



Impact of Influencer Endorsement on Purchase Decision: Mediating Role of Brand Image and Moderating Effect of Customer Trust

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ABSTRACT

This study examines the influence of influencer endorsement on purchase decisions for Sugarlab Face Mist products, with brand image as a mediator and customer trust as a moderator. Data were collected from 300 respondents in Jakarta and its surrounding areas, consisting of active social media users aged 18–40 years who have purchased products promoted by influencers. A purposive sampling technique was applied, and the analysis was conducted using a quantitative approach with Structural Equation Modeling based on Partial Least Squares (SEM-PLS) through Smart PLS 4.0 software. The results show that influencer endorsement significantly affects purchase decisions, both directly and through the mediation of brand image. A positive brand image strengthens consumers' purchase intentions and mediates the relationship between influencer endorsement and purchase decisions. Customer trust serves as a moderator that enhances the relationships between influencer endorsement, brand image, and purchase decisions. This study highlights the importance of influencer endorsement strategies in improving brand image and consumer purchase decisions.

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INTRODUCTION

The global beauty industry has undergone significant transformation in recent years, driven by shifting consumer preferences and technological advancements. One of the major changes dominating the market is the increasing role of social media in purchasing decisions. According to a Statista report (2023), the global beauty products market was valued at USD 155 billion in 2022 and is projected to grow to USD 189 billion by 2027, with a compound annual growth rate (CAGR) of 4.6%. In Indonesia, skincare products such as face mists have gained popularity, particularly among young consumers who are heavily influenced by social media trends (R.A.S.D. Rathnayake & V.G.P. Lakshika, 2023; Zaman et al., 2024). Therefore, this study aims to analyze the influence of influencer endorsement on the purchase decision of Sugarlab Face Mist, mediated by brand image and moderated by customer trust.

Purchase decision refers to the process consumers go through when selecting and purchasing a specific product after considering various relevant factors (Belanche et al., 2021). Research by Wulandari (2024) shows that purchase decisions are influenced by various elements, including brand trust, brand image formed in consumers' minds, and external influences such as recommendations from influencers. As a beauty product, Sugarlab Face Mist must build strong purchase decisions among increasingly critical consumers who are more discerning about the information they receive through social media (R.A.S.D. Rathnayake & V.G.P. Lakshika, 2023). Influencer endorsement plays a significant role in shaping these purchase decisions, especially with their presence on platforms like Instagram and TikTok (Bhardwaj et al., 2024).

Influencer endorsement has become a key factor influencing consumer purchase decisions, particularly in the beauty industry. Influencers with large followings and high credibility can significantly impact consumer opinions and behaviors. Research by Abduraimov (2024) shows that influencer endorsements have a substantial effect on consumer purchase decisions, as consumers tend to trust recommendations from individuals they perceive as authoritative figures in a specific field. Further research by Khan (2023) reveals that influencer endorsements can enhance positive perceptions of products and strengthen brand image in the eyes of consumers. For Sugarlab Face Mist, endorsements by relevant beauty influencers can significantly influence purchase decisions (Ao et al., 2023; Kalam et al., 2024).

Brand image, as the perception formed in consumers' minds about a brand, serves as a mediating variable in this study. A positive brand image can enhance a product's appeal and strengthen consumer purchase decisions (Benhardy et al., 2020; Levina et al., 2023). In this context, a strong brand image can be created through effective marketing strategies, such as using influencers to promote products on social media (Levina et al., 2023; Zhang, 2023). Research by Cristianto et al. (2024) also found that brand image plays a crucial role in building consumer trust in products and strengthening the relationship between influencer endorsements and purchase decisions. As a mediating variable, brand image explains how influencer endorsements can enhance purchase decisions by fostering positive perceptions of the brand.

As a mediating variable, brand image not only creates a positive image of the product but also strengthens the relationship between influencer endorsement and consumer purchase decisions (Mandiri et al., 2022). For Sugarlab Face Mist, using influencers with high credibility can improve brand image and build more positive perceptions among consumers, which in turn can encourage them to purchase the product (R.A.S.D. Rathnayake & V.G.P. Lakshika, 2023; Zaman et al., 2024). Research by Catic & Poturak (2022) also reveals that a strong brand image can accelerate purchase decisions by fostering trust and loyalty among consumers. Furthermore, Khan (2023) shows that a consistent brand image can strengthen the impact of influencer endorsements on purchase decisions.

