

# The effect of celebrity endorsement on Gen Z purchase intention through Tiktok social commerce with consumer perception quality as a mediating variable

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## Abstract

This study aims to explore the influence of celebrity endorsement and social influence on Generation Z's purchase intention on the TikTok social commerce platform, focusing on the attributes of celebrity attractiveness, familiarity, and trustworthiness, as well as the relevance of real-time content in shaping purchase behavior. The research was conducted in Greater Solo, Indonesia, with a sample size of 230 respondents chosen through purposive sampling. Data were collected using a questionnaire with 23 indicators measured using a Likert scale and semantic differential. Data analysis used the Partial Least Square (PLS) method. The results showed that celebrity endorsement has a positive and significant effect on purchase intention. In addition, consumer perceptions of quality mediate the relationship between celebrity endorsement and purchase intention. Based on these findings, companies are advised to select celebrities who have appeal, familiarity, and a high level of trust among Generation Z, and utilize interactive and real-time content on TikTok. The integration of promotional activities that directly drive purchases through social commerce features is also important to build positive perceptions and lead Generation Z towards purchase intention.

## Keywords:

Celebrity Endorsement; Consumer Perception of Quality; Purchase Intention; Social Commerce.

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## INTRODUCTION

Almost every aspect of Generation Z's daily life has been influenced by the rapid development of interactive digital technologies (Chiu & Ho, 2023). Gen Z lives virtually and online, integrates with their favorite brands, and also utilizes technology as their primary tool (Priporas et al., 2017). In 2024, APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) conducted a survey showed that around 221 million people, or 79.5 percent of the entire population, use the internet (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024).

In the era of technology 4.0, social media is getting increasing integrated into daily life, where people interact more frequently on online platforms (Alalwan et al., 2017). Marketers have utilized social media in their marketing strategies, due to the high time users spend on these platforms every day. Businesses are increasingly recognizing social media's role as significant marketing and promotional channel (Liao & Huang, 2021).

Social commerce, or s-commerce, has developed as a result of the growth of e-commerce, a new paradigm in social media-based electronic commerce (Santoso, 2022; Abou Ali et al., 2020). The part of the growing e-commerce that uses social media networks is called social commerce, including social networking services (Kim, 2013), Operates in real-time, generating commercial transactions by utilizing social media to connect producers and customers platforms (Sohn & Kim, 2020).

Taken from We Are Social data, in January 2024 TikTok ads in Indonesia reached more than 126.831 million audiences, with this figure making Indonesia the country with the second widest TikTok ad reach in the world (We Are Social, 2024). By estimating from this large number of users who use TikTok social commerce, researchers believe this research is worth conducting especially in Indonesia.

In fierce business competition, companies use marketing communications through celebrities to attract consumer attention, influence attitudes, and drive purchase intentions (Nichols & Schumann, 2012; Osei-Frimpong et al., 2019). Choosing the right celebrity can increase product purchase intention (Andita et al., 2021). Gen Z actively follows celebrity content on social media through interactions such as liking, subscribing, and sharing posts, which help introduce the brands or products they use (Chiu & Ho, 2023).

Considering that Indonesia, with a TikTok advertising reach of 126.83 million viewers, has Gen Z as the majority of users (24%) who use TikTok as a source of information through social commerce (Arjuna Putra Aldino T, 2024; Jakpat, 2023), The involvement of celebrities in promotions on TikTok is a powerful strategy for attracting Gen Z's attention and interest in a brand. Research related to purchase intention in social commerce shows several factors positively influences purchase intentions (Nichols & Schumann, 2012; Sun et al., (2019); Abou Ali et al., (2020). The focus of this research is TikTok, given that research related to purchase intention on TikTok is still limited compared to other platforms.

Celebrity endorsement can influence consumer purchase intention, especially through attributes such as attractiveness, familiarity, and trustworthiness, which is interesting to research in Indonesia. According to Osei-Frimpong et al., (2019) study, consumers are more likely to easily remember advertisements with celebrities because of

these three attributes, which then increases purchase intention. With this potential, social commerce on TikTok has a great opportunity to help businesses reach consumers, given TikTok's huge user base.

