conducted to assess the measurement and structural models and to test the hypothesized direct and indirect relationships among price perception, celebrity endorsement, e-WOM, and purchase intention.

Table 1. Variable Indicators

Variable	Indicators	References
Price Perception	The product price is affordable compared to similar products.	(Tian et al., 2022);
	The product price is consistent with its quality.	(Wisnu Wardhana et al., 2021; Zhong & Moon, 2020)
	The product price is affordable.	
	The product price matches consumers' purchasing power.	
Celebrity Endorsement	The endorser provides useful benefits.	(Jun et al., 2023)
	The endorser is appealing.	
	The endorser provides added value.	
Electronic Word-of-Mouth (e-WOM)	Comprehensiveness of the information.	(Dwiputri, 2023)
	Purpose of the information.	
	Credibility of the information.	
	Accuracy of the information.	
Purchase Intention	I intend to buy local skincare products recommended by celebrities.	(Cabeza-Ramírez et al., 2022);
	I intend to try local skincare products recommended by celebrities.	(Mudjahidin et al., 2021; Setiyawan et al., 2026) ; (Thuy et al., 2025)
	I intend to purchase local skincare products recommended by celebrities.	

Determining the measurement scale for the research instrument is the next step after identifying the variables and indicators listed in Table 1. Because the Likert scale allows for measuring respondents' level of agreement with each statement, this scale was used in this study. Table 2 presents the rating categories based on the Likert scale used in this study.

Table 2. Likert Scale

Measurement Scale	Code	Score
Strongly Agree	SS	5
Agree	S	4
Neutral	N	3
Disagree	TS	2
Strongly Disagree	STS	1

RESULTS AND DISCUSSION

Table 3. Respondent Characteristics

No.	Category	Characteristics	Number of Respondents	Percentage
1	Age	13–28 Years	90	56%
		29–45 Years	56	35%
		> 45 Years	14	9%
		Total	160	100%
2	Gender	Male	35	22%
		Female	125	78%
		Total	160	100%
3	Education	Junior High School	2	1%
		Senior High School	42	26%
		Bachelor's Degree	91	57%
		Master's Degree	14	9%
		Doctoral Degree	3	2%
		Other	8	5%
		Total	160	100%
4	Occupation	Student	26	16%
		Employee	79	49%
		Entrepreneur / Self-Employed	26	16%
		Homemaker	19	12%
		Other	10	7%
		Total	160	100%
5	Monthly Income	< IDR 3,000,000	24	15%
		IDR 3,000,000–6,000,000	70	44%
		IDR 7,000,000–15,000,000	42	26%
		> IDR 15,000,000	24	15%
		Total	160	100%

Based on the respondents' characteristics, this study was dominated by 90 respondents (56%) aged 13–28 years, indicating that most respondents were from the younger age group. In terms of gender, 125 respondents (78%) were female, making women the largest group of respondents in this study.

Based on educational level, most respondents—91 respondents (57%)—held a bachelor's degree as their highest level of education, indicating that most respondents had a higher education background. In terms of occupation, this study was dominated by 79 respondents (49%) who were employed as workers, making the worker group the largest category in this study.

Meanwhile, based on income level, this study was dominated by 70 respondents (44%) with a monthly income of Rp3,000,000–Rp6,000,000, indicating that most respondents fall into the middle-income category. Thus, the characteristics of the respondents in this study are predominantly women, young adults, with a bachelor's degree, employed as workers, and with a middle-income level.