Customer trust serves as an important moderating variable in this study. Consumer trust in a brand influence how they respond to information shared on social media, including information from influencers (Leung et al., 2022; Sijabat et al., 2023). Research by Kesuma et al. (2021) shows that customer trust can moderate the influence of influencer endorsements on purchase decisions, as consumers with high trust in the brand and influencer are more likely to accept and be influenced by such recommendations. Additionally, customer trust strengthens the relationship between brand image and purchase decisions (Pramudya et al., 2018), as consumers who trust a brand are more likely to have positive perceptions of products promoted by influencers.

Customer trust plays a crucial role in enhancing the positive impact of influencer endorsements. This trust arises when consumers perceive that the endorsing influencer has credibility, integrity, and relevant experience with the product they are promoting (Coutinho et al., 2023). Research by Deng & Yin (2024) found that consumers who trust influencers are more likely to consider their product recommendations as valid and useful information, ultimately influencing their purchase decisions. In this context, customer trust not only moderates the influence of influencer endorsements but also strengthens the relationship between brand image and purchase decisions (Baharuddin et al., 2022; Saktiawan et al., 2023).

With the increasing use of social media among young consumers, who are the primary target for products like Sugarlab Face Mist, the influence of influencer endorsements on purchase decisions has grown significantly. Research by Xu (2023) highlights that social media platforms like Instagram

and TikTok have become key channels for brands to connect with young audiences. In this regard, influencer endorsements can accelerate product awareness and strengthen purchase decisions through positive brand image and the trust built between consumers and the brand (Baharuddin et al., 2022; Jaitly & Gautam, 2021).

Most existing studies focus on the direct influence of influencer endorsements on purchase decisions without considering the mediating role of brand image or the moderating role of customer trust (Cheah et al., 2024). Additionally, previous research has often been conducted in different markets or with products unrelated to the beauty industry. Therefore, this study adds value by focusing on a local beauty product, Sugarlab Face Mist, and delving deeper into how these variables interact within the highly relevant context of social media for the target audience (Cheah et al., 2024; Trivedi & Sama, 2020).

LITERATURE REVIEW

Influencer Endorsement

According to Djafarova and Bowes (2022), Influencer Endorsement refers to the strategic collaboration between brands and social media influencers to promote products or services, leveraging the influencers' credibility and reach to influence consumer behavior. Similarly, Lou and Yuan (2023) define it as a marketing tactic where influencers, who have established trust and authority within their niche, endorse brands to their followers, thereby enhancing brand visibility and credibility.

Brand Image

Brand Image is defined as the perception and impression formed in the minds of consumers about a brand, reflecting their associations, beliefs, and feelings. Keller and Swaminathan (2022) state that Brand Image is a mental representation of a brand built through consumer experiences, communication, and interactions with the brand. They emphasize that a strong Brand Image can enhance brand loyalty and differentiation in a competitive market (Keller & Swaminathan, 2022). In 2023, Aaker and Joachimsthaler added that Brand Image not only includes the functional attributes of a product but also the emotional and symbolic values associated with the brand, which can influence consumer purchasing decisions (Aaker & Joachimsthaler, 2023). Furthermore, in 2024, Kotler and Pfoertsch highlighted the importance of consistency in building Brand Image, where every element of brand communication must be aligned to create a coherent and trustworthy image (Kotler & Pfoertsch, 2024). Thus, Brand Image is regarded as a critical asset that influences consumer perceptions and preferences in the long term.