Many studies examine the influence of social influence on reference groups in marketing, but few examine the interaction between social influence and marketing variables on purchase intention (Hoonsopon & Puriwat, 2016). Social influence is how individuals are influenced by social interactions (Hu et al., 2019). Research Hoonsopon & Puriwat, (2016) dan S. Z. Liang et al., (2024) which integrates social influence theory that social influence positively influences purchase intention towards brands.

Consumer perception of quality is an important part of brand value, where consumers' perception of high quality can encourage them to choose the brand over competitors (Zeithaml, 1983; Chapman & Wahlers, 1999). When consumers find the chosen celebrity to be reputable, using celebrity endorsements can improve the perception of quality. Credibility of endorsers may enhance purchase intentions and favorably impact perceptions of brand quality (Erdogan et al., 2001).

This study focuses on the effect of celebrity endorsement on the purchase intention of Gen Z consumers in Solo Raya, with consumer perception of quality as a mediating variable on the TikTok social commerce platform. In order to appeal to Gen Z, which is frequently influenced by the public personalities they interact with on social media, celebrity endorsements are essential. This study aimed to look into the effects of celebrity support on perceived product quality, which is expected to mediate and increase consumer purchase intention. Through this approach, this research is anticipated to enhance the marketing literature regarding the effectiveness of TikTok social commerce in a relevant and targeted strategy for Gen Z.

## **LITERATURE REVIEW**

### **Social Influence Theory (SIT)**

The classic socio-psychological theory known as social influence theory (SIT), which was created by Kelman, (2017), describes how an individual is influenced by other people's presence and conduct (Latané, 1981; Lee & Hong, 2016). Social influence is the outcome of personal interactions and makes reference to the act of how a person is influenced and interacts with others (Amblee & Bui, 2011; Jia et al., 2023). A person is fundamentally driven to establish and maintain meaningful social relationships with others (Cialdini & Goldstein, 2004). Social influence theory (SIT) can help explain the concept of celebrity endorsement (Osei-Frimpong et al., 2019).

Social influence, according to Deutsch & Gerard, (1955) can be separated into two main types: "informational" and "normative." Social influence of informational involves embracing others' information as a reflection of reality, whereas social influence that is normative reflects a tendency to align with group expectations (Hu et al., 2019; Li, 2013). Because individuals often rely on the perceptions of others as evidence, they are susceptible to social influence (Teo et al., 2019). In the context of ads, many believe that celebrity endorsements add credibility, making advertising more effective (McCormick, 2016).

### **Purchase Intention**

Purchase intention as a concept remains a vital element in the area of marketing (Morrison, 1979). As stated by Kotler and Keller (2016) the intention to buy is a consumer type behavior where individuals express a desire to buy a product, driven by their wants, past usage experiences, and interest in the product. Saad et al. (2012) said that decision-making is a type of purchase intention process that focuses on understanding the reasons behind consumers' choice to purchase a specific brand. Positive purchase intentions trigger consumers to take actual purchase action, or negative purchase intentions will encourage consumers not to buy the item (Mahmoud, 2018).

Perceived quality increases worth for consumers by offering them a compelling reason for customers to buy and for setting the apart from its rivals (Asshidin et al., 2016). Studies conducted by Asshidin et al., (2016) confirms that perceived quality plays an significant role as a predictor in the purchasing process of decision-making. This means that consumers strongly consider quality when deciding to purchase a product. Encouraged by Studies by Bou-Llusar et al., (2001) demonstrates a significant influence of quality on consumers' intentions to purchase.

Celebrity endorsements have been demonstrated to be a successful marketing strategy in increasing consumer purchase intention (Kahle & Homer, 1985). Celebrity support can take the form of positively influence consumer behavior by increasing recall and liking of the advertisement, as well as adding endorsement and credibility to the promoted product. This makes celebrity endorsement a valuable tool for marketers aiming to increase purchase intent and product sales.

