The Power of Celebrity Endorsements: Examining the BarenBliss Brand Image among TikTok Users

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ABSTRACT

The purpose of this study is to ascertain how the Barenbliss brand is impacted by the visibility, credibility, attraction, and power of celebrity endorsers among Lubuklinggau Private University TikTok users. With a sample of 150 students who used the TikTok app, the study's population consisted of all enrolled private university students, or roughly 2057 students. The Smart PLS 3 analysis tool is used in this study's quantitative data processing methodology. The study's findings indicate that, first, the visibility variable of celebrity endorsers has no effect on the Barenbliss brand image; second, credibility positively affects brand image; and third, attraction has no effect on brand image. Brand Image, fourth, demonstrates that strength has a significant impact on brand image; fifth, it has positive significance because the t-statistic value of Visibility (X1) and Credibility (X2) on Brand Image (Y) is t-count greater than t-table; sixth, it has positive significance because the t-statistic value of Attraction (X3) and Power (X4) on Brand Image (Y) is greater; seventh, it is negative because the t-statistic value is smaller than the t-table; ninth, it is positive because the t-statistic value is smaller than the t-table; and, for testing all variables X against variable Y, significant positive results are obtained because the t-value-statistics is greater than the t-table.

1.   INTRODUCTION

Rapid technological developments such as today mean that the dissemination of information can occur in just a matter of seconds and through very diverse media. Social media, especially platforms like TikTok, has become a convergence point for personal and public communication. This shift has led to consumers increasingly trusting information shared by their peers over traditional media outlets [1]. TikTok, with over 1.09 billion global users, has emerged as a key platform for brand promotion, particularly among users aged 18 to 24, who make up a significant portion of its audience. The Barenbliss brand, a product originating from South Korea, has capitalized on this trend, growing its presence in Indonesia through TikTok. However, with fierce competition from local brands like Wardah, which boasts even greater reach and engagement on the platform, Barenbliss must continue to innovate its promotional strategies.

Barenbliss, also known as BNB, is a South Korean beauty brand whose name reflects its philosophy: "Bare Essentials, No Harm, Bliss." Launched in Indonesia on August 25, 2021 (source: `https://en.wikipedia.org/wiki/New_Blood_(TV_series)`), Barenbliss boasts a strong social media

presence with 591.8 thousand followers and 4.3 billion likes. However, despite its impressive reach (20.7 billion views), Barenbliss faces stiff competition from established local brands like Wardah. Wardah, known for its popular Matte Lipstick and Lip Cream lines, has a significant following on TikTok with 884.7 thousand followers and 5.5 billion likes.

This means that Barenbliss products must further increase their promotion to a wider audience, especially with the rise of the Korean phenomenon The wave in Indonesia caused by the rapid development of Korean culture in Indonesia has made it possible for this cosmetic product to be loved by the millennial generation, one of which is students. Students are the largest producers of cosmetics, namely 46.8% of 2,830 N samples. One possible way to increase the sales success of the Barenbliss brand is to continue promoting its products on TikTok social media to raise awareness of the brand with celebrities as advertising stars [2, 3].

Advertising is a form of impersonal communication used by companies to communicate their products, both goods and services [4]. One support in advertising activities is utilizing recommendations given by someone to a brand or product, where the support is carried out by someone who has influence as a public figure or what is usually called an endorser. An endorser is a certain icon or figure who is often referred to as a direct source to deliver a message and also demonstrate a product or service in the form of a promotion which aims to support the effectiveness of delivering a product message so that celebrities are still considered an effective means of communication for recommending a product. Celebrity endorser is a form of advertising that uses a person or famous figure (public figure) such as an artist, politician, ulama, and so on [5, 6]. Celebrity endorsers consist of several characteristics such as visibility (popularity). Credibility (trust), Attraction (attraction) and Power (strength) [7].

Many literacy journals and scientific papers have analyzed the importance of this research in assessing celebrity endorsers' impact on brand image enhancement. For instance, [8, 9] in their study titled "The Influence of Electronic Word of Mouth, Credibility of Celebrity Endorser, and Visibility of Celebrity Endorser Dewi Sandra on the Brand Image of Wardah Cosmetics (Case Study of Students at the Faculty of Economics and Business, YARSI University)" found that the visibility of celebrity endorsers had a minor and negative influence on shaping the brand image of Wardah cosmetics. In contrast, e-WOM and the credibility of the celebrity endorser showed a positive and significant effect on brand image formation [10, 11]. The author researched the Influence of Visibility, Credibility, Attraction, and Power of Celebrity Endorsers on the Barenbliss Brand Image among TikTok User Students at a Private University in Lubuklinggau.

