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Article

Influencer Endorsement and Product Quality in Driving Purchase Decisions: Mediating Roles of Brand Image and Consumer Trust in Skincare Markets

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Abstract

The global skincare industry has rapidly expanded, with sunscreen becoming essential for both health and beauty. This study investigates how influencer endorsement and product quality affect purchase decisions, both directly and indirectly, through brand image and consumer trust in the context of Facetology sunscreen, a leading Indonesian brand. A quantitative, cross-sectional survey was conducted with 250 consumers using a structured questionnaire. Data were analyzed using structural equation modeling with SmartPLS. The findings demonstrate that endorsement and product quality significantly shape purchase decisions, while brand image and consumer trust serve as effective mediators that reinforce these relationships. The study contributes to consumer behavior theory by integrating functional, symbolic, and relational dimensions of decision-making. Practically, it highlights the need for skincare brands to balance product quality with strategic endorsement and trust-building initiatives.

INTRODUCTION

The global skincare industry has undergone remarkable growth, with sunscreen positioned as a cornerstone for health and beauty. Sunscreen protects against harmful ultraviolet radiation, preventing premature aging and skin cancer (Sumali, 2023). In Indonesia, sunscreen consumption surged in recent years, fueled by beauty culture, digital marketing, and local brand competition. By Q1 2024, sunscreen sales reached 6.3 million units, reflecting a significant increase compared to 2022 (Vritimes Indonesia, 2024).

Facetology, a local skincare brand established in 2022, rapidly gained recognition as Indonesia's second-best-selling sunscreen brand by late 2023 (BliBli.com, 2024). Its rise is strongly linked to digital campaigns and endorsements by Tasya Farasya, a trusted beauty influencer. Prior literature underscores that influencer endorsements can strengthen consumer trust and purchase intentions, though their effectiveness depends on credibility and brand congruence (Pan et al., 2024).

Product quality remains a fundamental determinant of consumer decisions. While Facetology claims broad-spectrum efficacy, consumer perceptions vary due to reported discrepancies in UVA and UVB protection (incidecorder, 2022). Brand image, meanwhile, acts as a key differentiator in the crowded skincare market but faces reputational risks from counterfeit products (Wahyu putri, 2022). Consumer trust is also critical, as online reviews and marketplace feedback can either reinforce or undermine purchase decisions (Leonardi, 2024).

However, prior studies present contradictory findings. Some report brand image significantly affects purchase decisions (Amalia et al., 2024), while others find no such influence (Wienda Ayu Kusumawardhani & Moh. Farih Fahmi, 2024). Similarly, product quality and consumer trust show inconsistent effects across different contexts (Setiabudi, 2021; Permatasari & Hidayat, 2023; Rahayu et

al., (2024), These inconsistencies point to a clear research gap regarding how endorsement and product quality, mediated by brand image and trust, shape sunscreen purchase decisions.

Against this backdrop, the present study investigates how influencer endorsement and product quality affect purchase decisions for Facetology sunscreen, both directly and indirectly, through the mediating roles of brand image and consumer trust. The research is designed to clarify inconsistent findings in the literature while advancing both theoretical and practical understanding of consumer behavior in the skincare industry. To achieve these objectives, thirteen hypotheses were formulated linking endorsement, product quality, brand image, and consumer trust to purchase decisions, incorporating both direct and mediated pathways.

LITERATURE REVIEW

SignalingTheory.

Signaling theory explains how firms and marketers reduce information asymmetry by conveying credible signals to consumers (Spence, 1973). In the skincare industry, endorsement by trusted influencers and consistent product quality serve as key market signals that influence consumer perceptions and decisions (Rahmadiansyah et al., 2025).

Brand Equity Theory.

Brand equity theory highlights that consumer-based brand equity is built through brand associations, trust, and image, which ultimately influence purchase decisions (Keller, 1993). Product quality and endorsement strengthen these associations, while brand image and consumer trust represent central dimensions of brand equity that mediate consumer decision-making (Aulia, 2025).

Purchase Decision

A purchase decision reflects consumers' selection of products, brands, and purchase contexts after evaluating available information (Santuso et al., 2024; Prastowo et al., 2024). Indicators include product choice, brand preference, purchase timing, and payment method (Supriyatna, 2020).