Findings from Ahmad et al., (2019); J. Wang et al., (2012); Pornpitakpan, (2004) and Osei-Frimpong et al., (2019) discovered that celebrity endorsement has a positive and significant influence on the consumer purchase intention. Based on this analysis, most studies support that celebrities who become endorsers have a positive influence on driving consumer purchase intentions. An inference can be drawn from earlier studies findings that this suggested assumption:

H1: Celebrity Endorsement has a significant and positive effect on Consumer Perception of Quality.

H2: Celebrity Endorsement has a significant and positive effect on Purchase Intention.

### **Celebrity Endorsement**

Traditionally, celebrity endorsers consist of celebrities, such as models, sports, politicians, singers, actors, actors, and businesspeople (Hsu & Mcdonald, 2002). Celebrity endorsers according to McCracken (1989) “Any person who enjoys public attention and who uses recognition on behalf of a consumer product by appearing with that product in an advertisement”. Bergkvist & Zhou (2016) expanded the previous definition and stated that celebrity endorsement is a contract between an organization (the brand) and a publicly known individual, utilizing the image of a celebrity to promote the entity. Brand endorsement serves as a brand communication channel that utilizes celebrities as

spokespersons in various capacities to convey information about the brand that is required project attitudes and intentions to purchase a particular brand (Patra, 2012).

The endorser's credibility is very important even though the recipient only receives a small amount of information aside from the endorser's iklan and klaim, which can only be distinguished from the results of the study (Jain & Posavac, 2001). Implementation of research from Elberse & Verleun, (2012) states that celebrity endorsers are demonstrated to positively affect stock prices and sales. This fact shows that consumers more easily connect with the product or service advertisements that present celebrities, this aids customers in remembering the information communicated, thus influencing purchase intentions in both the immediate and future terms (Osei-Frimpong et al., 2019).

Consumer purchase intention is influenced by three primary aspects in celebrity endorsements: attractiveness, familiarity, and trustworthiness (Osei-Frimpong et al., 2019). Attractiveness relates to attractive physical appearance, such as beauty or elegance, which attracts attention and increases consumers' receptivity to information from endorsers (Chao et al., 2005; S. W. Wang & Scheinbaum, 2018). Familiarity indicates how well consumers know the celebrity through previous exposure or information, which facilitates their understanding of the commercial's message (Erdogan et al., 2001; Munnukka et al., 2016). Trustworthiness, this refers to consumers' perceptions of the endorser's honesty, integrity, and credibility, which can increase trust in the advertised brand or product (Molelekeng & Dondolo, 2021; Silvera & Austad, 2004; Erdogan et al., 2001). When a celebrity is perceived as attractive, recognizable, and trustworthy, they are better able to convince consumers to buy the product they are promoting (Yang, 2018; Nyamakanga et al., 2019).

### **Customer Perception of Quality**

A good perception of quality can influence consumers' choices and their purchasing behavior (Khan et al., 2019). According to Konuk, (2018) perceived quality is the customer's opinion of the superiority of a product and quality. Consumers may choose to buy certain brands because of their perceptions of product quality and because they often feel the need to do so (Leonita, 2023). This perception of quality relates to consumers' views or experiential feelings about the superiority of a product, which reflects their assessment of the value and benefits that the product offers. The result of Osei-Frimpong et al., (2019); Yan et al., (2019) found that perceived quality is related to purchase intention.

Many researchers and marketing practitioners have been interested in demonstrating perceived quality as it is thought to have a positive impact on marketing performance (Tsiotsou, 2006). Consumers often perceive products or brands endorsed by famous celebrities to be of superior quality (Parayitam et al., 2020). Related to the previous findings Olsen, (2002), which reinforces the concept that consumer perceptions of the quality of a product or brand directly contribute to an increase in purchase intention. In other words, the better consumers' perceptions of the quality of a brand, greater the likelihood that they will purchase the product. This can be summarized from the findings of previous research that the suggested assumptions:

