

The Influence of Celebrity Endorsers and Product Quality on Repurchase Intention of Timephoria Cosmetics in Mataram City Moderated by Consumer Satisfaction

Elvarah Sandova¹, Lalu Adi Permadi²

Management Study Program, University of Mataram

E-mail: elvarahsandova62@gmail.com, adijpermadi@unram.ac.id

Abstract

Keywords:

Celebrity Endorser, Consumer Satisfaction, Product Quality, Repurchase Intention, SEM-PLS

The halal cosmetics industry in Indonesia is growing rapidly with a market value of USD 7.8 billion in 2022, but Timephoria customer retention in Mataram City is still below national standards, creating a research gap regarding the influence of celebrity endorsers and product quality on repurchase intentions moderated by consumer satisfaction. This study aims to examine this relationship to provide marketing strategy recommendations. Using a quantitative explanatory approach with a causal survey method and SEM-PLS, the population included Timephoria consumers in Mataram aged ≥ 17 years, with a sample of 250 respondents via purposive sampling through Google Forms on social media. The 5-point Likert scale questionnaire instrument was tested for validity (outer loading > 0.7 , AVE > 0.5) and reliability (CR > 0.7 , Cronbach's $\alpha > 0.7$) using SmartPLS 4.0, analyzed through outer/inner models, R-square, and bootstrapping. The results show that product quality ($\beta=0.369$, $t=4.283$, $p<0.001$) and consumer satisfaction ($\beta=0.489$, $t=6.131$, $p<0.001$) have a significant effect on repurchase intention ($R^2=0.787$), while celebrity endorser ($t=1.178$, $p=0.239$) and moderation are not significant. The conclusion recommends prioritizing halal product innovation and customer service for optimal retention.

INTRODUCTION

Research Phenomenon

The global and national cosmetics industry is experiencing rapid growth as consumers increasingly focus on their appearance, skin health, and the expression of their identity through beauty products. In Indonesia, this trend is reinforced by the dominant Muslim population and the growing preference for halal cosmetic products that are not only functionally safe but also align with consumers' religious values and social image. Statista data shows that national revenue for the beauty and personal care sector in Indonesia reached approximately USD 7.8 billion in 2022 and is projected to increase to USD 9.9 billion in 2026 with a CAGR of 8.1%, surpassing market growth in China and the United States. This condition is driving increasingly fierce competition between brands, requiring companies to develop marketing strategies that can retain consumers in the long term by strengthening product quality, brand image, and effective marketing communications.

In this context, Mataram City is an attractive micro-market due to its role as the administrative and commercial center of West Nusa Tenggara Province, with beauty retail contributions reaching approximately IDR 389 billion in 2022, a significant increase compared to 2020. The city has a well-developed distribution network, demonstrated by the presence of modern malls, beauty outlets, and thousands of online sales agents, making it a strategic location for new and emerging cosmetic brands. Timephoria, a halal cosmetic line launched in 2021, successfully recorded cumulative sales of approximately IDR 54 billion in 30 months, with the largest portion of repeat orders coming from Mataram City, confirming its potential as an important consumer base for the company. However, Timephoria's customer retention rate, which remains below the national standard for independent halal brands, indicates that brand competition and consumer

behavior dynamics in this market require a deeper understanding of the factors driving repeat purchase intention.

Research Problem

Changes in cosmetic consumer behavior in Indonesia are characterized by an increasingly critical and selective attitude in evaluating products, not only in terms of price, but also in terms of quality, ingredient safety, effectiveness, brand image, and the form of celebrity or influencer endorsement used in marketing communications. Modern consumers tend to rely on a combination of rational information (contents, results of use, safety assurance) and emotional-symbolic cues (celebrity lifestyle, social identity, and value congruence) before deciding to use and repurchase a product. On the other hand, the development of social media and digital platforms has made celebrity endorsers and beauty influencers influential actors in shaping consumer perceptions, trust, and engagement with cosmetic brands. However, this celebrity influence does not always lead to repeat purchases, as consumers still evaluate the actual experience of using the product and its suitability to personal expectations.