Outer Model

Convergent Validity

Table 4. Outer Loading

Variabel	Indicator	Loading factor	Rule of thumb	Keterangan
Price Perception	X1.1	0.773	0.700	Valid
	X11.2	0.791	0.700	Valid
	X1.3	0.820	0.700	Valid
	X1.4	0.766	0.700	Valid
	X1.5	0.754	0.700	Valid
	X1.6	0.789	0.700	Valid
	X1.7	0.796	0.700	Valid
	X1.8	0.809	0.700	Valid
Celebrity Endorsement	X2.1	0.835	0.700	Valid
	X2.2	0.770	0.700	Valid
	X2.3	0.761	0.700	Valid
	X2.4	0.799	0.700	Valid
	X2.5	0.831	0.700	Valid
	X2.6	0.782	0.700	Valid
e-WOM	Z1	0.770	0.700	Valid
	Z2	0.778	0.700	Valid
	Z3	0.809	0.700	Valid
	Z4	0.744	0.700	Valid
	Z5	0.817	0.700	Valid
	Z6	0.726	0.700	Valid
	Z7	0.780	0.700	Valid
	Z8	0.794	0.700	Valid
Purchase Intention	Y1	0.821	0.700	Valid
	Y2	0.813	0.700	Valid
	Y3	0.788	0.700	Valid
	Y4	0.790	0.700	Valid
	Y5	0.825	0.700	Valid
	Y6	0.784	0.700	Valid

Source: Data Compiled by the Researcher, 2026

Based on the results of the outer loading test in Table 4, all indicators within the variables of price perception, celebrity endorsement, e-WOM, and purchase intention have factor loadings above 0.700, in accordance with the rule of thumb used. These loading values range from 0.726 to 0.835, so all indicators are deemed valid. This indicates that each indicator can reflect the variable construct well and has a strong relationship with the latent variable being measured. Therefore, based on the external loading results, all statement items in this study have met the criteria for convergent validity and are suitable for further analysis.

Table 5. Average Variance Extracted (AVE)

Price Perception	0.620
Celebrity Endorsement	0.635
e-WOM	0.605
Purchase Intention	0.646

Source: Data Compiled by the Researcher, 2026

Based on the Average Variance Extracted (AVE) results in Table 5, all variables have AVE values above 0.50, which is the required minimum threshold. The AVE values for price perception (0.620), celebrity endorsement (0.635), e-WOM (0.605), and purchase intention (0.646) indicate that each construct explains more than 50% of the variance in its respective

indicator. Thus, these results indicate that each variable has met the criteria for convergent validity and is well-suited to represent the construct being measured.

Discriminant Validity

To ensure that each indicator has a stronger relationship with the concept it measures than with other constructs, this study conducted a discriminant validity test using the cross-loadings method (Hair et al., 2021). If an indicator's loading on its target construct exceeds its loadings on other constructs, discriminant validity is considered confirmed. Table 6 below presents the results of the cross-loadings test.

Table 6. Cross Loading

	Celebrity Endorsement	E-Wom	Purchase Intention	Price Perception
X1.1	0.726	0.749	0.699	0.773
X1.2	0.650	0.700	0.648	0.791
X1.3	0.720	0.743	0.731	0.820
X1.4	0.681	0.687	0.685	0.766
X1.5	0.682	0.676	0.683	0.754
X1.6	0.705	0.730	0.714	0.789
X1.7	0.724	0.732	0.742	0.796
X1.8	0.715	0.747	0.721	0.809
X2.1	0.835	0.740	0.780	0.744
X2.2	0.770	0.637	0.662	0.617
X2.3	0.761	0.691	0.685	0.697
X2.4	0.799	0.725	0.738	0.722
X2.5	0.831	0.738	0.739	0.746
X2.6	0.782	0.718	0.706	0.721
Y1	0.776	0.754	0.821	0.742
Y2	0.696	0.726	0.813	0.735
Y3	0.725	0.714	0.788	0.692
Y4	0.709	0.705	0.790	0.709
Y5	0.739	0.757	0.825	0.744
Y6	0.710	0.672	0.784	0.685
Z.1	0.665	0.770	0.690	0.703
Z.2	0.689	0.778	0.682	0.728
Z.3	0.765	0.809	0.763	0.741
Z.4	0.700	0.744	0.647	0.715
Z.5	0.702	0.817	0.718	0.711
Z.6	0.605	0.726	0.685	0.662
Z.7	0.697	0.780	0.692	0.726
Z.8	0.705	0.794	0.704	0.707

Source: Data Compiled by the Researcher, 2026

Based on the results of the cross-loading test, each indicator showed the highest loading on the construct it measured compared to the other constructs. This indicates that there is no significant overlap among the constructs and that each indicator is able to reflect its own construct more effectively. Thus, it can be concluded that the discriminant validity requirements of this research model have been met.