Consumer Trust

Consumer trust arises from perceived integrity, competence, and consistency of a brand (Chairy, 2021). It reduces uncertainty and fosters long-term relationships. Indicators include loyalty, transparency, and reliability (Kumbara et al., 2023; Sugeng Lubar Prastowo, 2023).

Brand Image

Brand image is consumers' mental representation of a brand, shaped through marketing communication and direct experience. A positive brand image drives purchase behavior and creates competitive advantage (Putra, 2021; Al Jannah et al., 2023). Brand image measurement indicators include Features of brand association, Durability of brand relationships, Uniqueness in associating brands (Kapirossi, 2023).

Endorsement

Influencer endorsement leverages trustworthiness, attractiveness, and expertise to enhance brand credibility and purchase intention (Sembiring & Meutia, 2025; Sugeng Lubar Prastowo, et. al., 2025).

Product Quality

Product quality is defined as a product's ability to meet consumer expectations regarding reliability, durability, and usability (Ratmono et al., 2023; Prastowo et al., 2024).

Conceptual Framework

The conceptual model is built upon signaling theory and brand equity theory. Endorsement (X1) and product quality (X2) are positioned as independent variables, brand image (Z1) and consumer trust (Z2) act as mediating variables, and purchase decision (Y) is the dependent variable. The model proposes both direct and indirect pathways, summarized in Figure 1.

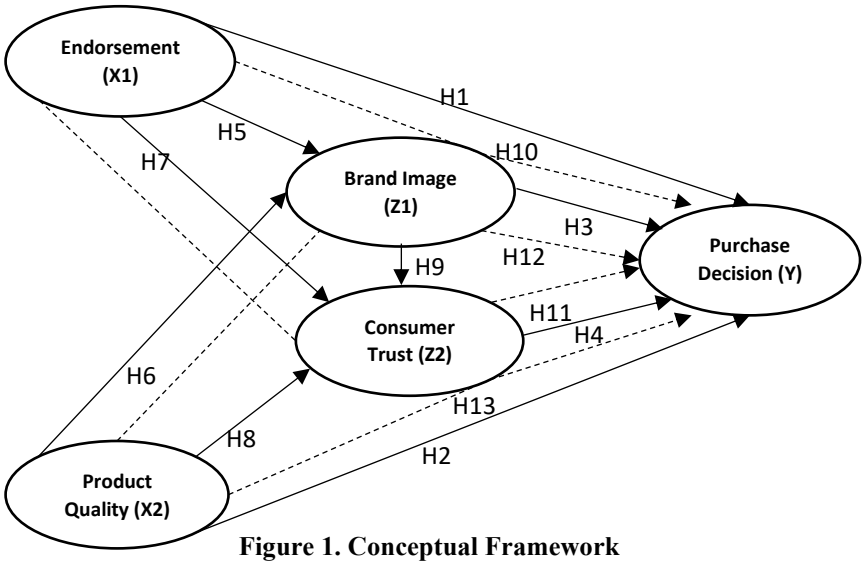


Figure 1. Conceptual Framework

Source: Research Model Development from Various Sources (2025)

Influencer Endorsement and Consumer Behavior

Endorsements by credible influencers can shape attitudes toward both the product and the brand. Prior studies demonstrate that influencers increase purchase intention when their credibility and expertise align with the brand's identity (Novilia et al., 2023). Moreover, endorsements not only have direct effects on purchase intention but also enhance brand image and trust (Nopita et al., 2024).

Hypotheses:

- H1: Endorsement positively influences purchase decision.
- H5: Endorsement positively influences brand image.
- H7: Endorsement positively influences consumer trust.

Product Quality and Consumer Behavior

Product quality remains a fundamental determinant of consumer evaluations in skincare markets. Studies confirm that superior quality directly increases purchase intention and indirectly strengthens brand image and trust (Handayani et al., 2020; Irdha 2021). In the context of sunscreen, consistent protection against UVA and UVB is central to perceived value and brand reliability (Aulia, 2025).

Hypotheses:

- H2: Product quality positively influences purchase decision.
- H6: Product quality positively influences brand image.
- H8: Product quality positively influences consumer trust.