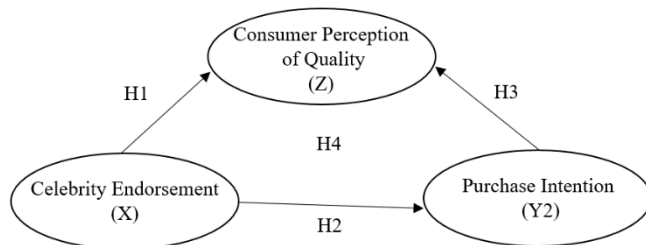
The effect of celebrity endorsement on Gen Z purchase intention through Tiktok social commerce with consumer perception quality as a mediating variable

H3: Consumer Perception of Quality has a significant and positive effect on Purchase Intention

H4: The relationship between Celebrity Endorsement and Purchase Intention is mediated by Consumer Perception of Quality.

**Figure 1.**

*Research Framework*



Source: Author(s) work

## RESEARCH METHOD

Quantitative research techniques that were used in this research to explore the connection between the variables and assess their influence. All variable measurements were adapted from existing research with the context of Gen Z as the research subject. Four factors will be used in this study: The dependent factor in this study is purchase intention, and the independent factor is celebrity endorsement mediated by consumer perception of quality. The resources used are primary with data collection done by questionnaire. All dimensions of celebrity endorsement measured with a five-point semantic differential scale. Measurement of mediation of consumer perception of quality using a five-point Likert scale. Measurement of purchase intention using a five-point Likert scale. At least five to ten times as many responder samples are collected as indicators in order to get valid data (Sugiyono, 2017). All TikTok users from generation Z in Indonesia are the population of the research focus who are at least 14 years old and a maximum of 29 years old and have a TikTok account. To get accurate data, the number of respondent samples taken should be at the very least 10 multiplied by the number of indicators. The calculation of the sample size of respondents to be tested is as follows:

$$\begin{aligned}
 \text{Number of respondents} &= \text{indicator} \times 10 \\
 &= 23 \times 10 \\
 &= 230 \text{ respondents}
 \end{aligned}$$

Based on the above calculations, the study used a sample of 230 respondents. This study uses purposive sampling type with sampling technique using non probability sampling. SmartPLS 4.0 software is used to process data and answer research hypotheses using the SEM-PLS method. SEM-PLS is a technique for predicting model constructs with multiple factors and linear relationships (Ghazali, 2014).

## FINDINGS AND DISCUSSION

The descriptive research results consist of a research sample of 230 respondents. The following are respondents' characteristics used in this study: domiciled in the Greater

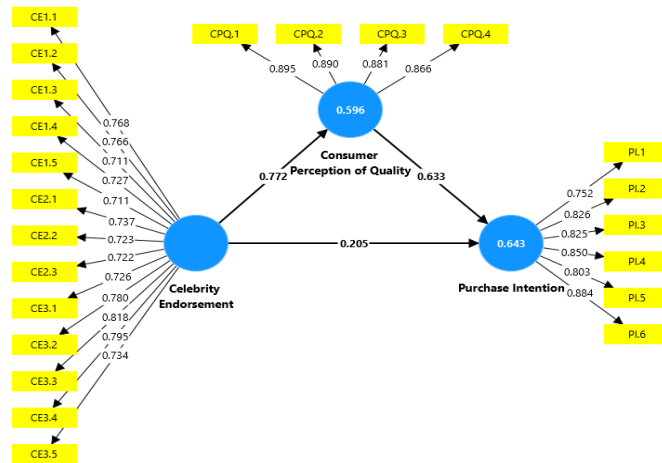
Solo area, age range between 14 to 20 years, active TikTok users and following celebrity TikTok accounts that do product endorsements.

### Model Measurement (Outer Model)

Two crucial tests are validity and reliability requirements in evaluating the outer model using a data analysis method with SmartPLS. These two tests aim to ensure that each indicator is able to represent the construct well and consistently, so that data analysis result report are reliable and valid in describing interrelationships within variables research model. Specifications and the Outer Model Measurement as shown in the figure below.