Theoretically, numerous studies have shown that celebrity endorsers can increase perceived value, trust, and consumer loyalty, thus positively influencing repurchase intentions. The credibility, attractiveness, and image congruence of the celebrity with the brand strengthen consumers' emotional connection to the product, ultimately driving repurchase intentions. However, several recent empirical findings reveal inconsistent results, where celebrity endorsers do not always have a significant influence on repurchase intentions or mediating variables such as brand trust or consumer satisfaction. Research on certain skincare and cosmetic products in Indonesia also shows that repeat purchase decisions are often more influenced by perceived product quality and a satisfying user experience than by the celebrity endorser. This situation indicates a research gap regarding the actual power of celebrity endorsers in explaining repurchase intentions in the growing halal cosmetic product category.

In addition to marketing communication factors, product quality and consumer satisfaction have consistently been identified as key determinants of repurchase intention across various industry contexts, including cosmetics and personal care products. Product quality, encompassing consistency of results with claims, ingredient safety, ease of use, and ease of transaction, has been shown to increase satisfaction and encourage repurchase in numerous studies of cosmetic, food, and other consumer product brands. Several recent studies confirm that the influence of product quality on repurchase intention is often mediated by consumer satisfaction, but some studies show a negative or insignificant relationship, indicating that quality alone is insufficient in some market contexts. In the halal cosmetics sector, the combination of certification clarity, product functional quality, and service experience are factors that consumers assess simultaneously, necessitating further examination of how product quality and satisfaction influence repurchase intention for specific brands, such as Timephoria in Mataram City.

In the context of Timephoria, internal company data shows that despite significant cumulative sales volume and repeat purchase contributions from Mataram City, customer retention rates remain below the benchmark for independent halal brands with similar market characteristics. Timephoria itself tends to utilize collaborations with local beauty influencers rather than using large-scale national celebrities as official endorsers, so the effectiveness of the celebrity endorsement strategy implemented still needs to be evaluated from a consumer behavior perspective, particularly repurchase intentions. Some influencers who promote Timephoria through social media have the potential to build initial awareness and interest, but may not necessarily be able to convert initial experiences into repeat purchases if product quality and perceived satisfaction do not meet consumer expectations. To date, empirical studies that specifically examine the influence of celebrity endorsers and product quality on repurchase intentions for Timephoria cosmetics, with consumer satisfaction as a moderating variable in the Mataram City market context, are still very limited, while previous studies have focused more on initial purchase intentions or other cosmetic brands.

Purpose, Urgency, and Novelty of the Research

Based on the above description, this study aims to analyze the influence of celebrity endorsers and product quality on repurchase intentions of Timephoria cosmetics in Mataram City, with consumer satisfaction as a moderating variable. Practically, the results of this study are expected to provide input for Timephoria management and other halal cosmetics industry players in designing more effective marketing strategies, particularly in optimizing the role of celebrities or beauty influencers, improving product quality, and managing consumer experiences to encourage repeat purchases. From an academic perspective, this study has the urgency to fill the research gap related to the inconsistency of the influence of celebrity endorsers and product quality on repurchase intentions, while also enriching the literature on the role of consumer satisfaction as a moderating variable in the context of local halal cosmetic brands in dynamic micro markets. The novelty of this study lies in its focus on the Timephoria brand in Mataram City by integrating the constructs of celebrity endorsers, product quality, consumer satisfaction, and repurchase intentions in one current empirical model, and utilizing research references from 2021–2025 to build a relevant and up-to-date theoretical foundation.

METHOD

Types and Methods of Research

This study adopts a quantitative approach to examine the influence of celebrity endorsers and product quality on repurchase intentions for Timephoria cosmetics in Mataram City, moderated by consumer satisfaction. This is in accordance with the title and introduction, which highlight the competition in the halal cosmetics industry and the need for customer retention strategies. This type of research is explanatory, using a causal survey method through Structural Equation Modeling-Partial Least Squares (SEM-PLS), which allows predictive hypothesis testing on non-normal data and limited samples. This approach aligns with the definition of quantitative research as a positivistic method that uses numerical data for generalization and prediction, as explained by Sugiyono (2021) and the latest edition, which emphasizes descriptive and inferential statistical analysis.