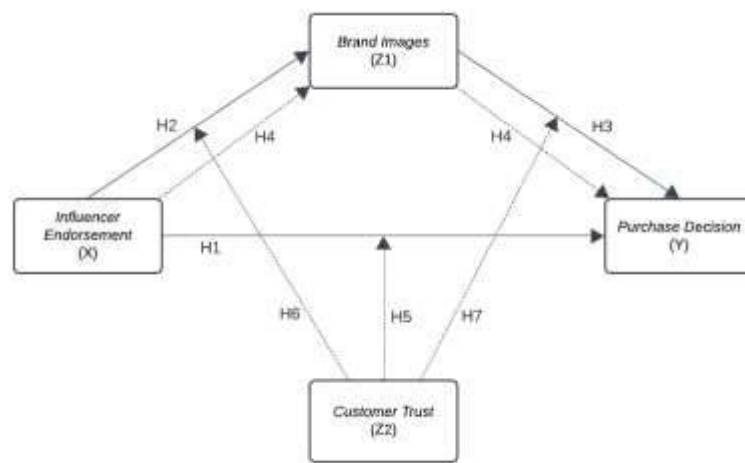
Customer Trust

According to Morgan and Hunt (2022), Customer Trust is defined as the confidence that consumers have in a brand or company, believing that the brand will fulfill its promises and act in their best interest. This trust is built through consistent positive experiences, transparency, and reliability in interactions (Morgan & Hunt, 2022). Garbarino and Johnson (2023) expanded on this definition by emphasizing the emotional and cognitive dimensions of trust, stating that it involves a rational assessment of the brand's credibility and an emotional sense of security in the relationship. Doney and Cannon (2024) highlighted the role of digital platforms in building Customer Trust, noting that personalized communication, ethical practices, and responsive customer service are crucial in establishing and maintaining trust in the digital age. Overall, Customer Trust is considered a fundamental element in building long-term relationships and driving customer loyalty.

Purchase Decision

Purchase Decision refers to the final stage in the consumer decision-making process where a consumer chooses to buy a specific product or service. According to Kotler and Keller (2022), a purchase decision is influenced by various factors, including product quality, price, brand reputation, and consumer preferences. They emphasize that this decision is often the result of a complex evaluation process, where consumers weigh the benefits and costs of their options (Kotler & Keller, 2022). Solomon et al. (2023) added that emotional and psychological factors, such as perceived value and social influence, also play a significant role in shaping purchase decisions. Schiffman and Wisenblit (2024) highlighted the growing impact of digital tools, such as online reviews and personalized recommendations, on purchase

decisions, noting that these tools enhance consumer confidence and reduce perceived risks. Overall, understanding the factors that drive purchase decisions is crucial for businesses to design effective marketing strategies and improve customer satisfaction.



Source: Development of Hayes Model (2022)

Figure 1. Conceptual Framework

Influencer Endorsement and Purchase Decision

Influencer endorsement has a significant influence on consumer purchase decisions, which can be explained through several mechanisms, such as trust, emotional engagement, and visual appeal. Research by Chen et al. (2024) shows that the higher the level of trust in an influencer, the greater the likelihood of consumers making a purchase. Additionally, Huang (2024) reveals that followers who feel emotionally connected to an influencer are more likely to follow the product recommendations provided. Gozali et al. (2024) also found that the visual appeal displayed by influencers can increase consumer interest in a product, while Chu (2023) highlights the social influence wielded by influencers, where audiences who feel connected to the lifestyle or values promoted by the influencer are more motivated to purchase the endorsed products. Overall, influencer endorsement influences purchase decisions through trust, engagement, visual appeal, and the social influence they possess.

H1: Influencer endorsement has a significant effect on purchase decision.

Influencer Endorsement and Brand Image

Influencer endorsement has a significant impact on brand image, as it can influence how consumers perceive and associate a brand with specific values. Research by Coutinho et al. (2023) shows that influencers perceived as credible can enhance a brand's positive image, as consumers trust their recommendations as authoritative in a particular product category. Additionally, Sudirjo et al. (2024) found that influencer endorsement can create emotional associations that strengthen brand perception, especially when the influencer's characteristics align with the promoted brand's identity. Gan (2024) also states that consumers influenced by influencer endorsements tend to develop a deeper connection with the brand, directly impacting their perception of the brand image. Therefore, selecting the right influencer is crucial for building a consistent and appealing brand image for the target audience.

H2: Influencer endorsement has a significant effect on brand image.