**Figure 2.**

*Outer Model Test Results Source*



Source: Author(s) works

### Validity Test

#### Convergent Validity

Convergent validity is employed to make sure that respondents comprehend every statement pertaining to the latent variable in line with the researcher's intended goals. Thus, the indicators used can accurately represent the construct being measured, ensuring that the data in the information obtained is relevant and in accordance with the research objectives. The provisions for assessing convergent validity on reflective indicators is a loading factor value of  $> 0.7$ , then for the Average Variance Extracted (AVE) value of  $> 0.5$ .

The results of the calculation of all constructs of the research variable is considered valid because their outer loading value is  $> 0.7$ , which indicates that each indicator has a good ability to measure its respective construct. This further demonstrates that the outer model score satisfies the requirements for convergent validity, namely the AVE value, where all variables have factor loading  $> 0.5$ , so it can be concluded that the construct has good convergence validity

**Table 1.**

*Construct Reliability and Validity*

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorsement	<b>0.934</b>	0.935	0.943	<b>0.560</b>
Consumer Perception of Quality	<b>0.906</b>	0.907	0.934	<b>0.780</b>
Purchase Intention	<b>0.905</b>	0.907	0.927	<b>0.679</b>

Source: Author(s) work

**Discriminant validity**

The discriminant validity test aims to ensure that each construct in the model can be distinguished properly from one another. The Average Variance Extracted (AVE) square root for every construct is compared to the correlations between the components, discriminant validity can be assessed. Discriminant validity is deemed satisfied if the square root of the AVE is greater than the correlation between the constructs. Table 2. shows that all variables fulfill the criteria for discriminant validity.

**Table 2.***Discriminant Validity*

Variable	CelebrityEndorsement	Consumer Perception of Quality	Purchase Intention
Celebrity Endorsement			
Consumer Perception of Quality	0.834		
Purchase Intention	0.745	0.869	

Source: Author(s) work

**Reability Test**

## Cronbach's alpha reability

The reliability test using Cronbach's Alpha is used to determine the internal consistence of a set of indicators that are used to measure a latent construct. Assessment with Cronbach's alpha is carried out on reflective indicators with the condition that the loading factor value in confirmatory research must be > 0.7 because it is considered adequate to show that these indicators are reliable and is consistently measured intended construct. It is known from Table 1 that all latent variables' composite reliability value is better than 0.7 so that it is stated that all variables are valid.

**Structural Model (Inner Model)**

## Multicolinierity Test/VIF Test

The test for multicollinearity is conducted to ensure that there is no excessive linear connection between the independent variables that can interfere with the results of the



analysis. One way used is to examine the value of the Variance Inflation Factor (VIF). A VIF value of  $<5$  generally indicates that multicollinearity is not a significant problem.

Based on the multicollinearity test results using the Variance Inflation Factor (VIF), all VIF values are below  $<5$ . This indicates that there is no significant issue with multicollinearity among the independent variables in the model. Thus, all variables can be used simultaneously in the model without high risk of interference due to multicollinearity. This result supports that parameter estimation in SEM-PLS is robust and free from bias.

**Table 3.**

*Multicollinearity Test*

Variable	VIF
Celebrity Endorsement -> Consumer Perception of Quality	1.000
Celebrity Endorsement -> Purchase Intention	2.474
Consumer Perception of Quality -> Purchase Intention	2.474

Source: Author(s) work

#### Path Coefficient

One technique for analyzing the power and course of the correlation between the variables in a model is the path coefficient, which is employed in structural equation modeling (SEM). The number obtained from this path coefficient illustrates the significance of the relationship.

This table shows that the path coefficient for celebrity endorsement on perceived consumer quality is 0.772; however, the smallest influence is seen in the relationship between celebrity endorsement and purchase intention, with a path coefficient value of 0.205. This finding explains why each variable in the framework has significance, with the path coefficients showing three paths of positive influence. Table 4, path coefficient can be seen on appendix 1.