Brand Image as a Driver of Purchase Decision

Brand image reflects consumer perceptions of brand associations and reputation. A strong brand image creates differentiation in competitive markets and increases purchase likelihood (Amalia et al., 2024). However, some studies show contradictory results where image alone does not significantly drive decisions (Kusuma et al., 2025). Thus, its role requires further empirical testing.

Hypotheses:

- H3: Brand image positively influences purchase decision.
- H9**:** Brand image positively influences consumer trust.

Consumer Trust and Purchase Decision

Trust reduces perceived risk and uncertainty, particularly in online and beauty markets where product efficacy is difficult to assess prior to use. Prior research indicates that consumer trust significantly predicts purchase decisions (Simanjuntak et al., 2020; Ilieva et al., 2024). Trust may also serve as a mediator linking endorsement and quality to actual purchase behavior.

Hypothesis:

- H4: Consumer trust positively influences purchase decision.

Mediating Role of Brand Image and Consumer Trust

Brand image and consumer trust are not only important outcomes but also mediators that channel the effects of endorsement and product quality toward purchase decisions. Recent empirical evidence highlights dual mediation models where functional attributes (quality) and symbolic attributes (endorsement) influence behavior through perceptions of image and trust (Kusuma et al., 2025; Nopita et al., 2024).

Hypotheses:

- H10: Brand image mediates the relationship between endorsement and purchase decision.
- H11: Consumer trust mediates the relationship between endorsement and purchase decision.
- H12: Brand image mediates the relationship between product quality and purchase decision.

H13: Consumer trust mediates the relationship between product quality and purchase decision.

METHODOLOGY

Influencer Endorsement and Consumer Behavior

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RESULTS

Model Evaluation (Outer Model)

The evaluation of the measurement model indicates that all constructs fulfill the required reliability and validity criteria. Both Cronbach's alpha and composite reliability values exceed the recommended threshold of 0.70, confirming strong internal consistency across constructs (Maharani & Prastowo, 2025; Latan, H, 2015). Convergent validity is supported, as all Average Variance Extracted (AVE) values are greater than 0.50, demonstrating that each construct explains more than half of the variance of its indicators (Maulana et al., 2024). Discriminant validity is further established through the Heterotrait–Monotrait Ratio (HTMT), with all values remaining below the conservative cut-off of 0.90 (Andika & Prastowo, 2025). Collectively, these results confirm that the outer model is robust and provides a reliable basis for testing the structural relationships among constructs.

Validity and Reliability Testing

Table 1. Validity and Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Image (Z1)	0.800	0.882	0.714
Consumer Trust (Z2)	0.768	0.852	0.590
Endorsement (X1)	0.704	0.818	0.533
Product Quality (X2)	0.783	0.860	0.605
Purchase Decision (Y)	0.832	0.888	0.665

Source: Data analysis results, 2025.

The measurement model demonstrates satisfactory reliability and validity across all constructs. Cronbach's alpha values range from 0.704 to 0.832, exceeding the minimum threshold of 0.70, which indicates acceptable internal consistency. These results are further reinforced by composite reliability values between 0.818 and 0.888, confirming that the items consistently measure their respective latent constructs.

Convergent validity is also well established, as the Average Variance Extracted (AVE) values for all constructs surpass the recommended benchmark of 0.50. Specifically, brand image (AVE = 0.714) and purchase decision (AVE = 0.665) demonstrate particularly strong convergence, suggesting that their indicators capture the constructs effectively. While endorsement records the lowest AVE (0.533), it still meets the validity requirement, showing that more than half of the variance in its indicators is explained by the construct.

Taken together, these results affirm that the measurement model is both reliable and valid, ensuring that subsequent structural analysis can be conducted with confidence. This provides a solid

foundation for interpreting the causal relationships among endorsement, product quality, brand image, consumer trust, and purchase decision.

Heterotrait–Monotrait Ratio (HTMT)

Table 2. Heterotrait-Monotrait Ratio (HTMT)

	Brand Image (Z1)	Endorsement (X1)	Consumer Trust (Z2)	Purchase Decision (Y)	Product Quality (X2)
Brand Image (Z1)					
Endorsement (X1)	0.826				
Consumer Trust (Z2)	0.823	0.859			
Purchase Decision (Y)	0.880	0.853	0.855		
Product Quality (X2)	0.852	0.853	0.874	0.888	

Source: Data analysis results, 2025.

