

***THE EFFECT OF CELEBRITY ATTRACTION ON CONSUMER LOYALTY
THROUGH TRUST IN SKINCARE PRODUCTS AMONG GENERATION Z
WOMEN***

**PENGARUH DAYA TARIK SELEBRITI TERHADAP LOYALITAS
KONSUMEN MELALUI KEPERCAYAAN PADA PRODUK PERAWATAN
KULIT DI KALANGAN WANITA GENERASI Z**

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ABSTRACT

This study investigates the influence of celebrity attractiveness on the loyalty and trust of Generation Z women in Medan City towards skincare products. A quantitative method involving a poll of 130 participants was used to assess the impact of social media and celebrities on trust and brand loyalty. The results suggest that celebrities' attractiveness has a notable impact on consumer loyalty and trust. The findings emphasize the significance of celebrities' physical appeal in influencing favorable consumer opinions on skincare products. Moreover, research has shown that consumer trust plays a crucial role in connecting celebrity attraction with consumer loyalty. This implies that marketing tactics utilizing celebrities have the potential to enhance and maintain long-term connections with consumers. This study offers significant data for marketers who use celebrity attractions to improve consumer loyalty in the skincare business.

Keywords: Celebrity Attraction, Consumer Loyalty, Trust, Generation Z, Skincare Products

ABSTRAK

Penelitian ini menyelidiki pengaruh daya tarik selebriti terhadap loyalitas dan kepercayaan perempuan Generasi Z di Kota Medan terhadap produk perawatan kulit. Metode kuantitatif yang melibatkan jajak pendapat terhadap 130 partisipan digunakan untuk menilai dampak media sosial dan selebriti terhadap kepercayaan dan loyalitas merek. Hasilnya menunjukkan bahwa daya tarik selebriti memiliki dampak yang signifikan terhadap loyalitas dan kepercayaan konsumen. Temuan ini menekankan pentingnya daya tarik fisik selebriti dalam mempengaruhi opini konsumen yang menguntungkan pada produk perawatan kulit. Selain itu, penelitian menunjukkan bahwa kepercayaan konsumen memainkan peran penting dalam menghubungkan daya tarik selebriti dengan loyalitas konsumen. Hal ini menyiratkan bahwa taktik pemasaran yang memanfaatkan selebriti memiliki potensi untuk meningkatkan dan mempertahankan hubungan jangka panjang dengan konsumen. Penelitian ini menawarkan data yang signifikan bagi para pemasar yang menggunakan daya tarik selebriti untuk meningkatkan loyalitas konsumen dalam bisnis perawatan kulit.

Kata Kunci: Daya Tarik Selebriti, Loyalitas Konsumen, Kepercayaan, Generasi Z, Produk Perawatan Kulit

INTRODUCTION

Generation Z, known as "Gen Z," consists of individuals born between the mid-1995s and early 2010s. Gen Z grew up in a digital era heavily influenced by technological advancements, particularly the internet, social media, and mobile devices. In daily life, the use of skincare products has become very important, as reflected in their tendencies toward skincare routines and

brand preferences that align with their values and lifestyles. This is supported by research by Tamara et al. (2021), which shows that Gen Z women are highly engaged with skincare products, are influenced by social media, and value authenticity and inclusivity in beauty standards. Thus, factors such as consumer behavior, cultural influence, and product preferences play crucial

roles in Gen Z's skincare habits, with social media being a primary influence.

Given the pervasive influence of social media on Generation Z, research has gained prominence on how celebrity endorsements affect consumer loyalty in the skincare product domain. With influencers and celebrities actively sharing their experiences with skincare products, alluring well-known personality traits can play a pivotal role in fostering consumer trust and loyalty. Despite a significant body of research on the broader effects of celebrity endorsements on consumer behavior (Qureshi & Malik, 2017), a notable gap remains in the literature regarding the direct impact of celebrity appeals on consumer loyalty, specifically in the context of skincare products. The specific dynamics of celebrity appeal in loyalty and trust within the skincare product realm remain relatively unexplored.