Brand Image and Purchase Decision

Brand image plays a critical role in shaping consumer purchase decisions. A strong brand image can influence consumers' perceptions of a product's quality and value, which in turn affects their purchase decisions. Research by Pramesti et al. (2024) shows that a positive brand image enhances consumer trust and fosters loyalty, directly impacting the decision to purchase products from that brand. Yazid & Kawiryani (2023) also found that a brand image associated with uniqueness and product quality can shape consumer preferences, encouraging them to choose the product over alternatives from other brands. Furthermore, Kotler & Keller (2021) state that consumers who feel connected to a brand's image are more likely to make a purchase, as they believe the brand meets their needs and expectations.

Therefore, a positive brand image not only creates initial appeal but also plays a key role in driving purchase decisions.

H3: Brand image has a significant effect on purchase decision.

Influencer Endorsement and Purchase Decision Mediated by Brand Image

Influencer endorsement can influence consumer purchase decisions through the mediation of brand image. Research by Nareswari & Azizah (2024) reveals that influencer endorsements can shape a positive brand image, which in turn strengthens consumer purchase decisions. When trusted and respected influencers endorse a product, they can communicate the brand's quality, uniqueness, and benefits in a more authentic way, enhancing positive perceptions of the brand. Chavda & Chauhan (2024) add that a brand image shaped through appropriate influencer endorsements can increase consumer trust in the product, which directly influences purchase decisions (Wijaya, 2023). Dewitasari & Hidayah (2024) also found that influencer endorsements significantly strengthen brand image, ultimately increasing consumers' willingness to make a purchase. Therefore, brand image acts as a mediator connecting influencer endorsement with purchase decisions by creating emotional connections and trust that drive consumers to choose the promoted product.

H4: Influencer endorsement has a significant effect on purchase decision mediated by brand image.

Influencer Endorsement and Purchase Decision Moderated by Customer Trust

Research by Dewitasari & Hidayah (2024) shows that influencer endorsements can drive greater purchase decisions when consumers have a high level of trust in the influencer. Customer trust plays a crucial moderating role in the relationship between influencer endorsement and purchase decisions, as consumers who trust the influencer are more likely to accept their messages and make positive purchase decisions. Permatasari & Wahyudi (2024) add that customer trust in the brand promoted by the influencer can increase their confidence in the product's quality, encouraging purchase decisions. Asad (2024) also argues that influencer endorsements supported by customer trust can create a stronger bond between the brand and consumers, reducing uncertainty and increasing purchase intent.

H5: Influencer endorsement has a significant effect on purchase decision moderated by customer trust.

Influencer Endorsement and Brand Image Moderated by Customer Trust

Influencer endorsement can influence purchase decisions, and this effect can be strengthened or weakened by the level of customer trust. Research by Iskanto & Rahmalia (2023) shows that influencer endorsements can drive greater purchase decisions when consumers have a high level of trust in the influencer. Customer trust plays a key moderating role in the relationship between influencer endorsement and purchase decisions, as consumers who trust the influencer are more likely to accept their messages and make positive purchase decisions. Al-Mu'ani et al. (2023) add that customer trust in the brand promoted by the influencer can increase their confidence in the product's quality, driving purchase decisions. Firman et al. (2021) also argue that influencer endorsements supported by customer trust can create a stronger connection between the brand and consumers, reducing uncertainty and increasing purchase intent.

H6: Influencer endorsement has a significant effect on brand image moderated by customer trust.

Brand Image and Purchase Decision Moderated by Customer Trust

Brand image can influence purchase decisions, and this effect can be moderated by customer trust. Research by Firman et al. (2021) shows that a strong brand image can strengthen purchase decisions because consumers tend to choose brands they perceive as having a positive reputation and trustworthy quality. However, the effect of brand image on purchase decisions is stronger when consumers have a high level of trust in the brand. Salsabiila & Miranti (2024) found that customer trust acts as a moderating factor that enhances the relationship between brand image and purchase decisions, where consumers with higher trust in the brand are more likely to purchase the product, regardless of other factors. Tahir et al. (2024) also emphasize that customer trust in a brand can strengthen positive perceptions of brand image, which in turn significantly influences purchase decisions.

H7: Brand image has a significant effect on purchase decision moderated by customer trust.