#### R-Square

The R-squared statistic illustrates how much of other endogenous or exogenous variables in the model can account for the variation in the endogenous variables. The value of interpretation of the qualitative R-square are 0.19 for little influence, 0.33 for moderate influence, and 0.66 for large influence. Based on the finding from the analysis mentioned above, it can be concluded that the R-square of 0.596 indicates that 59.6% of the variability in Consumer Perception of Quality can be explained by the independent factor variables within the model (in this case it may be Celebrity Endorsement). Put differently, about 60% of the variation in consumer perception of product quality can be attributed to the variables within the model, while the rest of 40.4% is influenced by variables not included in the model.

The model's independent variables account for 64.3% of the variability in purchase intention, according to the R-square of 0.643 (possibly Celebrity Endorsement and Perceived Consumer Quality). As a result, the model accounts for roughly 64% of customer

The effect of celebrity endorsement on Gen Z purchase intention through Tiktok social commerce with consumer perception quality as a mediating variable purchase intentions, with factors outside the model influencing the remaining 35.7%. Table 5 R Square can be seen on appendix 2.

### F-Square

In the structural model, the F-Square is used to quantify the degree to which the independent variable influences or contributes to the dependent variable. The mediating effect can be categorized as low when it is 0.02, medium when it is 0.075, and high when it reaches 0.175 or more. Using this F-Square value, we can evaluate the effect size of each independent variable and determine how significant its contribution is to the dependent variable in the model.

Celebrity endorsement has a very large influence on consumers' perceived quality ( $f^2 = 1.474$ ), indicating the important role of this variable in the structural model. However, its effect on purchase intention was relatively small ( $f^2 = 0.048$ ), although statistically significant. In contrast, perceived consumer quality has a large effect on purchase intention ( $f^2 = 0.454$ ), making it a stronger key factor in determining consumers' intention to purchase, in other words, although celebrity can influence purchase intention, the effect is not as strong as on perceived consumer quality. Table 6 F-Square can be seen on appendix 3.

### Goodnes of Fit PLS

This value is used to assess the fit between observed and expected values in the model, as well as to evaluate the overall fit of the theory, both in the inner and outer models. The value is classified into three categories: low (0,00-0,24), medium (0,25-0,37), and high (0,38-1). Considering the computations carried out, the total AVE value is 2.019 and the R-squared value is 1.239. The results of this calculation can be obtained through the following formula.

$$\text{GoF} = \sqrt{(\text{Average AVE} \times \text{Average R square})}$$

$$\text{GoF} = \sqrt{(0.673 \times 0.619)}$$

$$\text{GoF} = \sqrt{0.416587}$$

$$\text{GoF} = 0.64$$

### Test The Hypothesis

The provisions for this partial effect if the P-value  $< 0.05$  then  $H_a$  is accepted and  $H_0$  is rejected, indicating that the exogenous variable has a significant effect, while if the P-value  $> 0.05$  maka tidak ada dampak yang terlihat dari variabel eksogen, because  $H_a$  is rejected and  $H_0$  is accepted. Or if t count  $> Z$ -score 1.96 then  $H_a$  is accepted, and  $H_0$  is rejected, meaning that exogenous variables has a noteworthy significant impact. Conversely, if t count  $< Z$ -score 1.96, then it can be said that the exogenous factor is accepted when  $H_0$  fails to be rejected and  $H_a$  is rejected.

### Path Coefficient

Table 7 on appendix 4 (path coefficient ) and appendix 5 (specific indirect effects) display the results of the hypothesis testing on direct and indirect impacts can be seen on appendix 4 and 5. Based on the hypothesis test results above, the following is known:

### **The Effect of Celebrity Endorsement on Consumer Perception of Quality**

The value of the path coefficient is 0.772, a T-statistic of 24.144, and a P-value of 0.000, the first hypothesis (H1) is accepted. When the P value is less than 0.05, it means that celebrity endorsement significantly and favorably affects consumer perceptions of product quality. This result is consistent with studies that were carried out by Asshidin et al., (2016) and Bou-Llusar et al., (2001) which states that celebrities can influence how consumers evaluate the quality of a brand.

