

Research Article

Determinants of Purchase Intention Toward MS Glow: The Moderating Role of Price Discounts

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Abstract

This study aims to determine the effects of brand image, product knowledge, and celebrity endorsement on purchase interest in MS Glow products, with price discount as a moderator. Data was collected using a questionnaire. Data analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results of the study indicate that brand image, product knowledge, and celebrity endorsement can serve as a model that influences purchase interest, with price discounts as a moderate variable. Brand image and product knowledge positively affect purchase interest. Celebrity endorsement positively affects purchase interest. Price discounts can moderate, but not weaken, the influence of brand image and product knowledge relative to the original sample value. Price discounts can moderate and strengthen the influence of celebrity endorsement on the original sample value. The managerial implications of this study highlight the importance of building a strong brand image, enhancing consumer product knowledge, and strategically utilizing celebrity endorsements to increase purchase interest. Businesses should invest in consistent brand positioning and reputation management to create a positive perception among consumers.

Keywords: Brand Image, Product Knowledge, Celebrity Endorsement, Price Discount, Purchase Intention

JEL Classification: M31, M37, D12

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1. Introduction

The Indonesian skincare industry is currently experiencing rapid growth. Currently, there are many skincare products available on the market. Based on data from the Central Statistics Agency (BPS), in 2020, the chemical, pharmaceutical, and traditional medicine industry (including the cosmetics sector) recorded a brilliant growth of 9.39 percent. In fact, amid the pressure of the Covid-19 pandemic, this manufacturing group contributed 1.92 percent to GDP, with exports reaching USD1.4 billion.

According to Firmansyah (2019), before undertaking all parts of the marketing process, it is better to conduct research into the needs of target consumers. This aligns with the presence of skin problems, which make skincare very varied in type. Various types of skincare products from different brands certainly have their own benefits, helping attract consumer interest in purchasing. Skincare products are formulated to address the needs of each skin type and its specific concerns. To find out what type of skincare we need, we can determine what our purpose is in using skincare, for example, to cure acne, brighten the face or to protect the skin from free radicals and as anti-aging.

Purchase intention is the attitude of someone who is happy with an object and seeks to obtain it by paying or making other sacrifices. Said that purchase interest in a product arises when people feel confident in the product and can buy it. Brands are highly effective and efficient marketing tools for building customer interest, prestige, motivation, and purchasing power (Firmansyah, 2019). Brand image is one of the factors in the success of marketing and selling a product. Companies with a strong, positive brand image have great potential to attract loyal customers to their products. With a strong brand image, people will naturally have a greater desire to buy the product.

In addition to brand image, another factor that can influence product purchase interest is product knowledge. Information that consumers have about the product they are going to buy; this includes knowledge about the product's attributes or characteristics, in other words, physical information that can be known by consumers (Petter & Olson, 2020). The more consumers seek information about a product, the more curious they become about it. Based on the information obtained, consumers will later determine their interest in purchasing the product. So, the higher a person's Product Knowledge of a product, the greater the increase in their Purchase Interest.

Another factor that influences purchase interest is celebrity endorsement. Celebrity attachment to a product or service brand is an additional effort made in advertising to increase product popularity and ease recognition, thereby motivating purchase. The celebrities chosen are not only judged by their popularity, but also by the personality match with the product or service they will support. For example, a male celebrity who endorses an automotive product or a female celebrity who endorses a facial cream product. The higher the celebrity's popularity and the better the match between the celebrity's personality and the product they will advertise, the greater the public's interest in buying the product.

Finally, a factor that can influence purchasing interest and act as a moderator is Price Discounts. Price discounts are one way to promote marketing campaigns and increase sales. Price discounts are achieved by reducing the price of a product and offering it to consumers as a form of savings from the regular price (Firmansyah A., 2019). This method is done to attract consumers' attention when they see a lower price than usual. The larger the discount, the greater the increase in consumer buying interest.

Although numerous studies have examined the determinants of purchase intention in the beauty industry, an empirical gap remains regarding how key marketing variables interact in the context of a rapidly growing local skincare brand. This study positions MS Glow as an informative case study due to its success in building a domestic brand image through product education and an aggressive endorsement strategy in the digital market. The research's novelty is emphasized in three aspects: contextual contribution through its focus on Indonesian skincare brands; methodological contribution through a PLS-SEM-based test of price discount moderation; and theoretical contribution by demonstrating nuanced interactions where discounts can weaken the influence of brand image and product knowledge but strengthen the effectiveness of celebrity endorsements. Thus, these findings expand the consumer behavior literature both empirically and conceptually, particularly in understanding price promotion sensitivity in beauty products.