Table 1. Variable Operationalization

Variable	Indicator	Scale
<i>Influencer Endorsement</i> (Wibowo & Wahyuningrum, 2023)	Trust in the influencer	1-5
	Influencer's engagement with the audience	
	Relevance of the influencer to the product	
	Influence of the influencer's message	
<i>Brand Image</i> (Khnouf et al., 2023)	Influencer's image on social media	1-5
	Positive perception of the brand	
	Strong brand associations	
	Brand reputation in the market	
<i>Customer Trust</i> (Hung et al., 2023)	Customer experience with the brand	1-5
	Widely recognized brand image	
	Trust in the product quality	
	Trust in the brand's transparency	
<i>Purchase Decision</i> (Soni et al., 2024)	Trust in the brand's integrity	1-5
	Trust in the brand's commitment	
	Interest in purchasing the product	
	Decision to try a new product	
	Likelihood of repurchasing	
	Influence of advertising on purchase decisions	
	Preference for a specific brand	

Source: Summary of Theories, 2025.

METHOD

This research was conducted in the Jakarta area and its surroundings. The research population consists of active social media users in Indonesia who follow influencers on platforms such as Instagram, TikTok, and YouTube, aged between 18 and 40 years, and have experience purchasing products promoted by influencers. A sample of 300 respondents was selected using purposive sampling, with the criteria being active social media users who have purchased products promoted by influencers. Research data were collected through questionnaires distributed to the respondents (Mark Saunders & Thornhill, 2019). This study employs a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with Smart PLS 4.0 software. SEM-PLS was chosen because it is capable of testing relationships between latent variables (influencer endorsement, brand image, customer trust, and purchase decision), including direct and indirect effects, and is suitable for small samples without the assumption of normal distribution. The analysis includes tests for instrument validity and reliability, measurement model (outer model) tests for convergent and discriminant validity, and structural model (inner model) tests to evaluate the relationships between variables (Hair, 2022). The results are expected to explain the influence of variables on purchase decisions with the mediation of brand image and the moderation of customer trust.

RESULT AND DISCUSSION

Table 2. Respondent Data

Variable	Amount	Percentage
Gender		
- Female	243	81,0
- Male	57	19,0
Age		
- 18-25 years	152	50,7
- 26-35 years	98	32,7
- 36-40 years	50	16,6
Education		
- High School	45	15,0
- Diploma	70	23,3
- Bachelor's Degree (S1)	127	45,7
- Master's Degree (S2)	48	16,0

Occupation		
- Private Sector Employee	110	36,7
- State-Owned Enterprise (BUMN) Employee	17	5,7
- Student	95	31,7
- Entrepreneur	49	16,3
- Other (Housewife, Freelancer, etc.)	46	15,3
Income		
- < Rp 5.000.000	140	46,7
- Rp 5.000.000 – Rp 10.000.000	97	32,3
- > Rp 10.000.000	63	21,0

Source: Processed data, 2025

Table 2 shows the respondent data in this study, consisting of 300 respondents with diverse demographic characteristics. Based on gender, the majority of respondents are female (81.0%), while males account for 19.0%. In terms of age, the 18–25 age group dominates with 50.7%, followed by the 26 - 35 age group (32.7%) and the 36 - 40 age group (16.6%). The education level of respondents indicates that the majority hold a Bachelor's degree (S1) at 45.7%, followed by Diploma (23.3%), Master's degree (S2) (16.0%), and high school (15.0%). In terms of occupation, respondents are predominantly private sector employees (36.7%), followed by students (31.7%), entrepreneurs (16.3%), state-owned enterprise (BUMN) employees (5.7%), and other categories such as housewives and freelancers (15.3%). Monthly income data shows that 46.7% of respondents earn below Rp 5.000.000, 32.3% earn between Rp 5.000.000 - Rp 10.000.000, and 21.0% earn more than Rp 10.000.000.

