

ABSTRACT

Local cosmetic products, such as Somethinc, are increasingly popular among Indonesian women by utilizing TikTok as an interactive digital marketing platform. Somethinc collaborates with celebrity influencers to reach more consumers and increase purchase intention. However, it remains uncertain whether the increase in Somethinc's sales is influenced by celebrity influencers or other factors. Therefore, this study aims to analyze the effect of endorsement influencers and online customer reviews on the purchase intention of Somethinc products, as well as evaluate the role of Somethinc consumers' attitude as a mediating variable. This study employs a quantitative approach with hypothesis testing methods. Data were collected through an online questionnaire using the purposive sampling technique, involving 385 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 4.1.0.9 software, evaluating the inner model and outer model to examine the relationships between variables. The results indicate that online customer reviews, celebrity endorsement, and consumer attitude have a positive and significant effect on purchase intention. Somethinc consumers' attitude also positively influences brand loyalty and brand awareness and acts as a mediator in the relationship between brand awareness, brand loyalty, and eWOM on purchase intention on TikTok. Based on these findings, Somethinc is advised to collaborate with celebrity influencers who have a high engagement rate. Additionally, customer reviews in video format should be strategically utilized, and interactions through the live shopping feature should be strengthened to enhance consumer trust and purchase intention. Theoretically, future research is suggested to explore other cosmetic brands and consider additional variables such as brand loyalty and brand awareness in influencing purchase intention.

Keywords: *Online Customer Reviews, Influencer Endorsements, Purchase Intention, Customer Attitude, Theory of Planned Behavior*