2. Literature Review and Hypothesis

Literature Review

Brand Image

Brand Image is what consumers think and feel when they hear or see a brand. Brand awareness reflects concrete indicators of a brand, such as its name, sign, symbol, and slogan, while brand image is the position of the brand in consumers' minds beyond these signs. Stated that brand image represents the consumer's personal symbolism, encompassing all definitions and evaluations related to the brand. Brand image comprises the information and ideas that consumers have about a brand and its products, distinct from the brand and product features. The mental image consumers have of a brand is shaped by marketing communications, consumption experiences, and social influences. These factors influence consumers' attitudes towards the brand and trust, as well as the influence of brand messages on consumers' minds.

Product Knowledge

Product Knowledge refers to the understanding of the information consumers receive about a product, including the product itself, brand, product terminology, product attributes or features, product price, and beliefs about the product. According to Peter & Olson (2020), Product Knowledge is the information consumers have about the product they intend to buy. It includes knowledge of the product's attributes or characteristics; in other words, physical information that consumers can know. Then, knowledge about the benefits and uses of the product to be purchased and knowledge about the value of the product, or, it can be said, the value that makes consumers feel satisfied with the product.

Celebrity Endorsement

In the digital era, social media is very important, and almost everyone uses it. In addition to communication, business owners use social media to promote their products or services. Endorsement can also be interpreted as recognition by someone who advertises the product (Safhitri, 2022). A celebrity is famous in society for their credibility, attractiveness, or both (Zipporah & Mberia, 2019). In this study, the researcher will use celebrity Raffi Ahmad, who is the brand ambassador for MS Glow skincare.

Price Discount

A price discount, or sales discount, is a reduction in price when payment is made before the credit period. A discount is a cash discount offered to customers who buy goods on credit. A sales discount is a discount on the agreed sales price when payment is made within a period shorter than the credit period, or a cash discount when viewed from the seller's perspective. Discounts or price reductions are a form of sales promotion often applied by marketers, more aimed at end consumers. Consumers like discounts because they reduce losses from direct price cuts on a product.

Purchase Interest

Consumer purchase interest is a post-purchase evaluation of the discrepancy between felt experiences and expectations. Purchase interest refers to consumers' plans to buy a particular product and the number of units they intend to purchase over a given period. Purchase interest arises after an alternative evaluation process. During this process, a person makes a series of choices regarding the product to be purchased based on brand or interest.

Hypothesis

Brand Image and Purchase Intention

Brand awareness reflects concrete indicators of a brand, such as its name, sign, symbol, and slogan, while brand image is the position of the brand in consumers' minds beyond these signs. Stated that brand image represents the consumer's personal symbolism, encompassing all definitions and evaluations related to the brand. Has defined brand image as "consumer perceptions and preferences for a brand, as reflected in various types of brand associations stored in the consumer's memory". According to research by Purwanti & Cahyanti (2022), Brand Image has a positive and significant effect on purchase intention, which, in turn, influences purchasing decisions. By

referring to the theory and also supported by previous research, the following hypothesis can be formulated:

H1: There is a positive and significant effect between Brand Image and Purchase Intention.

Product Knowledge

According to Peter & Olson (2021), Product Knowledge is the information consumers have about the product they intend to buy. It includes knowledge of the product's attributes or characteristics; in other words, physical information that consumers can know. Then, knowledge about the benefits and uses of the product to be purchased and knowledge about the value of the product, or, it can be said, the value that makes consumers feel satisfied with the product. Berylian et al. (2020) found that Product Knowledge has a positive and significant effect on product purchase interest, and that business owners should continue improving their products' Product Knowledge and Brand Image, as these variables are the most important in determining purchase interest. By referring to the theory and supported by previous research, the following hypothesis can be formulated:

H2: There is a positive and significant effect between Product Knowledge and Purchase Interest.

Celebrity Endorsement

Endorsement can also be interpreted as recognition by someone who advertises the product (Safhitri, 2022). If a celebrity endorses, likes, or uses the advertised product or service, it is expected to influence potential consumers to be interested in and inclined to buy the goods or services offered. A celebrity is well-known in society for their credibility, attractiveness, or both (Zipporah & Mberia, 2019). Research on beauty products conducted by Sari & Sudarwanto (2022) and Wirastri & Utami (2022) shows that celebrity endorsement also has a positive and significant effect on a person's interest in buying the beauty product. By referring to the theory and supported by previous research, the following hypothesis can be formulated:

H3: There is a positive and significant effect of Celebrity Endorsement on Purchase Interest.