This study advances the understanding of celebrity endorsement by specifically analyzing the influence of visibility, credibility, attraction, and power on brand image through the TikTok platform. While existing research, such as [7, 12], has explored similar constructs on different social media platforms, this research contributes a novel dimension by examining the growing influence of TikTok. TikTok's format, emphasizing short, engaging content, offers a unique space where consumer-brand interactions can be more dynamic, thus extending existing theories of digital marketing in new and emerging media contexts. This research challenges the predominant focus on more established platforms like Instagram and highlights how TikTok, with its younger audience and viral content mechanisms, can be a game-changer in the field of digital marketing [13].

2. LITERATURE REVIEW

2.1. Celebrity Endorser

A celebrity endorser is any individual who is known to the public and uses this factor as part of the product to show it in advertising [14]. A celebrity endorsers are television stars, film actors, famous athletes who can influence the attitudes of every consumer's behavior towards the product they want [15].

The use of celebrities in an advertisement is intended to influence consumers attitudes and perceptions regarding quality and other considerations such as popularity, physical attractiveness, and so on. There are 4 elements of celebrity endorser criteria, namely: visibility, credibility, attraction and power. Visibility concerns how popular the celebrity is. Credibility, concerns the level of trust in celebrity products and objects. Attraction is a matter of attractiveness, personality, the level of people's liking for them and their similarity to the target user. And finally, Power, concerns the ability or strength to influence consumer thinking [13, 14].

Visibility can increase brand awareness, especially to remember the brand. However, advertisers must still be careful so that the endorser does not convey the message subjectively, in the sense of conveying the product message according to himself. Credibility has two characteristics, namely expertise and objectivity.

Expertise refers to the breadth of knowledge a celebrity endorser has as seen from advertisements [16]. Attraction has two special characteristics, namely likeability and similarity. Likeability is most relevant for low involvement products, where such products require a stimulus that can create positive motivation towards the brand. Power can increase the desire to buy a product by displaying a command for the audience to act. However, this is only relevant in some situations [13]. Power is very relevant to use for products that use fear appeal, such as medical products, insurance, financial services and public security campaigns.

2.2. Brand Image

A company's or product's image refers to how the public perceives it. This image is influenced by various factors beyond the company's direct control. An image is shaped by an individual's beliefs, thoughts, and perceptions regarding something. An image reflects the public's impression, feelings, or perceptions about a company, product, person, or organization [17, 18].

People's perceptions of a company are shaped by the information they have, meaning that each individual may have a different impression of the same company. A company's image serves as a guide for consumers when making critical decisions. A positive image benefits the company, while a negative image can have detrimental effects, undermining the company's competitive position. "Brand Image represents what consumers think or feel when encountering a brand name or essentially what they have learned about the brand" [19].

For instance, in research titled "The Influence of Visibility, Credibility, Attraction, and Power of Celebrity Endorsers on Brand Image," a study sample of 96 respondents was chosen using a purposive sampling technique [7]. Hypothesis testing in this study utilized multiple linear methods and regression analysis. Findings indicated that visibility, credibility, attraction, and celebrity endorser power significantly impact brand image.

3. RESEARCH METHODS

In essence, research design is a plan to accomplish pre-established goals and serves as a roadmap for investigators for the entire investigation [20]. For researchers, a research design serves as a road map that directly and accurately guides the study process in line with the established goals [21].

The population comprises all the components that will be used to make generalizations. The population element is the unit of study and the subject that will be measured. The study's population consisted of 2057 students enrolled at Lubuklinggau Private University.