Reliability

Cronbach's alpha and composite reliability are the two main indicators used in this study to test reliability. Total reliability assesses the overall reliability of the indicators that make up a latent construct, while Cronbach's alpha measures the level of internal consistency among

the indicators within a single construct. If either the total reliability or Cronbach's alpha exceeds 0.7, the construct is considered to have high reliability (Ghozali, 2021).

Table 7. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Description
Celebrity Endorsement	0.885	0.886	Reliable
e-Wom	0.906	0.907	Reliable
Purchase Intention	0.890	0.891	Reliable
Price Perception	0.912	0.913	Reliable

Source: Data Compiled by the Researcher, 2026

Based on the results of the reliability tests, all constructs had Cronbach's alpha coefficients and total reliability indices above 0.7, indicating a high level of internal consistency and reliability. This suggests that the scores for each variable allow for an accurate and consistent assessment of the respective constructs.

Inner Model

R-Square

A model's ability to explain the variance in the dependent variable is indicated by the R^2 coefficient. Based on evaluation criteria, a value of 0.75 is often considered high, 0.50 is considered moderate, and 0.25 is considered weak. The R^2 coefficient reflects the proportion of the dependent variable's variation that can be explained by the independent variables in the research model (Ghozali, 2021).

Table 8. R-Square Test Results

	R-square	R-square adjusted
e-WOM	0.675	0.637
Purchase Intention	0.621	0.625

Source: Data Compiled by the Researcher, 2026

The results of the coefficient of determination test show that the e-WOM variable has an adjusted R-squared value of 0.637. The R-squared value is 0.675, which means that the variables in the model explain 63.7% of the construct's variance, while the remaining 36.3% is influenced by factors outside the scope of this study. These results indicate that the model is quite effective in describing the concept, placing it in the category of models with moderate to high explanatory power.

On the other hand, the purchase intention variable has an R-squared value of 0.621 and an adjusted R-squared value of 0.625. This indicates that the independent variables in the model account for approximately 62.5% of the variation in purchase intention, while factors not included in the model account for the remaining 37.5%. Since this value also falls within the moderate range, it can be concluded that the structural model is quite effective in predicting purchase intention.

Goodness of Fit (GoF)

Table 9. GoF Test Results

	Saturated model	Estimated model
SRMR	0.045	0.045

Source: Data Compiled by the Researcher, 2026

The SRMR values for both the estimated model and the saturated model are 0.045, consistent with the findings of the model fit test in Table 9. These results indicate that the

research model exhibits a satisfactory level of fit between the estimated model and the observed data, as the value is less than the critical threshold of 0.08. Thus, it can be concluded that the structural model used in this study is not only practical but also capable of accurately describing the relationships among the variables.

VIF

The Variance Inflation Factor (VIF) test is used to determine whether multicollinearity—or a high degree of correlation among independent variables—exists in a research model. A regression model is considered free of multicollinearity if the VIF value is less than 10 (some researchers even use a stricter threshold of $VIF < 5$).

Table 10. VIF Test Results

	VIF
Z.6	1.729
X2.3	1.801
Z.4	1.837
X1.5	1.867
Y6	1.916
X2.2	1.930
X1.4	1.931
X2.6	1.934
Y3	1.948
X1.1	1.952
Y4	1.968
Z.1	1.971
Z.7	1.994
Z.2	2.048
X1.6	2.080
X2.4	2.088
X1.2	2.149
X1.7	2.154
Y1	2.170
Z.8	2.179
Y2	2.204
Z.3	2.218
X1.8	2.235
Y5	2.284
X2.5	2.297
X2.1	2.342
X1.3	2.355
Z.5	2.369

Source: Data Compiled by the Researcher, 2026

Based on the results of the Variance Inflation Factor (VIF) test, all indicators had VIF values ranging from 1.729 to 2.369, all of which were below the required threshold ($VIF < 5$). Thus, it can be concluded that there is no multicollinearity in the research model. This indicates that the independent variables do not have a high correlation with one another, making the model suitable for further analysis.

HTMT

The Heterotrait-Monotrait Ratio (HTMT) test is used to assess discriminant validity—that is, to determine the extent to which one construct is truly distinct from another. According

to Henseler et al. (2015), a construct is considered to have good discriminant validity if its HTMT value is less than 0.90.

