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## THE INFLUENCE OF CONTENT MARKETING, CELEBRITY ENDORSEMENT, ONLINE CUSTOMER REVIEW, AND PRICE CONSCIOUSNESS ON PURCHASE INTENTION OF SOMETHINC SERUM PRODUCTS IN DKI JAKARTA PROVINCE

By

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**Abstract:** This research aims to analyze the Influence of Content Marketing, Celebrity Endorsement, Online Customer Review and Price Consciousness on Purchase Intention of Somethinc Serum Products in DKI Jakarta Province, the sample to be used is between 100-150 people of DKI Jakarta province aged 17-45 years who have purchase intention of Somethinc Serum products. The data collection method uses a survey method using a questionnaire research instrument, while the sampling method uses a non-probability sampling method with a convenience sampling technique. The results of this study prove that Content Marketing does not have a significant effect on purchase intention of Somethinc Serum in DKI Jakarta province, Celebrity Endorsement does not have a significant effect on purchase intention of Somethinc Serum in DKI Jakarta province while Online Customer Review and Price Consciousness have an effect on purchase intention of Somethinc Serum in DKI Jakarta province.

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## INTRODUCTION

The cosmetics industry is a relatively fast-growing and progressive branch of the economy. People view skin and facial appearance as important assets to their overall appearance, and healthy skin can increase self-confidence. This trend has led to an increase in demand for skincare products (1) Indonesia is one of the largest cosmetics markets in the world due to high consumer demand for skincare products.

Nowadays, facial skincare has become a primary focus for most Indonesians, especially women. Facial skincare is no longer considered a secondary or tertiary need, but has shifted to a primary need. The desired beauty standards are often used as benchmarks for beauty. In Indonesia, for example, people consider having fairer skin to be the ideal beauty standard.

Serum is a liquid skin care product made from small molecules containing active ingredients from various vitamins such as vitamin A, C and other active ingredients that are believed to be able to overcome various specific skin problems such as dehydrated skin, skin

aging and acne problems on the skin.

Somethinc, is one of the leading skin care pioneers in Indonesia that provides skin care products and various types of beauty products that can be used by consumers according to their skin needs and Serum is one of the product category lines offered by Somethinc. One of the famous skin care products in Indonesia is Somethinc. Somethinc was founded in March 2019, Somethinc launched a serum product that focuses on a series of skin care products ranging from treating acne, brightening, whitening facial skin and improving skin texture (2)

In June 2022, Somethinc Serum was the number one best-selling serum in Indonesia. Somethinc's serum products became the top brand, outperforming other brands with similar serums. However, based on sales volume percentage in 2022, Somethinc Serum only ranked second. In August 2022, statistics were conducted on 10 types of beauty products.

The best-selling serum based on the percentage of sales volume where Somethinc Serum is in the second best-selling position based on sales volume, namely 8.94%, while Serum from the Scarlet brand has the highest percentage of sales volume with 9.27%. This is in contrast to the data from the top brand results, where Somethinc's superiority through its Serum is not directly proportional to their position in the top brand which is always only a runner-up and has never been in the top position.

## LITERATURE REVIEW

### Marketing Management

According to (3) marketing management is a target market to attract, retain, and increase consumers by creating and providing good sales quality. Meanwhile, according to (Assauri, 2018), marketing management is an activity of creating, preparing, and implementing plans carried out by companies to generate profits.

### Celebrity Endorsement

Celebrity endorsers are artists, entertainers, athletes and public figures who are known by many people for their success in their respective fields of endorsement. (Shimp, 2022)

### Online Customer Review

Online customer reviews are comments left by other consumers about their experiences purchasing products on marketplace sites, which can serve as benchmarks for other consumers' purchasing decisions. (Banjarnahor, et.al, 2021)

### Price Consciousness

Price consciousness is a consumer purchasing decision focused on lower prices (Linchenstein, 1993). Price consciousness is a consumer's tendency to focus more on purchasing at lower prices, as price is the compensation required to obtain goods and services. In setting product prices, producers must set production costs so that they are not too high or too low, which would affect consumers or producers' profit margins (Arifin, 1996).