The discriminant validity of the constructs was assessed using the Heterotrait–Monotrait Ratio (HTMT). All values range between 0.823 and 0.888, remaining below the conservative threshold of 0.90. This indicates that each construct is empirically distinct and that the model avoids multicollinearity issues.

More specifically, the highest association is observed between product quality and purchase decision (HTMT = 0.888), which is theoretically plausible since consumers often link perceptions of quality directly to their purchasing behavior. Similarly, strong but acceptable relationships exist between brand image and purchase decision (HTMT = 0.880) and between consumer trust and purchase decision (HTMT = 0.855), underscoring the mediating role of trust and image in shaping consumer choices.

Overall, the HTMT results confirm that the constructs of endorsement, product quality, brand image, consumer trust, and purchase decision are sufficiently discriminant, allowing the structural model to be tested with confidence.

Collinearity Statistics (VIF)

The variance inflation factor (VIF) was used to assess potential multicollinearity among the exogenous variables. As suggested in the literature, VIF values below 10 and ideally under 5 indicate that multicollinearity is not a concern in the model (Prastowo, 2023).

Table 3. Collinearity Statistics (VIF)

	Brand Image (Z1)	Consumer Trust (Z2)	Purchase Decision (Y)
Endorsement (X1)	1.692	1.916	2.058
Product Quality (X2)	1.692	2.170	2.447
Brand Image (Z1)		2.122	2.261
Consumer Trust (Z2)			2.260
Purchase Decision (Y)			

Source: Data analysis results, 2025.

The multicollinearity test shows that all VIF values (1.692–2.447) are well below the critical threshold, confirming that the predictors in the model are independent. Product quality (X2) toward purchase decision (Y) records the highest VIF, while endorsement (X1) toward brand image (Z1) and product quality (X2) shows the lowest. These results demonstrate that the model is free from multicollinearity problems, ensuring the reliability of subsequent path analysis in explaining the role of endorsement and product quality in shaping purchase decisions for Facetology sunscreen.

Model Fit

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0.069	0.069
d_ULS	0.900	0.900
d_G	0.359	0.359
Chi-Square	509.394	509.394
NFI	0.781	0.781

Source: Data analysis results, 2025.

The SmartPLS model fit results confirm that the research model adequately represents the observed data. The SRMR value of 0.069 meets the recommended threshold, while d_ULS (0.900) and d_G (0.359) also fall within acceptable limits, indicating minimal discrepancy between the data and the model. The chi-square value of 509.394 reflects the model's complexity, and the NFI score of 0.781 suggests a reasonably strong but improvable fit. Overall, these results validate that the measurement and structural model are sufficiently robust, providing a reliable foundation to interpret the influence of endorsement, product quality, brand image, and consumer trust on purchase decisions for Facetology sunscreen.

Coefficient of Determination (R Square)

Higher R Square values indicate that the exogenous variables account for a greater proportion of the variation in the endogenous variables (Prastowo & Rahmadi, 2023).

Table 5. Coefficient of Determination (R Square)

	R Square	R Square Adjusted
Purchase Decision (Y)	0.666	0.661
Brand Image (Z1)	0.529	0.525
Consumer Trust (Z2)	0.557	0.552

Source: Data analysis results, 2025.

The coefficient of determination shows that the model explains consumer behavior effectively. Purchase decision (Y) records an R^2 of 0.666, meaning that endorsement, product quality, brand image, and consumer trust collectively account for 66.6% of the variation in consumers' decisions to buy Facetology sunscreen. Brand image (Z1) and consumer trust (Z2) show R^2 values of 0.529 and 0.557, respectively, indicating that both mediators are substantially influenced by endorsement and product quality. The adjusted values remain stable, confirming the model's reliability. Overall, the findings demonstrate that product quality and influencer endorsement, reinforced by brand image and consumer trust, play a decisive role in shaping purchase decisions for Facetology sunscreen.

Path Coefficient

The study applies a two-tailed test with a 0.05 significance level, equivalent to a Z Score of 1.96.