The current body of research on variables such as brand trust, affection, and performance in relation to customer loyalty as well as the impact of online reviews and celebrities on purchase intentions does not explicitly examine the function of celebrity attraction. A study conducted by Sirdeshmukh et al. (2002), and Azmi et al. (2022) examined the concepts of trust and loyalty, but did not specifically address the influence of celebrity attraction. Khanam and Hossain (2022) highlight the significance of celebrity allure, knowledge, and credibility. However, additional investigations are required to separate the impact of beauty, specifically in the skincare domain. Choi and Rifon (2012) and Mamun et al. (2022) examined the efficacy of endorsements, although they did not specifically focus on the influence of celebrity attractions. Chou (2024) and Deshbhag & Mohan (2020) analyze the

effect of celebrities, but they do not explore the connection between attractiveness and the levels of trust and loyalty towards skincare products. Fahira and Djamaludin (2023) emphasized the significance of trust in fostering loyalty, although they neglected to adequately address the influence of celebrity attraction. Although a considerable number of studies have been conducted on celebrity endorsements, there is still a notable lack of understanding of the impact of celebrity attraction on consumer loyalty, specifically in relation to confidence in skincare products. Subsequent investigations should prioritize this facet to furnish marketers in the skincare sector with invaluable perspectives.

The objective of this study is to examine how the attraction of celebrities affects the loyalty and satisfaction of Generation Z women in Medan City when it comes to skincare products. Additionally, this study attempted to determine the role of trust as a mediator in this relationship. This study offers significant insights for skincare marketers into the efficient utilization of celebrity attraction to bolster consumer loyalty and cultivate closer ties with their target audience.

THEORETICAL FRAMEWORK

Celebrity Attraction

Celebrity Attraction in the skincare industry is a well-established marketing strategy that leverages celebrities' physical appeal, trustworthiness, and expertise to attract consumers and boost sales. Research has shown that a celebrity endorser's physical attractiveness significantly influences consumers' purchase intentions (Onu et al., 2019; Khalid & Yasmeen, 2019). Additionally, the trustworthiness, expertise, and appeal associated with celebrities endorsing

cosmetic products have a substantial impact on consumer behavior and purchase intentions (Ojha, 2022; Waldt et al., 2022).

The congruence between a celebrity endorser's physical attractiveness and beauty products is crucial in motivating consumers to consider and purchase skincare products (Gong and Li 2017; Kamins and Gupta 1994). Studies have shown that celebrity endorsements, combined with factors such as branding, product attributes, and third-party certifications, can significantly influence consumer trust and attitudes towards skincare products (Anatasia et al., 2016; Santoso, 2022). Moreover, the credibility and appealing appearance of celebrities make them effective endorsers in advertisements, influencing consumer perceptions and behavior (Waldt et al., 2022; Fan, 2021).

Celebrity Attraction is used in the skincare industry as a promotional strategy to enhance brand image, increase sales, and improve market share (Khan et al., 2021; Patil, 2019). The association between celebrities and skincare products creates an associative relationship that positively affects consumer perceptions and purchase decisions (Akindele and Arogundade, 2022).

Celebrity attractions have been proven to significantly influence consumer loyalty. Research shows that physically attractive celebrities have a positive impact on consumer behavior and attitudes compared with less attractive ones (Calvo-Porrall et al., 2021). Additionally, celebrity attraction has been found to positively influence consumers' perceptions of quality, purchase intentions, and brand equity (Deshbhag & Mohan, 2020; Kainyu, 2022). Consumers are more inclined to evaluate the physical attractiveness of celebrities, making it a widely used

factor for predicting endorsement effectiveness (Zhang et al., 2021). Studies have also highlighted the impact of celebrity endorsements on brand loyalty, particularly with sports figures. Celebrities are important socialization agents that can significantly influence purchase intentions, generate word-of-mouth, and build brand loyalty among young adults (Dix et al., 2010). Celebrity endorsements have been found to influence consumers' repeat purchase behavior and increase loyalty to a particular brand (Abianti & Wahyudi, 2023). Celebrity endorsements can enhance the connection between brands and consumers, leading to increased brand loyalty (Chen et al. 2022). Therefore, this study hypothesizes the following.

H1. Celebrity attraction influences consumer loyalty.