### Purchase Intention

Purchase intention is consumer behavior that appears to be visible in one or several objects that can indicate an individual's desire to make a purchase (4) Content Marketing Content marketing is described as a marketing technique in marketing something by creating and sharing content to attract the target market and encourage the target market and

potential consumers to become consumers. (5)

**Hypothesis**

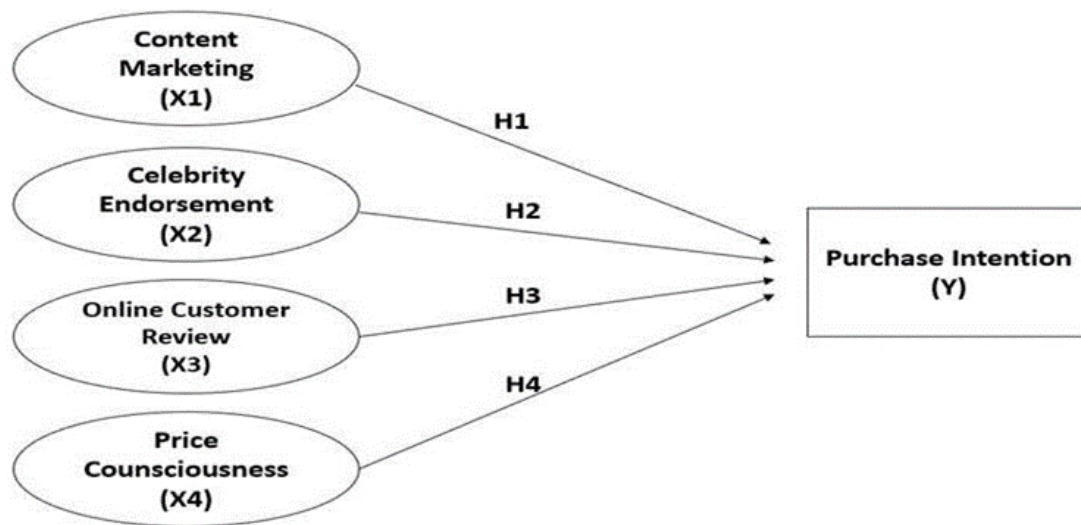
Therefore, the hypothesis of this study is formulated as follows:

Hipotesis 1: *Content Marketing Influences Purchase Intention of Somethinc Serum Products in DKI Jakarta Province*

Hipotesis 2: *Celebrity Endorsement Influences Purchase Intention of Somethinc Serum Products in DKI Jakarta Province*

Hipotesis 3: *Online customer reviews influence purchase intentions for Somethinc Serum products in DKI Jakarta province.*

Hipotesis 4: *Price Consciousness influences the purchase intention of Somethinc Serum products in DKI Jakarta province.*



**Figure 1. Research Framework**

**METHODS**

This study employed a quantitative research method with a causal-exploratory design to investigate the influence of content marketing, celebrity endorsements, online customer reviews, and price consciousness on purchase intentions for Somethinc serum in DKI Jakarta Province. This study used a structured questionnaire to collect data, using a 5-point ordinal scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (6) to measure respondents' perceptions and attitudes toward each indicator.

The population in this study was Jakarta residents, both men and women, who were aware of Somethinc serum but had never purchased it. The exact population size was unknown.

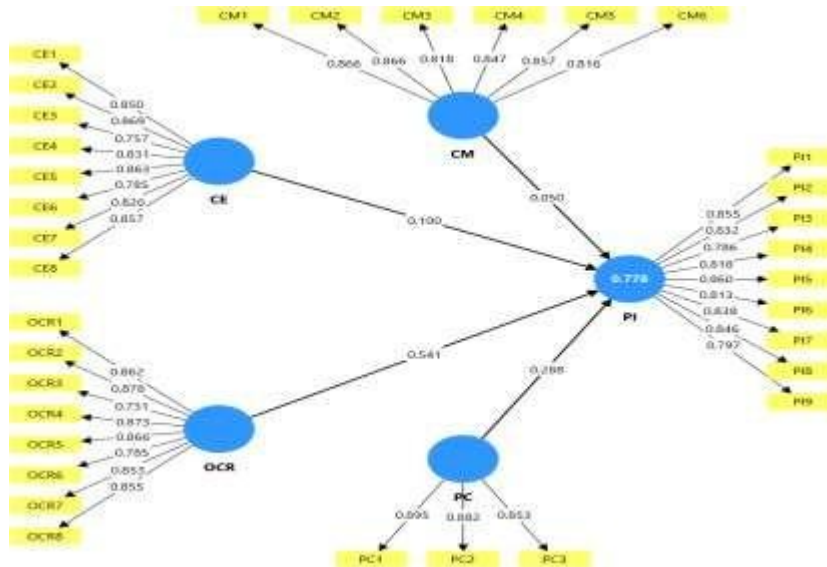
Nonprobability sampling was used, utilizing purposive sampling to ensure that respondents met the specific criteria required by the study. The sample used was representative of all members of the population.