Data Analysis Instruments and Techniques

The data collection instrument was an online questionnaire via Google Form with a 5-point Likert scale (Strongly Disagree to Strongly Agree), covering indicators for celebrity endorsers (TEARS: trustworthiness, expertise, attractiveness, respect, similarity), product quality (claim results, needs, brand image, routine purchases, payments), consumer satisfaction (conformity to expectations, recommendations), and repurchase intentions (transactional, referential, preferential, exploratory). Validity was tested through outer loading >0.7 , convergent validity via AVE >0.5 , and reliability with Composite Reliability >0.7 and Cronbach's Alpha >0.7 using SmartPLS 4.0, while data analysis included descriptive, outer model testing, inner model (R-square), bootstrapping for path coefficients and moderation. This technique supports objective measurement and moderation testing, as recommended by Creswell & Creswell (2023) for quantitative mixed-model designs and Sofyani (2025) in PLS-SEM.

Population and Sample

The research population consisted of consumers and potential consumers of Timephoria cosmetics in Mataram City aged at least 17 years (male and female), with the dominant characteristics of women aged 17-23 years, high school/bachelor's degree education, and income of IDR 500,000-IDR 3,000,000 per month based on data from BPS NTB 2023 and Disperindag 2023. A sample of 250 respondents was obtained through non-probability sampling of the purposive type with the criteria of having purchased/known the product, distributed via WhatsApp and Instagram to represent the demographic distribution. This selection follows the Slovin formula or target power analysis for PLS-SEM (minimum 10 times the most indicators), as Sugiyono (2021) and Sudaryono (2021) emphasize on random/purposive sampling for limited generalization.

Research Procedures

The procedure begins with a literature review (Keller's 2012 repurchase intention, Shimp's 2003 celebrity endorser, etc.), questionnaire instrument design, pilot validity-reliability testing, online distribution during the third quarter of 2023, collection of 250 responses (response rate >80%), data cleaning, and SEM-PLS analysis for hypothesis testing (direct effect, moderation). Ethics are maintained through anonymous informed consent and data confidentiality, ending with interpretation of the results (R-square 0.787) and managerial implications. This systematic step is in accordance with Emzir's (2023) method for quantitative methodologies in education/business and Creswell's (2023) stepwise inquiry procedure.

RESEARCH RESULT

Table 1. Respondent Identity

Profile	Amount	%
Address/domicile		
Ampenan	43	17.2%
Cakranegara	26	10.4%
Mataram	129	51.6%
Sandubaya	10	4.0%
Sekarbela	23	9.2%
Selaparang	19	7.6%
Gender		
Man	25	10%
Woman	225	90%
Age		
17 – 23 Years	202	80.8%
24 - 30 Years	42	16.8%
31 - 36 Years	4	1.6%
37 - 41 Years	0	0%
> 42 Years	2	0.8%
Level of education		
SENIOR HIGH SCHOOL	138	43.26%
D3	12	3.76%
S1	163	51.10%
S2	3	0.94%
S3	3	0.94%
Monthly Income		
Rp. 500,000 – 1,500,000	138	30.67%
Rp. 1,500,000 – 3,000,000	282	62.67%
Rp. 3,000,000 – 5,000,000	17	3.78%
> Rp. 5,000,000	13	2.89%

Source: Research data processed using SEM-PLS 4.0

The results of this study were processed and analyzed using SmartPLS 4 which produced data such as Loading Factor, Composite Reliability, Average Variance Extracted (AVE), and direct hypothesis testing (Direct Effect).