Table 3. *Outer Model*

Variables/Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability	Conclusion
Influencer Endorsement		0.890	0.919	Reliable
Trust in the influencer	0.864			Valid
Influencer's engagement with the audience	0.820			Valid
Relevance of the influencer to the product	0.827			Valid
Influence of the influencer's message	0.802			Valid
Influencer's image on social media	0.853			
Brand Image		0.888	0.918	Reliable
Positive perception of the brand	0.836			Valid
Strong brand associations	0.812			Valid
Brand reputation in the market	0.809			Valid
Customer experience with the brand	0.843			
Widely recognized brand image	0.855			
Customer Trust		0.898	0.929	Reliable
Trust in the product quality	0.863			Valid
Trust in the brand's transparency	0.874			Valid
Trust in the brand's integrity	0.880			Valid
Trust in the brand's commitment	0.883			Valid
Purchase Decision		0.899	0.925	Reliable
Interest in purchasing the product	0.859			Valid
Decision to try a new product	0.828			Valid
Likelihood of repurchasing	0.840			Valid
Influence of advertising on purchase decisions	0.819			Valid
Preference for a specific brand	0.873			Valid

Source: Processed data, 2025

The analysis results show that the variables Influencer Endorsement, Brand Image, Customer Trust, and Purchase Decision have valid and reliable indicators. Outer loading values > 0.70 indicate that the indicators effectively represent the variables. Cronbach’s Alpha values (0.888–0.899) and Composite Reliability values (> 0.90) indicate excellent internal consistency and instrument reliability.

Table 4. Model Testing Index

Endogenous Variabel	R ²	Adjusted R ²	Caption
Brand Images	0,756	0,754	Strong
Purchase Intention	0,828	0,825	Strong

Source: Processed data, 2025

The analysis results indicate that the variable Brand Image has an R² of 0.756 and an Adjusted R² of 0.754, meaning that 75.6% of its variability is explained by the independent variables, demonstrating a strong relationship. Meanwhile, the variable Purchase Intention has an R² of 0.828 and an Adjusted R² of 0.825, indicating that 82.8% of its variability is explained by the independent variables, also showing a strong relationship.