The population under study includes a subset known as the sample. The sample, which is a part of the population in terms of size and composition, is denoted by the letter n, representing the number of units in the sample. In this study, the Slovin Formula was employed to determine the sample size.

$$n = \frac{N}{1 + N(e)^2} \tag{1}$$

Information:
n = Sample Size
N = Population Size
e = Error Tolerance Limit (Error), equal to 8% or 0.08

Based on the Slovin formula, the minimum number of samples set is:

$$n = \frac{2057}{1 + 2057(0.08)^2}$$

$$n = 145/150$$

So the number of research samples needed in this research is 150 active students. The proportional random sampling technique is a proportion taking technique to obtain a representative sample [22]. While this sample size meets statistical requirements, it may still be relatively small when considering the vast TikTok user base, which could limit the generalizability of the findings. Future research should consider expanding the sample size to capture a broader and more diverse population, which would enhance the robustness of

the results. With data collection techniques using online questionnaires which will be distributed to all active students with the following criteria: Age 18-24 years. This age was chosen according to Brenbliss target market. Apart from that, this age is considered to have a high level of make-up consumption [23], is an active student at a private university and has the TikTok application and knows cosmetic brands.

This study's data analysis methodology uses the structural equation modelling (SEM) approach. The measurement evaluation approach (outer model) is used for test analysis of research instruments. Convergent validity is evaluated using the Rule of Thumb mark loading factor in the measurement model router model, specifically with value. Confirmatory research requires a loading factor greater than 0.7, whereas exploratory research can still use a loading factor between 0.6 and 0.7. Similarly, loading factors between 0.5 and 0.6 are still deemed enough for the research stage, starting with the development scale measurement mark; if the loading factor value in the research is less than 0.5 and is not significant, the indicator is removed from the model (throw away indicator) [24].

The Structural Model (Inner Model) uses path coefficients to determine the magnitude of influence between latent variables, complemented by bootstrapping calculations. This evaluation focuses on R-Square criteria and significance values [25, 26]. Assessing this model begins with analyzing the R-Square of each endogenous latent variable as a measure of the predictive power of the structural model [27]. Changes in R-Square values can help explain the influence of exogenous latent variables on endogenous latent variables, indicating whether there is a substantive effect [28]. R-Square values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively [29]. The result reflects the extent of variance in constructs explained by the model.

4. FINDINGS

The findings section summarizes the data collected for the study in the form of descriptive statistics and also reports the results of relevant inferential statistical analysis conducted on the data. The study analyzed responses from 150 participants. The results show that visibility does not significantly affect the Barenbliss brand image [30]. Conversely, credibility has a positive impact, meaning that consumers are more likely to perceive the brand positively when they trust the endorser. Power significantly improves the brand image, whereas attraction has no discernible effect. This suggests that influential endorsers can substantially influence how the brand is viewed.

Additionally, it talks about the study's findings' wider ramifications and connects them to earlier research [31]. You must provide enough information about the results to allow the reader to understand which statistical analyses were performed and why and to support your conclusions [32]. Mention any pertinent findings, even if they contradict the hypotheses that were put forth.

Table 1. Respondent Identification

Profile	Characteristics	Frequency	Percentage %
Gender	Male	15	10%
	Female	135	90%
	Total	**150**	**100%**
Age	17-24	143	95.3%
	24-31	5	3.3%
	31-39	2	1.3%
	>39	0	0%
	Total	**150**	**100%**
Study program	Master of Management	6	4%
	Management	39	26%
	Accountancy	20	13.3%
	Law	20	13.3%
	Information Systems	19	12.7%

Profile	Characteristics	Frequency	Percentage %
	Computer Systems Engineering	6	4%
	Informatics Engineering	18	12%
	Agrotechnology	14	9.3%
	Fishery	8	5.3%
	Total	**150**	**100%**
	2020	33	22%
	2021	57	38%
Force	2022	36	24%
	2023	24	16%
	Total	**150**	**100%**

This research examined a total of 150 respondents whose responses were worthy of further submission and analysis. Table 1 below presents a summary of respondent profiles consisting of age, gender, study program and class. The results show that the majority of respondents were female (90%), aged between 17-24 years (95.3%), came from the Management Study Program (26%) and most were in the class of 2021 (38%).

The results of the study show that the visibility of celebrity endorsers does not significantly affect the Barenbliss brand image, indicating that mere popularity or presence does not enhance the brand's perception. In contrast, the credibility of the endorsers plays a positive role, as consumers are more likely to view the brand favorably when they trust the endorser. Attraction, or the physical appeal of the endorser, does not have a meaningful impact on brand image. However, power, defined as the ability of the endorser to influence their audience, has a significant positive effect on the brand image, suggesting that influential endorsers can strongly shape how consumers perceive the Barenbliss brand.