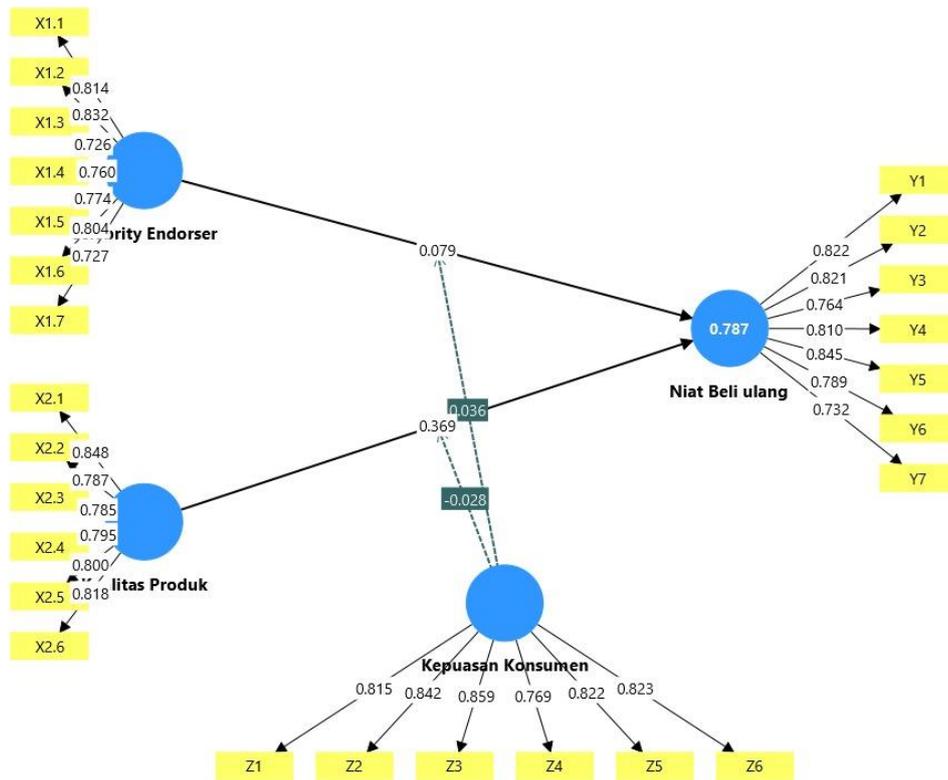


Figure 1. PLS Model

Source: SEM-PLS 4.0 results

Table 2. Outerloading

	Celebrity Endorser	Customer satisfaction	Product Quality	Repurchase Intention	INFORMATION
X1.1	0.814				VALID
X1.2	0.832				VALID
X1.3	0.726				VALID
X1.4	0.760				VALID
X1.5	0.774				VALID
X1.6	0.804				VALID
X1.7	0.727				VALID
X2.1			0.848		VALID
X2.2			0.787		VALID
X2.3			0.785		VALID
X2.4			0.795		VALID
X2.5			0.800		VALID
X2.6			0.818		VALID
Y1				0.822	VALID
Y2				0.821	VALID
Y3				0.764	VALID
Y4				0.810	VALID
Y5				0.845	VALID
Y6				0.789	VALID
Y7				0.732	VALID

Z1	0.815	VALID
Z2	0.842	VALID
Z3	0.859	VALID
Z4	0.769	VALID
Z5	0.822	VALID
Z6	0.823	VALID

Based on the data processing results in this table, it shows that all indicators have outer loading values >0.7, ranging from 0.726 to 0.859. Therefore, these values meet the convergent validity test in the SEM-PLS analysis.

Table 3. Validity and reliability

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorser	0.890	0.914	0.605
Customer satisfaction	0.904	0.926	0.676
Product Quality	0.892	0.917	0.650
Repurchase Intention	0.905	0.925	0.637

Based on the results presented in this table, it shows that all variables have construct values that meet reliability standards, with Cronbach's Alpha and Composite Reliability >0.70, and each Average Variance Extracted (AVE) value >0.50. Therefore, all variables in this study have met the criteria for reliability and validity.

Table 4. R-Square

	R-square	R-square adjusted
Repurchase Intention	0.787	0.782

Based on the data in this table, the repurchase intention variable is 0.787, indicating that the celebrity endorser, consumer satisfaction, and product quality variables can explain 78.7% of the repurchase intention variable. Therefore, it can be concluded that this research model has good predictive ability.

The analysis results show that the R-square value for the Repurchase Intention variable is 0.787, while the adjusted R-square value is 0.782. This value indicates that the Celebrity Endorser, Consumer Satisfaction, and Product Quality variables are able to explain the variation in Repurchase Intention by 78.7%, while the remaining 21.3% is explained by other variables outside the research model.