Table 11. HTMT Test Results

	Celebrity Endorsement	e-WOM	Purchase Intention	Price Perception
Celebrity Endorsement				
e-WOM	0.784			
Purchase Intention	0.812	0.837		
Price Perception	0.695	0.741	0.786	

Source: Data Compiled by the Researcher, 2026

Based on the table above, the results show that all HTMT values fall within the range of 0.695–0.837, meaning they are all below the maximum threshold of 0.90. This indicates that each construct in the study namely, Celebrity Endorsement, e-WOM, Purchase Intention, and Price Perception exhibits sufficient differentiation from one another. Thus, each construct is capable of measuring a distinct concept, and there is no overlap between constructs.

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PLS-SEM: PLSSEM >> Bootstrapping results

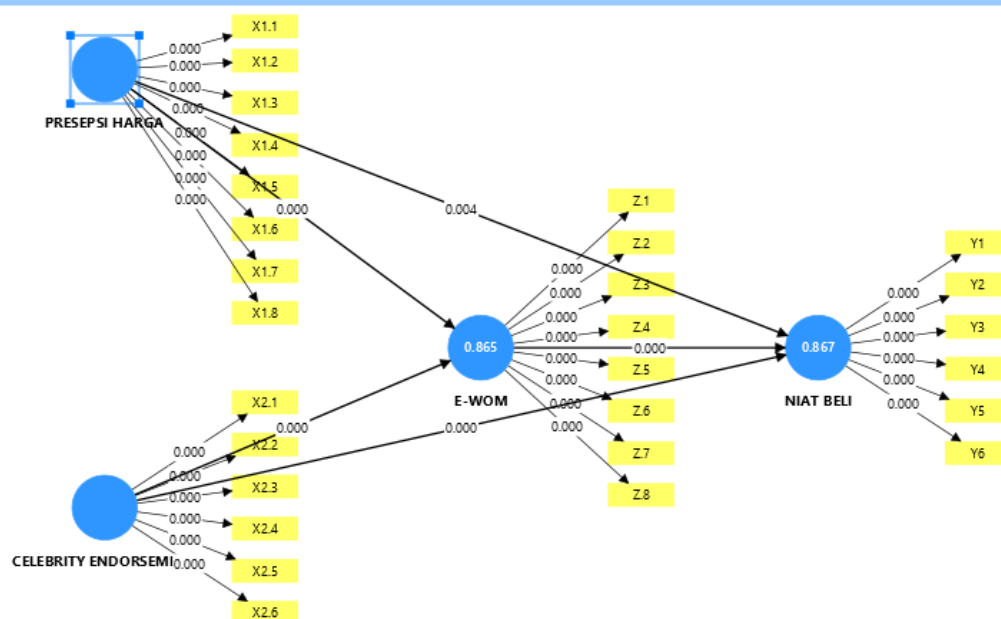


Figure 1. PLS-SEM Bootstrapping Model Results

Table 12. Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity Endorsement -> e-Wom	0.362	0.360	0.064	5.649	0.000
Celebrity Endorsement -> Purchase Intention	0.520	0.519	0.064	8.120	0.000
e-Wom -> Purchase Intention	0.305	0.305	0.082	3.695	0.000
Price Perception -> e-Wom	0.593	0.595	0.063	9.425	0.000
Price Perception -> Purchase Intention	0.430	0.432	0.063	6.833	0.000

Source: Data Compiled by the Researcher, 2026

Based on the table above, it is concluded that:

1. H1 is supported because Price Perception significantly influences e-WOM ($\beta=0.593$; $p<0.05$)
2. H2 is supported because Celebrity Endorsement significantly influences e-WOM ($\beta=0.362$; $p<0.05$)
3. H3 is supported because e-WOM significantly influences Purchase Intention ($\beta=0.305$; $p<0.05$)
4. H4 is supported because Price Perception significantly influences Purchase Intention ($\beta=0.430$; $p<0.05$)
5. H5 is supported because Celebrity Endorsement significantly influences Purchase Intent ($\beta=0.520$; $p<0.05$)

Table 13. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity Endorsement -> e-Wom -> Purchase Intention	0.110	0.110	0.037	2.992	0.003
Price Perception -> e-Wom -> Purchase Intention	0.181	0.181	0.052	3.471	0.001