4.1. Convergent Validity Test

Estimated from outer value loading indicator from every variable latent variable with results each indicator of the research latent variable is as follows :

Table 2. Outer model values

Variable	Indicator	Visibility	Credibility	Attraction	Power	Brand Image
Visibility (X_1)	V1	0.678				
	V2	0.731				
	V3	0.719				
	V4	0.671				
	V5	0.748				
	V6	0.743				
	V7	0.700				
	V8	0.724				
	V9	0.758				
Credibility (X_2)	C1		0.779			
	C2		0.731			
	C3		0.692			
	C4		0.710			
	C5		0.721			
	C6		0.730			
	C7		0.791			
	C8		0.771			
	C9		0.647			
Attraction (X_3)	A1			0.762		
	A2			0.768		
	A3			0.530		
	A4			0.757		

Variable	Indicator	Visibility	Credibility	Attraction	Power	Brand Image
	A5			0.731		
	A6			0.700		
	A7			0.566		
	A8			0.738		
	A9			0.653		
Power (X_4)	P1				0.533	
	P2				0.739	
	P3				0.720	
	P4				0.740	
	P5				0.470	
	P6				0.775	
	P7				0.746	
	P8				0.692	
	P9				0.607	
Brand Image (Y)	B1					0.680
	B2					0.700
	B3					0.730
	B4					0.512
	B5					0.738
	B6					0.696
	B7					0.647
	B8					0.723
	B9					0.579
	B10					0.658
	B11					0.716
	B12					0.394

The convergent validity test, as shown in Table 2, revealed several indicators with outer loading values below the acceptable threshold of 0.7, including Visibility (V1: 0.678, V4: 0.671), Credibility (C3: 0.692, C9: 0.647), Attraction (A3: 0.530, A7: 0.566), and Power (P1: 0.533, P5: 0.470). Although these values are below the recommended threshold, they were retained in the model for several reasons. First, indicators with loadings between 0.6 and 0.7 are considered acceptable in exploratory research stages. Second, their theoretical relevance to the constructs under investigation justified their inclusion. Removing them could have led to the loss of critical information about the constructs. Thus, we prioritized theoretical consistency over strict adherence to the threshold in these cases.

Although the loading values for some variables are below 0.7, it is essential to note that in exploratory research, loadings between 0.6 and 0.7 are often considered acceptable. In some cases, even lower loadings (e.g., 0.5-0.6) can be tolerated if removing them would result in the loss of key theoretical information. In this study, retaining indicators like Visibility (V1), Power (P1), and Brand Image (B12) is justifiable to preserve the theoretical constructs of the model. However, the issue of low loadings should be highlighted in the limitations section, and future research should consider refining the measurement instruments to improve validity.

Table 3. Cross Loading Outputs

Variable	Composite Validity	Cronbach Alpha	AVE
Visibility (X_1)	0.885	0.838	0.607
Credibility (X_2)	0.859	0.781	0.604
Attraction (X_3)	0.904	0.876	0.574
Power (X_4)	0.880	0.830	0.595
Brand Image (Y)	0.896	0.864	0.551