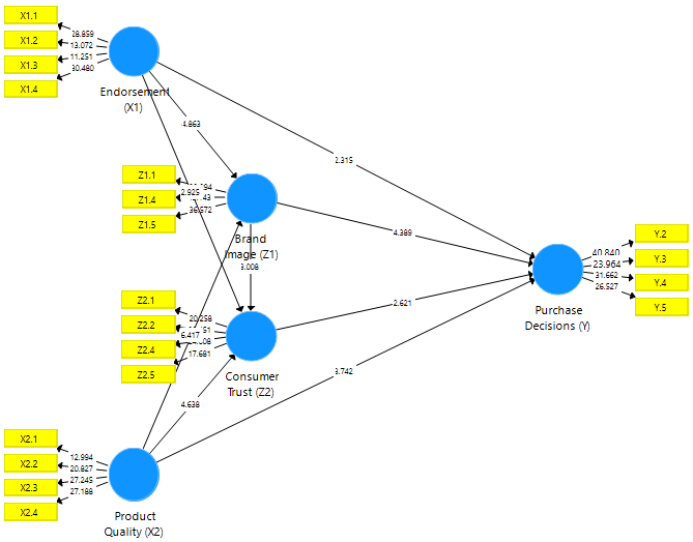


Figure 2. Bootstrapping Output

Source: Data analysis results, 2025.

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Endorsement (X1) -> Purchase Decision (Y)	0.172	0.178	0.075	2.298	0.022
Product Quality (X2) -> PurchaseDecision (Y)	0.275	0.267	0.075	3.677	0,000
Brand Image (Z1) -> Purchase Decision (Y)	0.307	0.300	0.070	4.393	0,000
Consumer Trust (Z2) -> Purchase Decision (Y)	0.191	0.200	0.071	2.681	0.007
Endorsement (X1) -> Brand Image (Z1)	0.325	0.329	0.068	4.787	0,000
Endorsement (X1) -> Consumer Trust (Z2)	0.251	0.249	0.085	2.960	0.003
Product Quality (X2) -> Brand Image (Z1)	0.475	0.472	0.075	6.289	0,000
Product Quality (X2) -> Consumer Trust (Z2)	0.350	0.352	0.076	4.595	0,000
Brand Image (Z1) -> Consumer Trust (Z2)	0.249	0.251	0.083	3.010	0.003

Source: Data analysis results, 2025.

Direct Effects

Sub-structure 1: Direct Effects on Purchase Decision

The results confirm that all four predictors significantly influence purchase decisions for Facetology sunscreen.

1) Endorsement has a positive effect (β = 0.172; p = 0.022), indicating that influencer credibility enhances consumer willingness to buy. This finding is consistent with Nilammadi, (2021), who emphasized the role of endorsement in driving purchase behavior.

2) Product quality exerts a stronger effect (β = 0.275; $p < 0.001$), highlighting that perceived effectiveness and reliability of the product remain decisive in purchase decisions, supporting Ningrum et al., (2023).

3) Brand image also demonstrates a significant influence (β = 0.307; $p < 0.001$), reinforcing the importance of symbolic brand associations, consistent with Kolinug et al., (2022).

4) Consumer trust contributes positively (β = 0.191; p = 0.007), reflecting the role of trust in reducing uncertainty and reinforcing purchase likelihood, in line with Simanjuntak et al., (2020).

Collectively, these results indicate that consumer decisions in the sunscreen category are shaped by both functional attributes (product quality) and relational-symbolic factors (endorsement, brand image, and trust).

Based on the hypothesis testing results for the direct effects in Sub-structure 1, the following equations can be derived :

$Y = \beta1.X1 + \beta2.X2 + \beta3.Z1 + \beta4.Z2 + \varepsilon$ ..... (1)

Purchase Decision = β1.Endorsement + β2. Product Quality + β3. Brand Image + β4. Consumer Trust + ε ..... (2)

Purchase Decision = 0.172. Endorsement + 0.275. Product Quality + 0.307. Brand Image + 0.191. Consumer Trust + ε……..…… (3)

$Y = 0.172.X1 + 0.275.X2 + 0.307.Z1 + 0.191.Z2 + \varepsilon$……..……..... (4)

These findings strengthen consumer behavior theory by confirming that purchase decisions are multi-dimensional, combining rational product evaluation with affective and relational drivers. Facetology should integrate influencer marketing with product innovation and trust-building strategies to maximize consumer purchase likelihood.