Table 5. Hypothesis test results

Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values	Information
----------------------------	------------------------	-----------------------------------	----------------------------------	-----------------	--------------------

Celebrity Endorser -> Repurchase Intention	0.079	0.084	0.067	1,178	0.239	Invalid
Consumer Satisfaction -> Repurchase Intention	0.489	0.481	0.080	6,131	0,000	Vakid
Product Quality -> Repurchase Intention	0.369	0.371	0.086	4,283	0,000	Valid
Consumer Satisfaction x Celebrity Endorser -> Repurchase Intention	0.036	0.045	0.051	0.716	0.474	Invalid
Consumer Satisfaction x Product Quality -> Repurchase Intention	-0.028	-0.037	0.048	0.582	0.560	Invalid

This test states that if the T-Statistic is greater than the T-Table value, then it is stated that there is an influence between the exogenous and endogenous variables on each hypothesis that has been used in the study. Based on the results of the path coefficient classification in the table above, consumer satisfaction with repurchase intention forms the research hypothesis, the magnitude and level of significance are visible.

DISCUSSION

The influence of celebrity endorsers on repurchase intentions

The analysis results show that celebrity endorsers have no positive or significant effect on repurchase intentions, with a t-statistic value of 1.178, which is greater than 1.96, and a p-value of 0.239, which is less than 0.05. The results of this study are in line with Nurfajrianti & Bernardo, (2025) This study proves that celebrity influencers do not significantly influence consumer attitudes toward repurchase intentions for Tupperware. This suggests that celebrity endorsers are not yet able to directly encourage consumers to repurchase Timephoria cosmetic products.

The influence of product quality on repurchase intention

The analysis results show that product quality has a positive or significant effect on repurchase intention, with a t-statistic value of 4.283, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. This indicates that product quality is an important factor that encourages consumers to repurchase Timephoria cosmetic products.

Consumer satisfaction plays a role in moderating the influence of celebrity endorsers on repurchase intentions.

The results of the analysis show that the interaction between consumer satisfaction and celebrity endorsers has no positive or significant effect on repurchase intentions, with a t-statistic value of 0.716 which is greater than 1.96, and a p-value of 0.474 which is smaller than 0.05. The

results of this study are in line with Studi et al., (2022) which proves that marketing communications do not mediate the influence of consumer satisfaction on consumer loyalty at FC CABANG GAJAH MADA MEDAN. This shows that consumer satisfaction has not been able to moderate the influence of celebrity endorsers on repurchase intentions.

Consumer satisfaction plays a role in moderating the influence of product quality on repurchase intentions.

The analysis results show that the interaction between consumer satisfaction and product quality has no positive or significant effect on repurchase intention, with a t-statistic value of 0.582, which is greater than 1.96, and a p-value of 0.560, which is less than 0.50. This indicates that consumer satisfaction has not been able to moderate the influence of product quality on repurchase intention. These research results are in line with Bahar & Sjahrudin, (2015) This proves that product quality does not have a significant partial effect on repurchase intention. This indicates that consumer satisfaction and high product quality can increase consumer repurchase intention.

CONCLUSION

This study concludes that product quality has a positive and significant influence on repurchase intention of Timephoria cosmetics in Mataram City, with a path coefficient of 0.369 and a t-statistic of 4.283 ($p < 0.001$), while consumer satisfaction also has a strong influence (coefficient of 0.489, t-statistic of 6.131, $p < 0.001$), which together explain 78.7% of the variation in repurchase intention (R-square 0.787). In contrast, celebrity endorsers have no significant influence (t-statistic of 1.178, $p = 0.239$), as does the moderating interaction of consumer satisfaction with both variables (t-statistics of 0.716 and 0.582, respectively, $p > 0.05$), confirming that real product experience is more dominant than celebrity promotion in driving consumer retention. The research includes a limited geographic focus on Mataram City, reliance on self-report questionnaire data that is prone to subjective bias, and the absence of additional variables such as brand trust or e-WOM that might influence the model. Practically, Timephoria management needs to prioritize improving product quality and customer satisfaction through innovations in halal ingredients and after-sales service, while optimizing beauty influencers for initial awareness rather than long-term retention.