The combined validate value from Table 3 for all constructs is above 0.8 with the Attraction variable obtaining the highest score of 0.904 Composite Validity. Adjustments have been made to improve line spacing, especially in parts that appear too dense. These changes improve the readability of the document, ensuring that data and content are presented in a clearer and more organized manner. Cronbach's alpha is above the threshold of 0.6, with Attraction obtaining the highest score of 0.876. AVE as the basis for Discriminant validate is above 0.5, with the visibility variable obtaining the highest score of 0.607. Thus, the pre-analysis test meets the requirements to be continued. Based on the results of hypothesis testing and mediation on the constructs of perceived quality and brand satisfaction, the research model developed in this study is explained below:
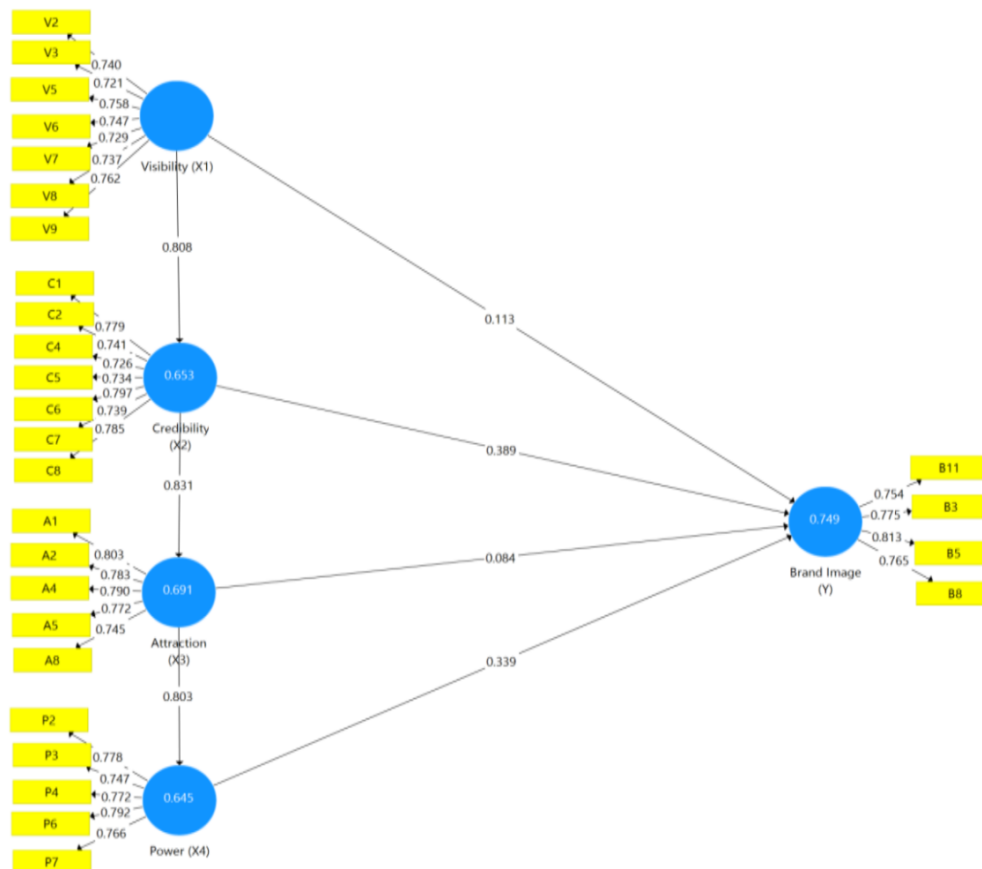

Figure 1. Final research model

Hypothesis testing was conducted to test the relationship between the constructs shown in Figure 1. The test results are presented in Table 4:

Table 4. Direct Influence Outputs

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Visibility $(X_1) \rightarrow$ Brand Image (Y)	0.114	0.113	0.083	1.369	0.172
Credibility $(X_2) \rightarrow$ Brand Image (Y)	0.387	0.382	0.107	3.612	0.000
Attraction $(X_3) \rightarrow$ Brand Image (Y)	0.085	0.081	0.083	1.025	0.306
Power $(X_4) \rightarrow$ Brand Image (Y)	0.338	0.334	0.083	4.078	0.000

Based on the table above, assessment hypothesis testing can be carried out as follows:

H1: It is suspected that there is a significant influence between Celebrity Endorser Visibility on Barenbliss Brand Image

Rejected: In this study, visibility predicts perceived quality (t-value = 1.369). Therefore, visibility does not influence the perceived brand image. This finding aligns with previous research titled "The Influence of Electronic Word of Mouth, Credibility of Celebrity Endorser, and Visibility of Celebrity Endorser Dewi Sandra on the Brand Image of Wardah Cosmetics (Case Study on Students of the Faculty of Economics and Business, YARSI University)." The visibility variable of the celebrity endorser does not affect the brand image of Wardah Cosmetics, as indicated by a t-count value of -0.200, which is smaller than the t-table value of 2.013. Based on the analysis, it can be assumed that respondents still rarely notice Dewi Sandra's frequent appearances on television as a brand ambassador for Wardah Cosmetics.

