UNIVERSITAS
GADJAH MADA
**Founder-Related and Brand-Related Perceptions, Consumer Attitudes, and Purchase Intentions toward
Celebrity-Founded Beauty Brands in Indonesia**
Shafira Adara Irsyad, Handini Audita, S.E., M.Sc.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Abstract

Celebrity-founded beauty brands have become increasingly prominent in Indonesia, as more celebrities establish brands that are closely tied to their own image and identity. This study investigates how consumers evaluate these brands by examining the roles of Celebrity-Brand Congruence, Brand-Consumer Congruence, Brand Authenticity, and Celebrity Involvement in shaping Consumer Attitudes and, subsequently, Purchase Intentions. The relationships are examined within the Stimulus-Organism-Response (S-O-R) framework.

Data was collected from 360 female Indonesian respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS. The findings indicate that Celebrity-Brand Congruence and Brand Authenticity have significant positive effects on Consumer Attitudes, while Brand-Consumer Congruence and Celebrity Involvement do not show significant effects. Consumer Attitudes, in turn, significantly increase Purchase Intentions. These results suggest that consumers respond more strongly to whether a celebrity founder appears to fit the brand and whether the brand is perceived as authentic than to self-congruity or visible founder involvement.

Keywords: celebrity-founded beauty brands, celebrity-brand congruence, brand authenticity, consumer attitudes, purchase intentions, Indonesia

UNIVERSITAS
GADJAH MADA
**Founder-Related and Brand-Related Perceptions, Consumer Attitudes, and Purchase Intentions toward
Celebrity-Founded Beauty Brands in Indonesia**
Shafira Adara Irsyad, Handini Audita, S.E., M.Sc.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Abstrak

Merek kecantikan yang didirikan oleh selebritas semakin menonjol di Indonesia, seiring dengan semakin banyaknya selebritas yang membangun merek yang berkaitan erat dengan citra dan identitas mereka sendiri. Penelitian ini mengkaji bagaimana konsumen mengevaluasi merek-merek tersebut dengan menelaah peran Kesesuaian Selebritas-Merek, Kesesuaian Merek-Konsumen, Autentisitas Merek, dan Keterlibatan Selebritas dalam membentuk Sikap Konsumen dan selanjutnya Niat Beli. Hubungan antarvariabel tersebut dianalisis menggunakan kerangka Stimulus-Organism-Response (S-O-R).

Data dikumpulkan dari 360 responden perempuan Indonesia dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) melalui SmartPLS. Hasil penelitian menunjukkan bahwa Kesesuaian Selebritas-Merek dan Autentisitas Merek memiliki pengaruh positif dan signifikan terhadap Sikap Konsumen, sedangkan Kesesuaian Merek-Konsumen dan Keterlibatan Selebritas tidak menunjukkan pengaruh yang signifikan. Sikap Konsumen selanjutnya berpengaruh signifikan terhadap Niat Beli. Temuan ini menunjukkan bahwa konsumen lebih merespons kesesuaian antara selebritas pendiri dan merek serta persepsi terhadap autentisitas merek dibandingkan kesesuaian merek dengan diri konsumen maupun keterlibatan selebritas yang terlihat.

Kata kunci: merek kecantikan yang didirikan selebritas, kesesuaian selebritas-merek, autentisitas merek, sikap konsumen, niat beli, Indonesia