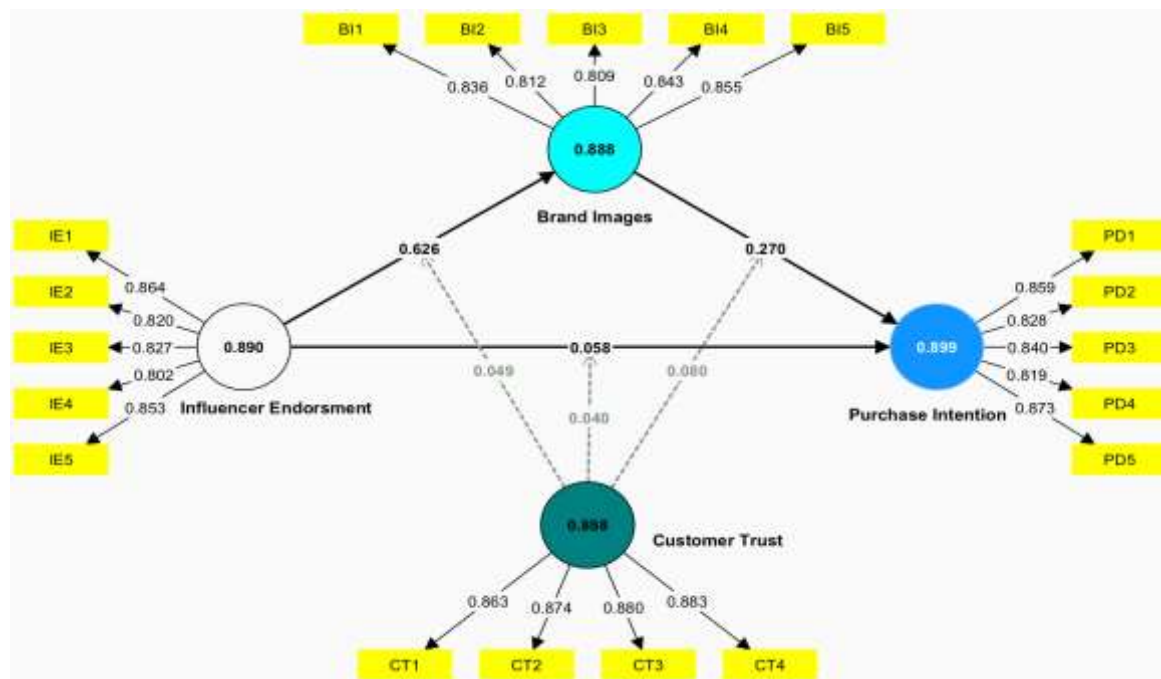


Figure 1. Analysis Results

The figure illustrates the relationships between Influencer Endorsement, Brand Image, Customer Trust, and Purchase Intention. Influencer Endorsement (reliability 0.890) has a significant influence on Brand Image (coefficient 0.626) and Customer Trust (0.058), but an indirect effect on Purchase Intention (0.049). Brand Image (reliability 0.888) significantly affects Purchase Intention (0.270), while Customer Trust (reliability 0.898) also has a direct influence (0.080). Purchase Intention (reliability 0.899) is measured through five indicators. This model emphasizes the importance of the roles of Brand Image and Customer Trust as mediators in enhancing the effectiveness of Influencer Endorsement.

Table 5. Summary of Hypothesis Testing

Hypothesis	Path	T-Statistics	P-Value	Conclusion
H1	Influencer Endorsement → Purchase Intention	3.436	0.001	accepted
H2	Influencer Endorsement → Brand Images	9.223	0.000	accepted
H3	Brand Images → Purchase Intention	7.430	0.000	accepted
H4	Influencer Endorsement → Brand Images → Purchase Intention	6.901	0.000	accepted

H5	Customer Trust X Influencer Endorsement → Purchase Intention	0,645	0,000	accepted
H6	Customer Trust X Influencer Endorsement → Brand Images	2.076	0.038	accepted
H7	Customer Trust X Brand Images → Purchase Intention	4.731	0.000	accepted

Source: Processed data, 2025

The results of Table 5, which presents the hypothesis testing, indicate that all hypotheses proposed in this study are accepted with a sufficient level of significance. The first hypothesis (H1) suggests that Influencer Endorsement has a significant effect on Purchase Intention (T-Statistics 3.436; P-Value 0.001). The second hypothesis (H2) proves that Influencer Endorsement significantly influences Brand Image (T-Statistics 9.223; P-Value 0.000). The third hypothesis (H3) demonstrates that Brand Image has a significant impact on Purchase Intention (T-Statistics 7.430; P-Value 0.000). The fourth hypothesis (H4) strengthens the mediating role of Brand Image in the relationship between Influencer Endorsement and Purchase Intention (T-Statistics 6.901; P-Value 0.000). The fifth (H5) and sixth (H6) hypotheses confirm that Customer Trust moderates the relationship between Influencer Endorsement and Purchase Intention (T-Statistics 0.645; P-Value 0.000) as well as between Influencer Endorsement and Brand Image (T-Statistics 2.076; P-Value 0.038). The seventh hypothesis (H7) indicates that Customer Trust also moderates the relationship between Brand Image and Purchase Intention (T-Statistics 4.731; P-Value 0.000). These results confirm that the research model has high validity and predictive power.

The Influence of Influencer Endorsement on Purchase Decision

Influencer endorsement has a significant influence on the purchase decision of Sugarlab face mist products. Ryan & Johan (2022) affirm that endorsements by influencers positively affect purchase decisions by strengthening brand image. Chen et al. (2024) also show that Dewitasari & Hidayah (2024) that strong endorsements through influencers can enhance consumer trust and identification with the brand. Customer trust plays a crucial moderating role, where consumer trust in influencers strengthens the relationship between endorsement, brand image, and purchase decisions. Thus, the success of influencer endorsement depends on the strength of brand image and the level of consumer trust in the influencer.

The Influence of Influencer Endorsement on Brand Image

Influencer endorsement plays a central role in shaping the brand image of Sugarlab face mist products by strengthening consumer perceptions of the brand. Wibowo & Wahyuningrum (2023) state that endorsements connect the values of influencers with the brand, reinforcing positive associations in consumers' minds. Influencers with a good reputation and relevance to the target audience can enhance brand image through their credibility and character. Authenticity of influencers creates emotional connections that strengthen brand image, while Okonkwo & Namkoisse (2023) emphasize that influencer credibility and engagement enhance positive perceptions of the brand. Therefore, effective influencer endorsement strategies significantly contribute to building a strong and valuable brand image in the eyes of consumers.