Because the population size was unknown, the sample size was determined based on (7), who explained that the sample size should be five times the number of indicators. Based

on these guidelines, the minimum sample size for this study is calculated as follows: sample = number of indicators x 5 = 24 x 5 = 120. Based on this calculation, the sample that the researcher will use is 120 respondents.

**RESULTS AND DISCUSSION**

**Validitas**



**Figure 2. Validitas**

Based on the image, it can be seen that all indicators have a loading factor value > 0.7 so they can be said to be valid.

**Reliabilitas**

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	<i>Keterangan</i>
CM	0,920	0,922	Reliabel
CE	0,935	0,937	Reliabel
OCR	0,940	0,942	Reliabel
PC	0,850	0,855	Reliabel
PI	0,942	0,944	Reliabel

The R-Square value of 0.778 shows that 77.8% of the dependent variable can be explained by the independent variable, but there is still 22.2% of the variation explained by other variables outside the research.

**R-Square:**

	<b>R-Square</b>
Purchase Intention	0,778

The R-Square value of 0.778 shows that 77.8% of the dependent variable can be explained by the independent variable, but there is still 22.2% of the variation explained by other variables outside the research.

**Hypotheses Testing**

**Tabel 1. Hypotheses For Direct Relationships**

<b>Relationships</b>	<b>Original Sample</b>	<b>T statistics</b>	<b>P Values</b>	<b>Supported</b>
Content Marketing → Purchase Intention	0,050	0,364	0,716	No
Celebrity Endorsment → Purchase Intention	0,100	0,650	0,516	No
Online Customer Review → Impulsive Purchasing	0,541	5,244	0,000	Yes
Price Consciousness → Impulsive Purchasing	0,288	2,720	0,007	Yes

The results of the hypothesis testing indicate that not all relationships proposed in this study are significant. The Content Marketing and Celebrity Endorsement variables do not have a significant effect on Purchase Intention, because they have T-statistics values below 1.96 and P values above 0.05, so the first and second hypotheses are not supported. In contrast, Online Customer Reviews and Price Consciousness are proven to have a positive and significant effect on Purchase Intention, with T-statistics values of 5.244 and 2.720, respectively, and P values below 0.05. Online Customer Reviews have the greatest influence on Purchase Intention with a path coefficient of 0.541, followed by Price Consciousness at 0.288. These findings confirm that online customer reviews and price consciousness are the main factors that drive consumer purchase intention towards Somethinc Serum products.

**CONCLUSION**

Based on the analysis and discussion, the research concludes that content marketing has no effect on purchase intention for Somethinc Serum in Jakarta. Celebrity endorsements have no effect on purchase intention for Somethinc Serum in Jakarta. Online customer reviews have an effect on purchase intention for Somethinc Serum in Jakarta. Price consciousness has an effect on purchase intention for Somethinc Serum in Jakarta.

**Advice**

**For The Company**

Somethingthinc should be able to provide consumers with information about the benefits and health benefits of quality skin, helping companies design and develop products or services that meet market expectations.

Somethingthinc must maintain effective communication through various channels, enabling the company to understand customer needs and expectations and promptly address complaints or issues. Furthermore, customers can build trust through positive experiences, transparency, and consistent value delivery.

**For Future Researchers**

For further researchers, the research coverage area can be further expanded, not only in the DKI Jakarta area, but can be expanded to other areas in big cities in Indonesia, and can add or modify various other variables that are expected to influence the purchase intention of Somethinc Serum such as green brand knowledge variables, product variations, electronic

WOM, the influence of social media or environmental concerns that influence purchase intentions.

#### For Consumer

Consumers are expected to further enhance their product knowledge and green brand knowledge before making purchasing decisions. Consumers are advised to be more critical in evaluating information obtained through social media and electronic word of mouth to objectively understand the advantages of product variations. Furthermore, consumers need to foster greater environmental concern, so that purchase intentions are not only based on product functionality alone, but also driven by an awareness of environmental sustainability values.

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