Credible celebrity endorsement can increase Gen Z's perception of the quality of a product or brand. On TikTok, content with celebrities as endorsers helps shape Gen Z's perception of the quality of the product being promoted. As a visually driven platform, TikTok enables the formation of quality perceptions through high-quality, consistent branding. When a reliable celebrity endorses the brand and gives the idea that it is of superior quality, this benefit is increased.

Therefore, celebrity endorsements are a useful strategy for marketers to improve product quality perception. The strong influence of celebrity endorsement on consumer judgment makes choosing the right celebrity very important. The celebrity chosen should have an image that is aligned with the qualities the brand wants to highlight, as well as credibility and expertise relevant to the product being promoted. This strategy ultimately helps to create a positive perception of product quality and increase consumer purchase intent.

### **The Effect of Celebrity Endorsement on Purchase Intention**

A path coefficient of 0.205, a T-statistic of 3.023, and a P-value of 0.003, the second hypothesis (H2) is supported, indicating that celebrity endorsement significantly and favorably influences purchase intention, because P-value is less than 0.05. This shows that endorsement by celebrities can increase consumers' intention to buy a product. This shows that celebrity involvement in the promotion of a product can directly increase consumer interest in buying the product.

However, this effect is relatively lower than the effect of celebrity endorsement on perceived quality (0.772). This complies with the research findings of Ahmad et al., (2019); Pornpitakpan, (2004); J. Wang et al., (2012); and Osei-Frimpong et al., (2019), which shows that celebrity endorsement has a positive and significant effect on consumer purchase intention, can be an important factor in influencing consumer purchase intention. Although the effect is not as great as on perceived quality, celebrity endorsement still contributes to increasing purchase intention.

On platforms like TikTok, celebrity involvement in relatable and authentic content can encourage Gen Z to be more interested in the products being promoted. This generation seeks authenticity and is more influenced by celebrities or influencers that they perceive as authentic. To maximize the influence of celebrity endorsement on purchase intention,

marketers need to ensure that the endorsement does not only offer visuals or fame, but also conveys messages that support the perception of product quality. This strategy can create a stronger appeal to consumers, increase purchase intent, and strengthen the overall brand image.

### **The Effect of Consumer Perception of Quality on Purchase Intention**

The third hypothesis (H3) is accepted, having a path coefficient of 0.633 with a T-statistic of 9.183 and a P-value of 0.000, so consumer perception of quality has a positive and significant effect on purchase intention, with a highly significant P-value. This shows that when consumers have a positive perception of product quality, the intention to purchase the item also increases. This finding is consistent with research by Olsen, (2002); Osei-Frimpong et al., (2019); C. Wang et al., (2023) it declares that consumer perceptions of product quality influence consumers' purchase intentions to buy.

When the perceived quality of the product is well established through celebrity endorsements, Gen Z will be more compelled to purchase the product. As perceived quality has a significant impact on purchase intention, it is crucial for marketers to ensure that audiences on TikTok receive a clear message about the product's advantages. On this platform, marketers can utilize the short video format to creatively convey quality messages, such as through product usage demonstrations, live reviews by celebrities, or challenges that engage the audience.

Overall, perceived quality is very important in shaping Gen Z's purchase intention, especially on social commerce platforms like TikTok. With endorsements that increase perceived quality and informative content interactions, Gen Z is more likely to be encouraged to purchase the product. Focusing on improving perceived quality through celebrity endorsement is also a successful tactic for marketers to increase purchase intention among Gen Z.

### **The Relationship Between Celebrity Endorsement and Purchase Intention mediated by Consumer Perception of Quality**

The fourth hypothesis is accepted, the mediating effect between Celebrity Endorsement and Purchase Intention through Consumer Perception of Quality is significant, with an indirect effect value of 0.489. The high T-statistic value (8.424) and highly significant P-value (0.000) indicate that this mediation is very strong and not the result of chance. The mediating effect between celebrity endorsement and purchase intention through perceived consumer quality is in the low category. Although statistically significant, the magnitude of this effect is relatively small. These results imply that consumers' perceptions of quality act as a mediating factor in the significant relationship between celebrity endorsement and purchase intention. Celebrity endorsements therefore influence consumers' intentions to buy both directly and indirectly, but also through strengthening consumer perceptions of product quality.