Source: Data Compiled by the Researcher, 2026

Based on the table above, it is concluded that:

- a. H6 is supported because Price Perception significantly influences Purchase Intention through e-WOM as a mediating variable ($\beta=0.181$; $p<0.05$)
- b. H7 is supported because Celebrity Endorsement significantly influences Purchase Intention through e-WOM as a mediating variable ($\beta=0.110$; $p<0.05$)

The Effect of Price Perception on e-WOM

Based on the research findings, there is a positive and significant relationship between e-WOM and price perception. This is evidenced by a correlation coefficient of 0.593, a T-statistic of 9.425, and a P-value of 0.000. A positive correlation coefficient indicates a direct relationship between the two variables; that is, the more positively consumers evaluate the price of Somethinc products, the more likely they are to leave online reviews or provide recommendations. Furthermore, it has been shown that this effect is positive and statistically significant—in fact, based on a p-value less than 0.05, this relationship is one of the strongest in the research model.

Based on this survey, Jakarta residents who purchase skincare products through Shopee often compare product prices with the quality and benefits they experience. Buyers are happy and enthusiastic about sharing their experiences by leaving reviews or ratings on digital platforms when prices are perceived as reasonable and commensurate with product quality. This means that perceived price levels influence both user behavior in the digital environment and their subjective evaluations.

These findings are consistent with a study (Ali & Bhasin, 2019), which states that consumers are more likely to write positive online reviews when product price and quality are

well-aligned. Thus, in the context of e-commerce, price perception can be considered a key element that triggers e-WOM.

The Impact of Celebrity Endorsements on e-WOM

The findings of this analysis indicate that e-WOM is positively and significantly influenced by celebrity endorsements. The coefficient value of 0.362, the T-statistic of 5.649, and the P-value of 0.000 all support this conclusion. A positive coefficient indicates a unidirectional relationship, meaning that consumers are more likely to participate in digital communication related to a product when celebrity endorsements are used to promote Somethinc products. Furthermore, the effect is statistically positive and significant if the p-value is less than 0.05. The findings of this analysis indicate that e-WOM is positively and significantly influenced by celebrity endorsements.

Consumers in Jakarta who are active on social media often follow trends popularized by famous figures. When celebrities recommend a product, customers become more willing to discuss it, leave comments, or post reviews on digital platforms. This demonstrates how celebrity recommendations can influence first impressions and spark discussions that contribute to the wider dissemination of product information. These findings are consistent with a study (Dwiputri et al., 2023; Ekasari et al., 2024; Ekasari & Surip, 2025), which states that celebrity endorsements can drive the development of e-WOM through digital interactions among users.

The Effect of e-WOM on Purchase Intent

The results of the study show that e-WOM has a significant and positive influence on purchase intention. This is evidenced by a coefficient value of 0.305, a T-statistic of 3.695, and a p-value of 0.000. A positive coefficient indicates a direct relationship between the two variables, meaning that the higher the quality of e-WOM received by consumers, the stronger their intention to purchase Somethinc products. Furthermore, it is statistically proven that the effect is positive and significant when the p-value is less than 0.05. Additionally, this coefficient indicates that e-WOM plays a significant role in driving consumers' intention to make a purchase. The test results show that e-WOM has a significant and positive influence on purchase intent.

Before purchasing Somethinc skincare products on Shopee, buyers typically consider reviews, ratings, and the experiences of other users. Compared to information from advertisements, information obtained from other users is considered more reliable and realistic. This is particularly important for skincare products, as buyers often seek confirmation of actual user experiences before deciding to purchase.

These results align with research (Ngo et al., 2025), which shows that e-WOM has a significant influence on consumer decision-making in e-commerce. This conclusion is consistent with studies conducted by (Handoyo, 2024) and (Julia & Ridhaningsih, 2024), which show that user reviews play a crucial role in shaping consumers' intent to purchase skincare products on the Shopee platform.