The Influence of Brand Image on Purchase Decision

A positive brand image plays a vital role in influencing the purchase decision of Sugarlab face mist products. A strong brand image increases consumer trust in product quality and provides social legitimacy that encourages purchases (Wijaya, 2023). Additionally, a strong brand image not only drives purchases but also creates emotional connections that contribute to repeat purchases. Thus, strengthening brand image through consistent communication and positive customer experiences is an essential strategy for Sugarlab to enhance consumer purchase decisions (Saktiawan et al., 2023).

The Influence of Influencer Endorsement on Purchase Decision Mediated by Brand Image

Influencer endorsement influences the purchase decision of Sugarlab face mist products through the formation of brand image as a mediator. Endorsements from credible and relevant influencers enhance

brand image (Nareswari & Azizah, 2024). Influencers can significantly strengthen brand image, which plays a role in driving consumer trust and purchase decisions (Wibowo & Wahyuningrum, 2023). Moreover, a strong brand image resulting from endorsements motivates consumers to purchase. For Sugarlab, a positive brand image through influencers is believed to convince consumers of product quality, thereby increasing purchase decisions (Ryan & Johan, 2022). Strategic selection of influencers is key to building an effective brand image and supporting purchase decisions.

The Influence of Influencer Endorsement on Purchase Decision Moderated by Customer Trust

The influence of influencer endorsement on the purchase decision of Sugarlab face mist products is moderated by customer trust, which strengthens the impact of endorsement on purchase decisions. Credible influencers can influence consumers, but their impact is more significant when consumer trust in the brand and influencer is high (Saktiawan et al., 2023). Customer trust enhances the credibility of messages and encourages consumers to purchase promoted products (Levina et al., 2023). For Sugarlab products, consumers who trust the brand and influencer are more likely to accept promotional messages and decide to purchase (Permatasari & Wahyudi, 2024). Therefore, selecting trustworthy influencers is key to maximizing the impact of endorsements.

The Influence of Influencer Endorsement on Brand Image Moderated by Customer Trust

The influence of influencer endorsement on the brand image of Sugarlab face mist products is moderated by customer trust, which strengthens the impact of endorsement on brand image. Influencers not only increase product visibility but also shape positive perceptions of the brand, especially if consumers have high trust in the influencer and the represented brand (Zaman et al., 2024). Customer trust serves as a moderator that enhances the credibility of messages, thereby strengthening brand associations with quality, credibility, and positive values conveyed by influencers (Chavda & Chauhan, 2024). Therefore, Sugarlab needs to select trustworthy influencers to effectively strengthen brand image.

The Influence of Brand Image on Purchase Decision Moderated by Customer Trust

The influence of brand image on the purchase decision of Sugarlab face mist products is moderated by customer trust, where a positive brand image has a significant impact on purchase decisions, especially when supported by high levels of consumer trust. Brand image shapes consumer perceptions of product quality and alignment with their values, thereby driving purchase decisions (Salsabiila & Miranti, 2024). Customer trust acts as a moderator that strengthens this relationship; high levels of trust enhance the effectiveness of brand image in driving purchase decisions, while low trust can weaken it (Permatasari & Wahyudi, 2024). Therefore, Sugarlab must maintain consumer trust through product quality, transparent communication, and reliable service to optimize the positive impact of brand image on purchase decisions.

CONCLUSION

Based on the research findings, it can be concluded that influencer endorsement has a significant influence on the purchase decision of Sugarlab Face Mist products, both directly and through the mediation of brand image. Influencer endorsement successfully enhances brand image, which in turn influences consumer purchase intentions. A positive brand image has been proven to strengthen purchase decisions, with customer trust acting as a moderator that reinforces the relationship between influencer endorsement, brand image, and purchase decision. These findings indicate that the influence of influencer endorsement depends not only on the brand image formed but also on the level of consumer trust in the brand. Therefore, companies need to focus on selecting the right influencers and building a strong brand image to maximize consumer purchase decisions.

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collaboration can continue and bring mutual benefits to both parties. Thank you for your trust and cooperation!

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