While celebrity endorsements can directly increase purchase intention, a greater impact occurs when consumers have strong quality perceptions of the product. Consumers

perceive brands to be of superior quality when promoted by credible sources because the credibility of the endorsing individuals affects their perceptions (Osei-Frimpong et al., 2019). This significant mediating effect confirms that perceived quality is key for marketers to achieve higher purchase intention through celebrity endorsement. For Gen Z, who tend to seek quality, a strong perception of quality can encourage them to buy products promoted by celebrities. Marketers on TikTok and other social commerce platforms can maximize this effect by choosing relevant celebrities and emphasizing product quality in each endorsement.

## CONCLUSIONS

Overall, The study's findings demonstrate that TikTok celebrity endorsements significantly impact consumers' perceptions of quality and, eventually, their inclination to buy. Even though direct effect of celebrity endorsement on purchase intention is not as great as its impact on perceived quality, it confirms that perceived quality performs an important mediator role in increasing consumers' purchase intention. On TikTok, celebrities can promote products in a more personalized and interactive way, which reinforces positive perceptions of product quality. Companies can maximize the effectiveness of marketing strategies on TikTok by choosing celebrities who are not only famous, but also seen as credible and relevant to the products being promoted. A celebrity image that matches the values and characteristics of the product will help build a stronger emotional connection with consumers, and encourage potential future purchases. With TikTok as a social commerce platform, the direct interaction between celebrities and audiences amplifies the impact of endorsements, drives higher engagement, and increases purchase intent.

## LIMITATION & FURTHER RESEARCH

It is advisable that future research covers a wider area by including more cities throughout Indonesia to perfect the findings of this investigation. This way, the research results will better reflect the Gen Z population on a national scale. In addition, this study only included one independent variable, celebrity endorsement, and one mediating variable, perceived consumer quality, in predicting purchase intention. This limitation may reduce a more thorough comprehension of other influencing factors purchase decisions.

Future researchers are advised to consider adding other relevant variables, such as social influence, brand trust, and interaction quality on social commerce platforms, to deliver more comprehensive comprehension of the elements that influence purchase intention on platforms such as TikTok. The more profound analysis of these different contributing factors is expected to make a more meaningful contribution to comprehension Gen Z consumer behavior in today's digital era.

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### Appendix 1.

#### Path Coefficient

Variable	Path coefficients
Celebrity Endorsement -> Consumer Perception of Quality	0.772
Celebrity Endorsement -> Purchase Intention	0.205
Consumer Perception of Quality -> Purchase Intention	0.633

Source: Author(s) work

### Appendix 2.

#### R Square

Variable	R-square	R-square adjusted
Consumer Perception of Quality	0.596	0.594
Purchase Intention	0.643	0.640

Source: Author(s) work

### Appendix 3.

#### F-Square

Variable	f-square
Celebrity Endorsement -> Consumer Perception of Quality	1.474
Celebrity Endorsement -> Purchase Intention	0.048
Consumer Perception of Quality -> Purchase Intention	0.454

Source: Author(s) work

### Appendix 4.

#### Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Celebrity Endorsement -> Consumer Perception of Quality	<b>0.772</b>	0.775	0.032	<b>24.144</b>	<b>0.000</b>
Celebrity Endorsement -> Purchase Intention	<b>0.205</b>	0.210	0.068	<b>3.023</b>	<b>0.003</b>

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Consumer Perception of Quality -> Purchase Intention	<b>0.633</b>	0.629	0.069	<b>9.183</b>	<b>0.000</b>
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Source: Author(s) work

### Appendix 5.

#### *Specific Indirect Effects*

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Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Celebrity Endorsement - > Consumer Perception of Quality -> Purchase Intention	<b>0.489</b>	0.487	0.058	<b>8.424</b>	<b>0.000</b>

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Source: Author(s) work