The Effect of Price Perception on Purchase Intention

Based on the results of the hypothesis testing, price perception and purchase intention have a positive and significant correlation. This is evidenced by a coefficient of 0.430, a T-statistic of 6.833, and a P-value of 0.000. A positive coefficient value indicates a direct relationship between the two variables, meaning buyers are more likely to make a purchase if

they consider the price of Somethinc products to be reasonable. Furthermore, although the strength of this effect is moderate compared to other relationships in the research model, a p-value less than 0.05 indicates that this relationship is statistically positive and significant. This suggests that consumers are more likely to make a purchase if they perceive the price of Somethinc products as fair given the benefits they receive. Since the Shopee platform makes it easy for buyers to compare prices of various products, price perception plays a crucial role in the pre-purchase evaluation process. However, the relatively moderate coefficient value indicates that purchasing decisions for skincare products are also influenced by other factors, such as user reviews and social influence.

These results are consistent with studies conducted by (Phan Tan & Le, 2023) and Pratama (2024), which found that in online shopping, price perception positively influences purchase intent. Thus, pricing continues to play a vital role in shaping buyers' intent to make a purchase, especially when they perceive the product to offer a fair balance between price and quality.

The Effect of Celebrity Endorsements on Purchase Intentions

Based on the test results, there is a positive and significant correlation between purchase intention and celebrity endorsement. This is evidenced by a coefficient of 0.520, a T-statistic of 8.120, and a P-value of 0.000. A positive coefficient value indicates a direct relationship between the two variables, meaning that consumers' purchase intent increases as they view advertisements featuring celebrities more positively. Furthermore, this effect is statistically proven to be positive and significant when the p-value is less than 0.05. Based on this study, involving established celebrities to promote Somethinc skincare products can enhance brand perception among consumers. The presence of public figures contributes to the formation of positive opinions and reinforces consumers' belief that the advertised products are worth trying.

These results align with a study (Sana, 2025), which showed that the appearance of celebrities in advertisements can increase customers' purchase intent. This indicates that the tactic of involving celebrities in online marketing remains relevant, particularly in the beauty industry.

The Effect of Price Perception on Purchase Intentions Through e-WOM

Based on the results of the mediation test, the correlation coefficient between price perception and purchase intention via e-WOM is 0.181, the T-statistic is 3.471, and the P-value is 0.000. The mediating role of e-WOM in this relationship is statistically significant, given a significance level of less than 0.05. The relationship between price perception and purchase intention is strengthened by e-WOM, as indicated by the positive coefficient. These results suggest that a positive price perception not only directly strengthens consumers' purchase intention but also motivates them to share their experiences on the Shopee platform through reviews, ratings, or comments. Buyers tend to leave positive reviews—which serve as a source of information for other buyers—if they consider the price of Somethinc skincare products to be reasonable given their quality, benefits, and availability. Thanks to this information, prospective buyers begin to trust the brand more, which ultimately increases their willingness to purchase. The review and rating features on Shopee are the most important source of social validation for Jakarta residents who frequently shop online. In addition to evaluating prices based on their face value, consumers now also consider the experiences of other users shared

through e-WOM. Consequently, a positive perception of price can have a significant indirect influence on purchase intent through the dissemination of positive information in the digital space.

The indirect influence coefficient via e-WOM, at 0.181, indicates that e-WOM serves as an additional pathway through which price perception influences purchase intention. These findings suggest that a positive price perception not only directly strengthens consumers' purchase intention but also encourages consumers to share their experiences on the Shopee platform through reviews, ratings, and comments. Such information becomes a valuable reference for potential buyers, increasing their trust in the brand and ultimately enhancing their purchase intention. However, the magnitude of the indirect effect ($\beta = 0.181$) is smaller than the direct effect ($\beta = 0.430$), indicating that price perception has a stronger direct influence on purchase intention than its indirect influence through e-WOM.