Consumer Trust

Consumer trust in the skincare industry is a multifaceted concept that encompasses consumer beliefs and confidence in the reliability, quality, and intentions of the products or brands they use (Kempa et al., 2020). Trust plays a crucial role in influencing consumer behavior, including loyalty and purchase decisions (Maharani et al., 2023; Rohmat et al., 2022). Trust is shaped by various elements such as product quality, communication, relationships, and perceived attributes of the product (Lisarini et al., 2018). Factors, such as brand image, perceived product quality, and advertising strategies, can influence consumer trust in skincare products (Anatasia et al. 2016; Maharani et al. 2023; Budiono et al. 2020).

Consumer trust is closely related to loyalty, satisfaction, and brand image (Fahira & Djamaludin, 2023; Rohmat et al., 2022; Suleman et al., 2022). Trust acts as a mediator between variables,

such as brand ambassadors, product quality, and customer satisfaction, which influence consumer purchase decisions (Suleman et al., 2022). In industries such as skincare, where product effectiveness and safety are paramount, trust is essential for maintaining ongoing purchasing behavior (Fu et al., 2022).

Factors such as product information transparency, use of natural ingredients, and overall customer experience also influence consumer trust in the skincare sector (Hobson et al., 2023; Hobson et al., 2021). For instance, the use of natural ingredients in skincare products has become an important consideration for consumers who view them as safer and more beneficial than chemical-based products (Habibi and Kusumaningtyas, 2023). The level of trust a consumer has in a skincare brand or product directly affects their willingness to purchase and repurchase, emphasizing the importance of trust-building strategies in this industry (Gümüş, 2022). In conclusion, consumer trust in skincare products is a complex concept influenced by various elements such as product quality, brand image, communication, and transparency. Building and maintaining trust is crucial for skincare brands to foster loyalty, satisfaction, and sustainable consumer behavior.

In the realm of consumer behavior and marketing, the influence of celebrity attractions on consumer trust has been a significant subject of research. Various studies have investigated how celebrity attributes such as physical attractiveness, trustworthiness, and expertise affect consumer perceptions and behavior. Calvo-Porrall et al. (2021) highlight that physically attractive celebrities tend to have a better influence on consumer behavior and attitudes than less attractive ones, with attractiveness positively affecting consumers' purchase

intentions. This underscores the power of celebrity appeals in shaping consumer decisions. Qiu et al. (2021) explored how celebrities' expertise, trustworthiness, and attractiveness serve as precursors to consumer trust and engagement, particularly in the context of promoting tourism products through live streaming. This study elucidates how these attributes contribute to building trust, which is crucial to consumer engagement. Ilicic and Webster (2011) also emphasize the importance of trust in celebrity endorsements, as it directly affects source credibility and subsequently influences consumers' evaluations of the effectiveness of celebrity endorsements. This underscores the critical role of trust in celebrity endorsements' effectiveness. H2. Celebrity attractions influence consumers' trust.

Consumer Loyalty

Consumer loyalty in the context of skincare products refers to the willingness of customers to consistently choose and repurchase a particular brand of skincare products over others based on positive experiences, trust, satisfaction, and perceived value associated with the brand (Grace et al., 2021). It involves a strong emotional bond and positive attitude towards the brand, leading to repeat purchases and recommendations to others (Oliver, 1999). Factors such as brand trust, satisfaction, product quality, brand awareness, and brand associations play crucial roles in influencing consumer loyalty to skincare products (Lee et al., 2019; Rahmawati, 2022; Lukiyana & Pratama, 2023). Studies have shown that consumer loyalty is highly related to customer satisfaction, with satisfied customers being more likely to exhibit loyalty to a brand (Tanveer et al., 2021; Rahmawati, 2022). Additionally,

elements such as brand ambassadors, price perception, and customer experience can influence consumer loyalty by affecting satisfaction levels (Lukiyana & Pratama, 2023; Moisescu, 2018). Moreover, companies' ethical marketing practices and sustainability efforts can further enhance consumer loyalty by building trust and positive brand perception. In summary, consumer loyalty in the skincare product industry is shaped by a combination of factors including trust, satisfaction, product quality, brand awareness, and ethical considerations. Understanding and addressing these factors are crucial for skincare brands to foster long-term relationships with customers and maintain a loyal customer base.