REFERENCE

- Adriansyah, M., & Marliani, LE (2025). The effect of product quality on repurchase intention through customer satisfaction of Xiaomi smartphone users in Bandung City. *Lentera Bisnis Journal*, 14(3), 3005–3017.
- Aliffiarantika, S., & Waris, A. (2024). The influence of product quality and experiential marketing on repurchase intention of Narcisse Beauty Care skincare products in Probolinggo City. *Cemerlang: Journal of Business Management and Economics*, 4(4), 200–211.
- Azizah, A., & Kussudyarsana, K. (2025). Analysis of celebrity endorsers, price, and product quality on repurchase intentions for local Scarlet Whitening products. *Lentera Bisnis Journal*, 14(2), 1681–1698.
- Azizah, G., & Faisol, F. (2024). The mediating role of brand trust on repurchase intention: The influence of brand image and celebrity endorsers (Case study of customer Noera Collagen Drink on the TikTok Shop Application in Malang). *Journal of Economics, Business & Entrepreneurship (e-Journal)*, 18(2), 348–363.
- Bahar, A., & Sjahrudin, H. (2015). The influence of product quality and service quality on consumer satisfaction and repurchase intention. *Journal [Unspecified]*, 3, 14–34.
- Central Statistics Agency of West Nusa Tenggara. (2023). Retail trade survey of NTB 2022. BPS-NTB. <https://ntb.bps.go.id>

- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- Department of Industry and Trade of West Nusa Tenggara. (2023). *Directory of beauty retailers & online agents in Mataram City*. Disperindag NTB.
- Emzir. (nd). *Educational research methodology: Quantitative and qualitative*. Rajagrafindo Persada.
- Febriati, IGAU, Santika, IW, Wardana, IM, & Seminari, NK (2025). The role of brand image in mediating celebrity endorser credibility and e-WOM on repurchase intention (Study on Avoskin consumers in Denpasar). *Return: Study of Management, Economics and Business*, 4(8), 558–573.
- Girsang, NMD, & Faadhil, F. (2025). Factors influencing consumer satisfaction. *Journal of Education, Humanities and Social Sciences (JEHSS)*, 7(3), 903–908. <https://doi.org/10.34007/jehss.v7i3.2336>
- Hanafī, MS, & Nurmansyah, AAH (2025). The influence of product quality on repurchase intention mediated by customer satisfaction: A case study of Chitato potato chips in Bandung City. *Asian Journal of Economics, Business and Accounting*, 25(8), 325–339.
- Haris, A., Idris, M., & Kallabe, A. (2025). Service quality and company image on insurance customer satisfaction and loyalty. *Journal of Management*, 29(2), 253–272.
- Herlansyah, D., & Sigarlaki, FF (2025). The effect of product quality on repurchase intention with customer satisfaction as an intervening variable on Ultramilk UHT milk customers in Cimahi City. *Lentera Bisnis Journal*, 14(3), 3309–3321.
- Iksan. (2025, January). Who owns Timephoria? Thought to be a local brand, this is the origin of a skincare product that just launched in Indonesia. *Lamongan Terkini*. <https://lamongan.pikiran-rakyat.com/sosok/pr-3869285262/timephoria-punya-siapa-dikira-brand-lokal-ini-asal-skincare-yang-baru-saja-launching-di-indonesia>
- Imam Pranoto, H., Isyanto, P., & Sumarni, N. (2024). Analysis of the influence of service quality and product quality on consumer satisfaction of HSR rim products at Alpha Racing, Rim, Tire, and Car Sproing Shop, Karawang Regency. *Al-Kharaj: Journal of Economics, Finance & Sharia Business*, 6(9), 6268–6283. <https://doi.org/10.47467/alkharaj.v6i9.2610>
- Inggasari, SM, & Hartati, R. (2022). The influence of celebrity endorsers, brand image, and brand trust on purchasing decisions for Scarlett Whitening products. *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 3(1).
- Keller, K. L. (2012). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2008). *Principles of marketing* (12th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2014). *Principles of marketing* (Vol. 1, Trans. B. Sabran). Erlangga.
- McKinsey & Company. (2021). *The beauty market in Indonesia: Winning the next wave of consumers*. <https://www.mckinsey.com>
- Nurfajrianti, R., & Bernardo, I. (2025). The convergence of online customer reviews and