The Effect of Celebrity Endorsements on Purchase Intentions Through e-WOM

Based on the test results, regarding the relationship between celebrity endorsement and purchase intention via e-WOM, the coefficient was 0.110, the t-value was 2.992, and the p-value was 0.003. Given that these indicators meet the criteria for statistical significance, these values indicate that e-WOM acts as a significant mediating variable in this relationship. Based on this conclusion, the use of celebrities in product advertisements not only directly influences consumers' purchase intentions but also sparks online discussions, reviews, and comments that ultimately increase consumer interest in purchasing. Somethinc skincare product advertisements on the Shopee platform featuring public figures may initially attract customers, but it is the authentic user reviews and experiences—spread through e-WOM—that will enhance the product's effectiveness. These results indicate that e-WOM significantly amplifies the influence of celebrity endorsements, although the mediation coefficient value is lower than that of the mediating effect on price perception. Buyers not only trust advertising campaigns featuring celebrities directly but also consider other buyers' reactions to those campaigns, as reflected in reviews and product usage experiences. Advertising campaigns featuring celebrities often attract the attention of online shoppers in Jakarta. However, the quality of information disseminated through e-WOM still influences the final purchase decision. In other words, e-WOM acts as a filter that determines whether the influence of celebrity endorsements can truly affect the intention to purchase.

These results align with the findings of a study (Julia & Ridhaningsi, 2024), which showed that customer interactions and online reviews can enhance the effectiveness of advertising campaigns in influencing purchasing decisions for skincare products on the Shopee platform. This study indicates that recommendations are proven to be more effective when accompanied by user reviews published online.

CONCLUSION

Based on the results of the data analysis and hypothesis testing regarding the effects of price perception and celebrity endorsement on purchase intention through electronic word-of-mouth (e-WOM) among consumers of Somethinc skincare products on Shopee in Jakarta, several conclusions were drawn. Price perception had a positive and statistically significant effect on e-WOM, indicating that more favorable perceptions of the relationship between price, product quality, and benefits were associated with more positive e-WOM. Celebrity

endorsement also had a positive and statistically significant effect on e-WOM, indicating that favorable perceptions of celebrity endorsers were associated with greater positive electronic communication about Somethinc products. Furthermore, e-WOM had a positive and statistically significant effect on purchase intention, suggesting that positive reviews and recommendations from other consumers were associated with stronger intentions to purchase Somethinc skincare products. Price perception also had a positive and statistically significant effect on purchase intention, indicating that consumers who perceived product prices as appropriate relative to product quality and benefits reported stronger purchase intentions. Similarly, celebrity endorsement had a positive and statistically significant effect on purchase intention, suggesting that favorable perceptions of credible and appealing celebrity endorsers were associated with stronger purchase intentions. In addition, e-WOM significantly mediated the relationship between price perception and purchase intention and the relationship between celebrity endorsement and purchase intention. These findings indicate that e-WOM functioned not only as a direct predictor of purchase intention but also as an important mediating mechanism linking price perception and celebrity endorsement with consumers' purchase intentions.

The findings provide several practical implications for Somethinc and other skincare businesses operating through Shopee. Companies should carefully select celebrity endorsers whose credibility, image, and characteristics are relevant to their target consumers. Pricing strategies should also maintain an appropriate balance between price, perceived product quality, and customer value to support favorable price perceptions. In addition, companies should facilitate positive e-WOM by maintaining product and service quality and encouraging customers to share authentic post-purchase experiences. Customer reviews, ratings, testimonials, and user-generated content can be incorporated into digital marketing strategies to provide prospective consumers with relevant information and social cues during purchase decision-making. Celebrity endorsement strategies may also be integrated with digital marketing activities, including social media campaigns, live shopping, and interactive consumer engagement, to strengthen communication across digital channels.

This study had several limitations. First, the study was limited to consumers of Somethinc skincare products who used Shopee and resided in Jakarta; therefore, the findings should not be generalized to consumers in all regions of Indonesia or users of other e-commerce platforms. Second, the research model included only four constructs: celebrity endorsement, price perception, e-WOM, and purchase intention. Other factors potentially associated with purchase intention, such as product quality, brand image, trust, promotional activities, and service quality, were not included in the model. Third, the study relied on self-reported questionnaire data; therefore, the findings may have been influenced by respondents' perceptions and response biases. Finally, the cross-sectional design captured consumer perceptions at a single point in time and did not allow changes in consumer behavior or purchase intention to be examined longitudinally. Future research should therefore consider broader geographical samples, multiple e-commerce platforms, additional theoretically relevant variables, and longitudinal or experimental designs to provide a more comprehensive understanding of consumers' purchase intentions for skincare products in digital marketplaces.

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