Consumer trust is a fundamental element that significantly influences consumer loyalty in various industries. Extensive research consistently shows that higher levels of consumer trust correlate with increased consumer loyalty (Sirdeshmukh et al., 2002; Nadeem et al., 2015; Fahira & Djamaludin, 2023; Harianto & Ellyawati, 2023; Rohmat et al., 2022; Purnamabroto et al., 2022; Sa'adah & Hasbi, 2022; Annisa, 2020). Trust plays a crucial role in fostering a sense of commitment and reliability among consumers towards a brand or product (Alhabeeb, 2007). Trust can be built through various avenues such as brand trust, product quality, corporate social responsibility, and customer satisfaction (Yilmazel & Karademir, 2022; Mirza et al., 2023; Amjad et al., 2018; Tamamudin et al., 2022; Xanthopoulou et al., 2022). Additionally, consumer trust often acts as a mediator in the relationship between variables, such as brand satisfaction, product quality, service quality, and consumer loyalty (Menidjel et al. 2017; Chalirafi et al. 2021; Permatasari and Purwanto 2022).

For example, in e-commerce settings, trust in a company's benevolence, integrity, and competence can lead to increased purchase intentions and attitudinal loyalty among consumers (Özdemir & Sonmezay, 2020). Furthermore, factors such as consumer experience, brand image, and website quality can influence trust levels, which, in turn, affect consumer loyalty (Risnaldi et al., 2023; Sastika et al., 2016; Simay, 2016). In conclusion, a substantial body of research supports the crucial role of consumer trust as a driver of loyalty. Building and nurturing trust with consumers through various strategies and initiatives can result in higher levels of loyalty, commitment, and repeat purchases, which, in turn, benefit businesses in terms of market share and customer retention.

H3: Consumer trust influences loyalty.

H4: Celebrity attractions influence consumer loyalty through trust.

The above discussion supports the conceptual model shown in Figure 1.

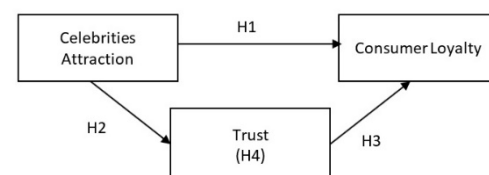


Figure 1. Conceptual Framework

METHODS

Research Design and Sample

The study utilized an associative method to examine proposed connections outlined in the conceptual model. It adopts a quantitative approach, employing statistical methods to analyze data gathered from both online and offline surveys.

This study focused on Generation Z women residing in Medan as its target population. According to data from the Central Statistics Agency (BPS), there were 292,087 women in Medan. Following the methodology suggested

by Hair et al. (2010), the sample size was determined by multiplying the number of indicators by 10, resulting in a sample size of $13 \times 10 = 130$. Therefore, this study included 130 respondents.

The sampling method employed in this study was non-probability sampling utilizing a purposive sampling approach. This technique was chosen because the sample must meet the predetermined criteria. The sample criteria in this study included female sex, residing in Medan, aged between 17 and 29 years, and having made purchases at least twice in the last two months from one of the skincare products, such as Ms Glow, Somethinc, Skintitic, Avoskin, and Scarlet.

This study focuses on women because they are a significant target market in many industries including fashion and beauty. Women tend to be involved in purchasing decisions, and understanding the factors that influence their preferences has a significant business value. Focusing on women allows for a deeper understanding of the psychological, social, and cultural dynamics that influence consumer behavior. This aids in the development of more focused and effective marketing strategies, increases product and service relevance, and enhances customer satisfaction and business success.

This study was conducted between January to March 2024. Questionnaire distribution was conducted using two methods: offline and online. The offline distribution method was performed by researchers who directly visited respondents at their locations, whereas online distribution was carried out through social media platforms owned by the researchers.

Research Instrument

In this study, data collection was conducted through a survey approach

utilizing both online and offline questionnaires. The questionnaire was meticulously designed to capture respondents' sociodemographic profiles and data pertinent to each construct under investigation. Each construct was evaluated using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree". The questions for each construct were developed following a systematic literature review. Thirteen statements, sourced from previous studies (refer to Table 1), were employed to gauge the three main constructs: Celebrity Attraction, Consumer Trust, and Consumer Loyalty. Specifically, Celebrity Attraction (CA) was measured using four statements, Consumer Trust (T) with five statements, and Consumer Loyalty (CL) with four statements.