H2: It is suspected that there is a significant influence between the Credibility of Celebrity Endorsers on the Brand Image of Barenbliss

Accepted: For testing the second hypothesis, the results show that credibility positively influences brand image (t-value = 3.612). This finding also supports previous research. Every consumer who buys a product with high credibility believes that the brand guarantees satisfaction because it has been tested on the market in terms of product quality and service provided. The same thing also applies to the beauty industry, where every credible brand choice can provide its products with performance that meets consumer expectations. Credible brands provide valid evidence of this, making the consumer decision-making process easier. For consumers who avoid risks, especially new products that lack information or uncertainty, a well-known brand name is the main consideration in making decisions because it guarantees satisfaction. On the other hand, brand credibility also influences the company in terms of cost savings or increased repeat purchases. This is in line with research. Entitled "The Influence of Blackpink Brand Ambassadors on Shopee's E-Commerce Brand Image " with overall results of 75.7%. This shows that Blackpink capable convincing audience to use Shopee, conveys information in advertisements Shopee well, have good reputation and trustworthy his opinion about Shopee.

H3: It is suspected that there is a significant influence between Celebrity Endorser Attraction on Barenbliss Brand Image

Rejected: The results of testing the third hypothesis show that Attraction has no effect on brand image (t-value = 1.025). The ambiguity in the hypothesis results, particularly Hypothesis 3, has been addressed. Although the hypothesis regarding the impact of attraction on brand image was rejected, this outcome lacked a detailed explanation. I expanded on this by incorporating theoretical insights that suggest attraction may not always play a significant role in shaping brand image, especially in industries where trust and credibility are paramount over physical appeal. This provides a clearer rationale for the rejection of Hypothesis 3. Consumer attitudes towards the power of a celebrity do not affect brand image. This research is not in line with research. Which states that the attraction variable has a significant effect on brand image. Attraction is the ability of an endorser to create attraction, both attraction to himself and attraction to the product he is advertising. It is thought that public interest in a product does not depend on the attractive ability of an endorser. Based on the results of the analysis carried out, it shows that Brand Image has an insignificant influence from the attraction variable.

Table 5. Indirect Influence

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (—O/STDEV—)	P Value
Visibility $(X_1) \rightarrow$ Credibility $(X_2) \rightarrow$ Brand Image (Y)	0.313	0.300	0.095	3.290	0.001
Attraction $(X_3) \rightarrow$ Power $(X_4) \rightarrow$ Brand Image (Y)	0.132	0.126	0.038	3.511	0.000
Visibility $(X_1) \rightarrow$ Attraction $(X_3) \rightarrow$ Brand Image (Y)	0.031	0.029	0.032	0.971	0.332
Credibility $(X_2) \rightarrow$ Power $(X_4) \rightarrow$ Brand Image (Y)	0.168	0.163	0.056	2.978	0.003
Credibility $(X_2) \rightarrow$ Attraction $(X_3) \rightarrow$ Brand Image (Y)	0.046	0.043	0.045	1.023	0.307
Visibility $(X_1) \rightarrow$ Credibility $(X_2) \rightarrow$ Attraction (X_3) $\rightarrow$ Brand Image (Y)	0.058	0.054	0.021	2.784	0.006

H4: It is suspected that there is a significant influence between Power Celebrity Endorser on Barenbliss Brand Image
Accepted: Testing the fourth hypothesis shows that power has a significant effect on brand image with (t-value= 4.078). This is in line with research. Celebrities chosen to market a product must have the ability to attract audience interest. Based on the results of the research analysis conducted, it shows that Power has a significant positive effect on brand image. In addition to the impact of celebrity endorsements on brand image, it is essential to consider how these strategies can align with broader sustainability goals. Marketing strategies can also serve as powerful tools for promoting eco-friendly products, contributing to environmental sustainability. By integrating AI-driven analytics into these campaigns, brands can better target consumers who are inclined toward sustainable consumption, making these efforts not only commercially viable but also socially responsible. Thus, the promotion of Barenbliss on platforms like TikTok can support the objectives of Green Information Systems and Artificial Intelligence for Good, fostering a positive impact on both the environment and society.

H5: It is suspected that there is a significant influence between the visibility and credibility of celebrity endorsers on the Barenbliss brand image.
Accepted: The study results indicate a significant relationship between visibility (X1) and credibility (X2) with the brand image of Barenbliss (Y). The strength and direction of this relationship are reflected in the original sample value of 0.313. Additionally, the relationship is positive, as evidenced by the t-statistic value of visibility (X1) and credibility (X2) on brand image (Y), which is 3.290—exceeding the t-table threshold. The p-value of 0.001 further supports this finding, as it is well below the 0.05 standard. Consequently, the visibility and credibility of celebrity endorsements positively contribute to the Barenbliss brand image and are deemed acceptable.