Sub-structure 2: Direct Effects on Brand Image

The results of hypothesis testing on the direct influence of Endorsement (X1) and Product Quality (X2) on Brand Image (Z1) are as follows:

1) Endorsement significantly enhances brand image (β = 0.325; $p < 0.001$), demonstrating that credible influencers help create positive associations. This aligns with Larasati, (2023), who also found that endorsement significantly shapes brand perception.

2) Product quality shows an even stronger effect on brand image (β = 0.475; $p < 0.001$), underscoring that consistent product performance is central to sustaining a strong brand identity, supporting Handayani et al., (2020).

Based on the hypothesis testing results for direct influence in Sub-structure 2, the following equation can be formulated:

$Z1 = \beta1.X1 + \beta2.X2 + \varepsilon$ ……..... (5)

Brand Image = β1.Endorsement + β2. Product Quality + ε……..... . (6)

Brand Image = 0.325. Endorsement + 0.475. Product Quality + ε……..……..... (7)

$Z1 = 0.325.X1 + 0.475.X2 + \varepsilon$……..…..…..……..... (8)

The results highlight that brand image is not only influenced by symbolic marketing strategies (endorsement) but also by the functional foundation of product quality, bridging symbolic and utilitarian perspectives in branding theory. Skincare firms should prioritize product innovation and quality assurance, complemented by strategic influencer collaborations to strengthen brand equity.

Sub-structure 3: Direct Effects on Consumer Trust

The results of hypothesis testing on the direct influence of Endorsement (X1) and Product Quality (X2) on Consumer Trust (Z2) are as follows:

1) Endorsement has a significant effect on consumer trust (β = 0.251; p = 0.003), confirming that trusted influencers enhance consumers' confidence in the brand. This finding aligns with Nopita et al., (2024).
2) Product quality demonstrates an even stronger influence (β = 0.350; $p < 0.001$), indicating that delivering reliable and effective products is the most powerful way to foster trust, consistent with Irdha (2021).

From the direct effect hypothesis testing results in Sub-structure 3, the following equation is derived:

$Z2 = \beta1.X1 + \beta2.X2 + \varepsilon$ …… (9)

Consumer Trust = β1.Endorsement + β2. Product Quality + ε…… …. (10)

Consumer Trust = 0.251. Endorsement + 0.35. Product Quality + ε…… (11)

$Z2 = 0.251.X1 + 0.350.X2 + \varepsilon$…….…….. (12)

The evidence confirms that consumer trust emerges from both relational signals (endorsement) and product-related performance, enriching trust-building models in consumer research. For Facetology, ensuring product authenticity and performance should be the cornerstone of trust-building, while influencer endorsements can serve as complementary tools to strengthen consumer confidence.

Table 7. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Endorsement (X1) -> Brand Image (Z1) -> Purchase Decision (Y)	0.100	0.097	0.027	3.719	0.000
Endorsement (X1) -> Consumer Trust (Z2) -> Purchase Decision(Y)	0.048	0.048	0.022	2.161	0.031
Product Quality (X2) -> Brand Image (Z1) -> Purchase Decision (Y)	0.146	0.143	0.045	3.220	0.001
Product Quality(X2) -> Consumer Trust (Z2) -> Purchase Decision (Y)	0.067	0.071	0.033	2.008	0.045

Source: Data analysis results, 2025.

Indirect Effects:

The indirect effect test results for Endorsement (X1) and Product Quality (X2) on Purchase Decision (Y) through Brand Image (Z1) and Consumer Trust (Z2) are as follows:

1) Endorsement → Brand Image → Purchase Decision
   The results show that endorsement has a significant indirect effect on purchase decision through brand image (β = 0.100, $p < 0.001$). This indicates that influencer credibility not only persuades consumers directly but also strengthens brand associations, which in turn enhance purchase behavior. This finding is in line with Nopita et al., (2024), who demonstrated that endorsements indirectly shape purchase intention via brand positioning.
2) Endorsement → Consumer Trust → Purchase Decision
   Endorsement also shows a smaller but significant indirect effect through consumer trust (β = 0.048, p = 0.031). This result suggests that influencers contribute to building consumer confidence, which subsequently increases purchase likelihood. Prior studies also highlight that

credible endorsements reduce uncertainty and strengthen consumer trust as a pathway to purchase.