Table 1. Statements to Measure Constructs

Construct	No	Statements	Source
Celebrity Attraction	1	I agree that celebrities advertising skincare products look attractive.	Ohanian (1990) Khanam, & Hossain, (2022)
	2	In my opinion, celebrities advertising skincare products appear classy (stylish) when appearing in public.	
	3	Celebrities advertising skincare products look beautiful.	
	4	Celebrities advertising skincare products look elegant.	
Trust	1	I trust the skincare products I use.	Kalia et al (2021)
	2	The skincare products I use consistently deliver quality results.	
	3	I feel very safe when using the skincare products I use.	
	4	The skincare products I use treat my skin fairly and satisfactorily.	
	5	If I have any issues with the skincare products I use, I believe the product seller will respond positively.	
Consumer Loyalty	1	I feel proud to tell others that I use these skincare products.	Kalia et al (2021)
	2	I am willing to pay more than the price of competing products for the benefits I receive from these skincare products.	
	3	I recommend these skincare products to my family and friends.	Hoq et al. (2010) Moosa and Smita Kashiramka (2023)
	4	I will continue to use these skincare products in the future.	

Source: Modification by researchers (2024)

Data Analysis

This study employed structural equation modeling (SEM) using the partial least squares (PLS) method to investigate the hypothesized relationships. The analysis was conducted using the SEM PLS version 3.0, which consists of two primary stages. Initially, the PLS algorithm was applied to assess the reliability and validity of the measurement model's constructs. Subsequently, bootstrapping was performed to evaluate relationships within the structural model. The results of these analyses are presented and discussed in subsequent sections.

RESULTS AND DISCUSSION

Demographic Details of Respondents

Table 2 displays the demographic characteristics of the participants, encompassing Age, Occupation, Income, the brand of skincare products presently utilized, and Purchase Intensity. Table 2 provides information on the demographic profile of the study participants. The majority of respondents were aged between 21-25 years (41%), followed by those aged 26-29 years (35%) and 17-20 years (25%). In terms of occupation, the majority of the respondents were students (27%), followed by entrepreneurs (18%), employees of private companies (18%), employees of state-owned enterprises (16%), civil servants (13%), and others (8%). Regarding income, most respondents had an income between Rp. 2,500,000 - Rp. 4,000,000 (33%), followed by those earning over Rp. 4,000,000 (31%), Rp. 1,000,000 - Rp. 2,500,000 (21%) and less than Rp. 1,000,000 (15%). The most widely used skincare product brand was Avoskin (23%), followed by Somethinc (22%), Scarlet (20%), Skintific (18%), and Ms. Glow (17%). Regarding purchase intensity, the majority of respondents made purchases 2-3 times (47%),

followed by 4-5 times (32%), and more than 6 times (22%).

Table 2. Respondent Demographic Information

Variable	Item	Distributions	Percentage
Age	17 - 20 Years	32	25%
	21 - 25 Years	53	41%
	26 - 29 Years	45	35%
	Total	130	100%
Occupation	Students	35	27%
	Civil Servants	17	13%
	Employees (State-Owned Enterprises)	21	16%
	Employees (Private Companies)	23	18%
	Entrepreneurs	24	18%
	Others	10	8%
Income	Total	130	100%
	< Rp. 1,000,000	20	15%
	Rp. 1,000,000 - Rp. 2,500,000	27	21%
	Rp. 2,500,000 - Rp. 4,000,000	43	33%
	Rp. 4,000,000	40	31%
Brand of product being used	Total	130	100%
	Ms Glow	22	17%
	Skintific	24	18%
	Somethinc	28	22%
	Avoskin	30	23%
	Scarlet	26	20%
Purchase Intensity	Total	130	100%
	2 - 3 times	61	47%
	4-5 times	40	31%
	≥ 6 times	29	22%
	Total	130	100%

Source: Data processed (2024)

Measurement model

The reliability of the measurement model was evaluated using Cronbach's alpha and the composite reliability measures. The findings presented in Table 3 demonstrate that the values for each construct are above the recommended threshold of 0.70 for both measures, thereby confirming the reliability of the measurement model (Hair et al., 2017).