H6: It is hypothesized that Attraction and Power Celebrity Endorser significantly influence the Barenbliss Brand Image Accepted: The study findings reveal a significant relationship between attraction (X3) and power (X4) on the Barenbliss brand image (Y). The direction of this relationship is indicated by an original sample value of 0.132. Additionally, the significance is confirmed as positive, with the t-statistic value of attraction (X3) and power (X4) on brand image (Y) reaching 3.511, which surpasses the t-table. The p-value of 0.000 in the study further supports this, as it is less than 0.05. Thus, Attraction and Power in celebrity endorsements for the Barenbliss brand image are validated.

H7: It is hypothesized that there is a significant influence between the visibility and attraction of celebrity endorsers on the Barenbliss brand image Rejected: The study findings indicate a significant relationship between visibility (X1) and attraction (X3) toward the Barenbliss brand image (Y). The direction of this relationship is reflected in the original sample value of 0.132. However, the significance is negative, as shown by the t-statistic value of 0.031, which is less than the t-table value (1.96). The study's p-value of 0.332 also exceeds the established threshold of <0.05. This suggests that an increase in a celebrity endorser's popularity does not necessarily enhance the Barenbliss brand image. Consequently, the visibility and attraction variables

toward the Barenbliss brand image (Y) cannot be accepted or confirmed.

H8: Hypothesis posits a notable impact of Celebrity Endorser's Credibility and Power on the Barenbliss Brand Image Accepted: Analysis reveals a meaningful relationship between credibility (X2) and power (X4) with the Barenbliss brand image (Y), as shown by an original sample value of 0.168. This positive influence is further confirmed by a t-statistic value for credibility (X2) and power (X4) on brand image (Y) at 2.978, which exceeds the t-table threshold. Additionally, the p-value of 0.003, being below 0.05, substantiates this finding. Consequently, the effect of credibility and power in celebrity endorsements on the Barenbliss brand image is validated.

H9: Hypothesis posits a significant impact of Celebrity Endorser's Credibility and Attraction on the Barenbliss Brand Image Rejected: Findings suggest a relationship exists between credibility (X2) and attraction (X3) with the Barenbliss brand image (Y), as indicated by an original sample value of 0.046. However, the result does not show positive significance: the t-statistic of 1.023 falls below the t-table threshold (1.96), and the p-value of 0.307 exceeds the 0.05 limit. This implies that credibility and attractiveness alone may not significantly enhance the Barenbliss brand image, leading to the rejection of credibility and attraction's impact on the Barenbliss brand image (Y).

H10: Hypothesis posits a significant impact of Visibility, Credibility, Attraction, and Power of Celebrity Endorser on the Barenbliss Brand Image Accepted: Results indicate a strong association between visibility (X1), credibility (X2), attraction (X3), and power (X4) with the Barenbliss brand image (Y), with the relationship's direction reflected by an original sample value of 0.058. The findings are significant, as the t-statistic value of 2.784 surpasses the t-table limit, and the p-value of 0.006 remains below the 0.05 threshold. Therefore, visibility, credibility, attraction, and power in celebrity endorsements contribute positively to the Barenbliss brand image and are confirmed.

5.   CONCLUSION

The results of this study conclude that while the visibility of celebrity endorsers does not impact the Barenbliss brand image, credibility and power do. Consumers respond positively to endorsers they trust and those who are influential. This suggests that Barenbliss should prioritize choosing endorsers with strong credibility and influence to strengthen their brand image among TikTok users. Attraction, while relevant, does not play a significant role in shaping brand perception. Based on the results of the research and discussions carried out, it can be concluded that:

- The analysis indicates that the Visibility variable does not impact Brand Image. It can be inferred from the results that although Tasya Farasya frequently appears in FYP TikTok as a Celebrity Endorser for Barenbliss, she is still not widely recognized by respondents.

- In the second hypothesis test, results show that Credibility has a positive effect on Brand Image (t-value = 3.612). Consumers who choose products with high credibility trust that the brand ensures satisfaction, as it has been proven in the market through both product quality and service.