3) Product Quality → Brand Image → Purchase Decision
   Product quality demonstrates a strong indirect effect on purchase decision through brand image (β = 0.146, p = 0.001). This means that consistent product performance enhances brand perceptions, which then translate into stronger purchase intentions. Handayani et al., 2020), similarly found that high product quality serves as the foundation for sustaining brand equity and market competitiveness.
4) Product Quality → Consumer Trust → Purchase DecisionA further significant indirect effect is observed in the pathway from product quality to purchase decision through consumer trust (β = 0.067, p = 0.045). This underscores that reliable product performance fosters confidence among consumers, reinforcing their willingness to buy. Irdha (2021), also confirmed that consumer trust is most effectively built when product claims align with actual performance.

These findings confirm that endorsement and product quality influence purchase behavior not only directly but also indirectly through mediating constructs. Brand image emerges as the stronger mediator, representing the symbolic dimension of consumer decision-making, while trust provides a relational pathway that further supports behavioral outcomes. Together, they enrich consumer behavior theory by integrating functional, symbolic, and relational perspectives in explaining purchase decisions.

For Facetology, the results highlight the need to balance product excellence with strategic marketing. High-quality products remain essential for shaping both brand image and consumer trust, while influencer endorsements amplify these effects. Investments in packaging, anti-counterfeit initiatives, and transparent communication can strengthen brand image, while consistent product performance and authenticity assurance build consumer trust. These combined strategies enable the brand to translate both functional value and symbolic appeal into stronger purchase decisions.

CONCLUSION

This study demonstrates that purchase decisions for Facetology sunscreen are significantly influenced by endorsement, product quality, brand image, and consumer trust. Among these factors, product quality and brand image emerge as the strongest predictors, while endorsement and consumer trust also provide meaningful contributions. The mediating analysis further reveals that both brand image and consumer trust serve as effective pathways, with brand image acting as the more dominant mediator. These findings suggest that consumer behavior in the skincare market is shaped not only by functional product attributes but also by symbolic and relational elements that strengthen purchase decisions (Amalia et al., 2024; Nopita et al., 2024).

Theoretically, this research enriches consumer behavior literature by integrating functional, symbolic, and relational perspectives into a single model. The evidence confirms that influencer endorsement and product quality do not operate in isolation but interact through brand image and consumer trust to explain purchase decisions. This dual mediation framework supports recent scholarship emphasizing multi-dimensional consumer decision-making in highly competitive markets (Pan et al., 2024; Wagiyem & Larasati, 2023).

For practitioners, especially in the skincare industry, the results highlight three strategic priorities: (1) maintaining consistent product quality to strengthen both brand image and consumer trust, (2) leveraging credible influencers to reinforce brand positioning, and (3) implementing initiatives such as transparent communication, packaging innovation, and anti-counterfeit measures to protect and enhance brand equity. These insights provide actionable guidance for managers seeking to compete in saturated markets (Rahmadiansyah et al., 2025; Aulia, 2025).

LIMITATIONS AND FUTURE RESEARCH

Despite its contributions, this study has several limitations. First, the use of non-probability accidental sampling limits the generalizability of findings beyond the studied respondents. Second, the cross-sectional design restricts causal inferences, as consumer perceptions may evolve over time. Third,

the study focuses on a single brand, Facetology, which may limit applicability to broader skincare categories or different cultural contexts (Kusuma et al., 2025).

Future studies could expand the sample using probability-based methods to improve generalizability, apply longitudinal designs to capture dynamic changes in consumer behavior, and test the model across different product categories or international markets. Additionally, incorporating moderating factors such as price sensitivity, digital engagement, or generational differences may yield richer insights into how endorsement and product quality interact with consumer psychology in diverse contexts (Novilia et al., 2023; Ilieva et al., 2024).

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