Convergent validity was assessed by examining the average variance extracted (AVE) and outer loadings of each item to determine if the constructs converged. The results in Table 3 indicate that the measurement model achieved convergent validity. The average variance extracted (AVE) exceeded the criterion of 0.50, while the loadings for each item were above 0.70 and were statistically significant at the $P < 0.001$ level. This validates the convergence of these notions, as asserted by Hair et al. (2017) and Hamid et al. (2017).

The evaluation of discriminant validity was performed using the Fornell-Larcker criteria and the heterotrait-monotrait ratio (HTMT). Table 4 shows that the Fornell-Larcker

requirements were met since the square root of the average variance extracted (AVE) for each construct was greater than that of the other constructs, indicating their uniqueness (Hair et al., 2017). Additionally, the HTMT ratio demonstrated discriminant validity among the constructs in the measurement model, as all values between constructs were below the threshold of 0.85 (Henseler et al., 2015). The subsequent section presents the results of the structural model, considering the reliability and validity of the measurement model.

Table 3. Reliability And Convergent Validity Of The Measurement Model

	items	Outer Loading	CA	CR	AVE
Celebrity Attraction	CA01	0,783	0,836	0,889	0,667
	CA02	0,801			
	CA03	0,852			
	CA04	0,817			
Consumer Loyalty	CL01	0,820	0,834	0,889	0,667
	CL02	0,786			
	CL03	0,813			
	CL04	0,825			
Trust	T01	0,752	0,793	0,857	0,546
	T02	0,708			
	T03	0,729			
	T04	0,761			
	T05	0,726			

Source: Data processed (2024)

Table 4. Discriminant validity of the measurement model

	Celebrity Attraction	Consumer Loyalty	Trust
Celebrity Attraction	0,814		
Consumer Loyalty	0,574	0,811	
Trust	0,641	0,661	0,735

Source: Data processed (2024)

Structural Model

A structural model was developed to empirically test the research hypotheses. The results of the structural model were obtained using the bootstrapping technique on 5,000 subsamples with a confidence level of 95 percent and one-sided testing. According to Hair et al. (2017), VIF values in the range 1.446–2.004 indicate no multicollinearity issues in the model. The findings are presented in Table 5 and the structural model is shown in Fig. 2.

Hypothesis 1, which posits that celebrity attractiveness significantly influences consumer loyalty, is supported by the data obtained, with a significant positive relationship ($\beta = 0,256$, $t = 3,283$, $p = 0.001$). Hypothesis 2, which suggests that celebrity attractiveness significantly influences consumer trust, is also supported by the data obtained, with a significant positive relationship ($\beta = 0.641$, $t = 7,770$, $p = 0.000$). Hypothesis 3, which states that trust significantly influences consumer loyalty, is also supported by the data obtained, with a significant positive relationship ($\beta = 0,497$, $t = 4,685$, $p = 0.000$). Hypothesis 4, proposing that celebrity attractiveness significantly influences consumer loyalty through trust, is also supported by the obtained data, with a significant positive relationship ($\beta = 0,319$, $t = 3,335$, $p = 0.001$).

According to Table 3, consumer loyalty has an R Square value of 0.476, indicating that the independent variables contribute 47.6% to the variability in consumer loyalty. Meanwhile, trust has an R Square value of 0.406, indicating that the independent variables contribute 40.7% to the variability in consumer trust.