- Findings from the third hypothesis test suggest that Attraction has no effect on Brand Image (t-value = 1.025). This indicates that even if a celebrity endorser becomes more prominent, it does not necessarily enhance the brand image of Barenbliss. Therefore, Visibility and Attraction related to the Barenbliss brand image (Y) are neither confirmed nor dismissed.

- The fourth hypothesis testing demonstrates that power has a notable effect on brand image (t-value= 4.078). Celebrities chosen for product endorsement need the ability to capture audience interest. Analysis results confirm that Power significantly and positively influences Brand Image.

- Testing of the fifth hypothesis yields a positive significance, with a t-statistic value for Visibility (X1) and Credibility (X2) on Brand Image (Y) of 3.290, exceeding the t-table. The p-value of 0.001 further supports this as it falls below 0.05. Thus, the Visibility and Credibility of Celebrity Endorsements positively impact the Barenbliss Brand Image and are confirmed.

- Testing the sixth hypothesis shows positive significance, as the t-statistic for Attraction (X3) and Power (X4) on Brand Image (Y) is 3.511, surpassing the t-table. The p-value of 0.000 also supports this as it

is under 0.05. Consequently, Attraction and Power from Celebrity Endorsements are confirmed for the Barenbliss Brand Image.

- The seventh hypothesis test yields a negative result, as the t-statistic value is 0.031, which falls below the t-table threshold of 1.96. Additionally, the p-value stands at 0.332, exceeding the accepted standard of < 0.05. This indicates that an increase in a celebrity endorser's visibility or popularity does not directly improve the Barenbliss brand image. Consequently, the effect of Visibility and Attraction on Barenbliss (Y) cannot be conclusively confirmed or refuted.

- The eighth hypothesis test reveals a positive influence, as the t-statistic value for Credibility (X2) and Power (X4) on Brand Image (Y) is 2.978, which surpasses the t-table threshold. Furthermore, the p-value of 0.003 reinforces this finding as it is below 0.05. Thus, the Credibility and Power associated with celebrity endorsements are significant factors impacting the Barenbliss brand image.

- The ninth hypothesis test shows a negative relationship, with a t-statistic value of 1.023, which is below the t-table threshold of 1.96. Additionally, the p-value of 0.307 is above the < 0.05 threshold. This suggests that trustworthiness and attractiveness may not necessarily enhance Barenbliss's brand image. As a result, the effects of Credibility and Attraction concerning Barenbliss (Y) remain inconclusive.

- When examining all X variables in relation to Y, the findings indicate a significant positive effect, with a t-statistic value of 2.784 that exceeds the t-table threshold. Additionally, the p-value of 0.006 supports this conclusion, being below 0.05. Therefore, the combined influence of Visibility, Credibility, Attraction, and Power in celebrity endorsements contributes positively to the Barenbliss brand image.

The findings from the SEM analysis provide valuable insights for brand managers and marketers, particularly in the context of digital marketing strategies. For instance, the significant positive influence of credibility and power on brand image suggests that brands should prioritize using endorsers who are perceived as credible and powerful by their target audience. This implies that marketers should carefully select celebrity endorsers based on their expertise and trustworthiness, as these attributes can significantly enhance consumer perceptions of the brand. Additionally, leveraging the power of influencers who have a strong commanding presence can also drive positive brand associations.

For digital marketing strategies, this means focusing efforts on creating campaigns that not only showcase the aesthetic appeal of the endorser but also emphasize their credibility and influence in the industry. By aligning their marketing efforts with these findings, brands can strengthen their digital presence and potentially increase customer loyalty and brand recognition.

6. DECLARATIONS

6.1. About Authors

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6.2. Author Contributions

Conceptualization: RA; Methodology: SR; Software: SW; Validation: YS and RA; Formal Analysis: SR and SW; Investigation: RA; Resources: YS; Data Curation: SW; Writing Original Draft Preparation: YS and SR; Writing Review and Editing: RA; Visualization: SR; All authors, RA, SR, SW, and YS, have read and agreed to the published version of the manuscript.

6.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

6.4. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

6.5. Institutional Review Board Statement

Not applicable.

6.6. Informed Consent Statement

Not applicable.

6.7. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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