Table 5. Structural Model Result

	Path coefficient β	T Statistics	P Values	Results
Direct				
Celebrity Attraction \rightarrow Consumer Loyalty	0,256	3,283	0,001	Accepted
Celebrity Attraction \rightarrow Trust	0,641	7,770	0,000	Accepted
Trust \rightarrow Consumer Loyalty	0,497	4,685	0,000	Accepted
Indirect				
Celebrity Attraction \rightarrow Trust \rightarrow Consumer Loyalty	0,319	3,335	0,001	Accepted
Noted: Consumer Loyalty, R Square = 0,476, R Square Adjusted = 0,468.				
Trust, R Square = 0,411, R Square Adjusted = 0,406				

Source: Data processed (2024)

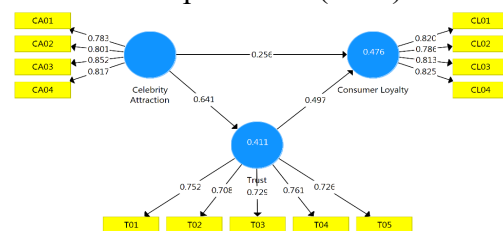


Figure 2. Structural Model

Source: Data processed (2024)

Discussion

The study's findings elucidate various crucial facets of the correlation between celebrity endorsements in skincare product promotion and consumer behavior and views. More precisely, the findings emphasize the substantial impact of celebrity appeals on consumer loyalty, trust, and the correlation between the two.

Initially, the results suggest that the attractiveness of celebrities has a notable influence on the degree of loyalty consumers have towards a certain business. The positive beta coefficient (0.256) validates a direct correlation between the level of attractiveness of a celebrity in skincare product commercials and the probability of consumers exhibiting brand loyalty. This aligns with the prior research conducted by Calvo-Porral et al. (2021), Deshbhag and Mohan (2020), and Kainyu (2022), underscoring the significance of employing celebrities as catalysts to enhance consumer allegiance towards businesses.

Furthermore, the research findings suggest that the beauty of celebrities has a beneficial impact on the level of trust that consumers place on the products and companies being sold. This study demonstrates a positive correlation between celebrity attractiveness and consumer trust in products and brands, as indicated by a beta coefficient of 0.641. This highlights the significance of both the physical and personality characteristics of celebrity attractiveness in influencing consumers' favorable opinions on skincare products. This study aligns with the findings of Calvo-Porral et al. (2021) and Qiu et al. (2021) by demonstrating that celebrities' attractiveness can impact consumer faith in products.

Furthermore, the findings emphasize the substantial impact of

customer trust on brand loyalty. This finding supports a positive correlation between customer trust in products and brands, and brand loyalty, as indicated by a beta coefficient of 0.497. This suggests that consumer trust is essential for establishing enduring relationships with skincare product businesses. These findings align with those of Chaudhuri and Holbrook (2001) and Tabrani et al. (2018), who suggest that consumer trust has the ability to impact consumer loyalty.

The findings confirm that consumer trust acts as a mediator in the relationship between celebrity attractiveness and loyalty. A beta coefficient of 0.319 indicates a significant relationship between consumer trust in products and brands and the influence of celebrity attractiveness on consumer loyalty. These findings emphasize the significance of customer trust as a mediator in the connection between celebrities' marketing utilization and consumer loyalty.

CONCLUSION

This study emphasizes the substantial impact of celebrity attractiveness on consumer loyalty and trust in skincare goods in Medan. The investigation, which focused on Generation Z women as participants, demonstrated that celebrities with a high level of attractiveness can increase consumer loyalty towards the company being sold. This highlights the significance of celebrity attraction not just as a marketing tactic, but also as a method of cultivating enduring connections between consumers and brands.

This study also indicates that the attractiveness of celebrities greatly increases consumer confidence in the items and businesses being advertised.

Consumers who have faith in celebrities supporting items are more inclined to feel secure and self-assured in using these things, thereby bolstering brand loyalty. The results validated the significance of consumer trust as an intermediary factor in the relationship between celebrities' attraction and customer loyalty. Customer trust acts as a link that connects the impact of celebrity attractiveness with heightened customer loyalty, suggesting that to attain strong loyalty, brands must not only depend on celebrity attractiveness but also establish and sustain consumer trust.

This study makes a substantial contribution to the existing body of knowledge on marketing and consumer behavior. It also offers practical advice to marketers in the skincare product industry. Efficient marketing plans should consider the selection of celebrities for product endorsement, while simultaneously prioritizing initiatives to cultivate customer trust to augment total brand loyalty. This study confirms that the attractiveness of celebrities and the trust consumers have in them are two crucial aspects that are interconnected and have a significant impact on determining consumer behavior and attitudes towards skincare products.

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