Price Discounts and Brand Image

According to Firmansyah (2019), consumers purchase products for price and various bonuses. So, when choosing a product, consumers will pay attention to price indicators, discounts, and other bonuses promised. A study by Mendrofa (2017) found that moderating Price Discounts on Brand Image can negatively affect purchasing interest. By referring to the theory and supported by previous research, the following hypothesis can be formulated:

H4: Price Discounts can moderate the influence of Brand Image on Purchase Interest.

Price Discounts and Product Knowledge

According to Sumarwan (2021), Product Knowledge is a collection of various information about a product. This knowledge includes Product Knowledge, Purchase Knowledge, and Usage Knowledge. The results of previous studies by Putra (2018) and Erida & Rangkuti (2017) indicate that Price Discounts have a significant effect and can strengthen their influence. By referring to the theory and supported by previous research, the following hypothesis can be formulated:

H5: Price Discounts can moderate the influence of Product Knowledge on Purchase Interest.

Price Discounts and Celebrity Endorsements

Nugraha et al (2018) also stated that the use of celebrities as endorsers will increase brand awareness, attract customers' attention and create memorable advertisements that can increase brand recall. Li's (2018) previous research found that discounts can increase ratings for social media endorsements, thereby increasing customer purchase interest. By referring to the theory and supported by previous research, the following hypothesis can be formulated:

H6: Price Discounts can moderate the effect of Celebrity Endorsements on Purchase Interest.

Research Concept Framework

The conceptual framework below illustrates the influence of brand image, product knowledge, and celebrity endorsement on purchase intention, both directly and through the moderating variable of

price discount. The direct relationship is indicated by a solid line, where brand image, product knowledge, and celebrity endorsement are estimated to have a direct impact on purchase intention. Meanwhile, the dotted line illustrates the indirect influence (moderation), in which price discount strengthens or weakens the relationship between the three independent variables and purchase intention. This model aims to understand the factors that influence consumer purchasing decisions, especially in the context of marketing strategy.

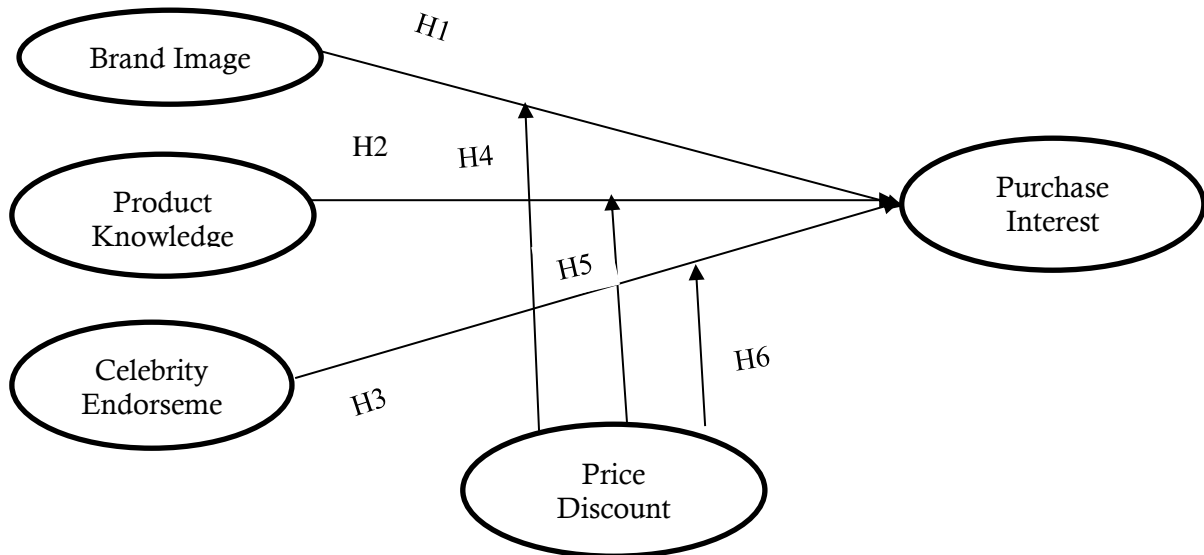


Figure 1. Concept Framework

3. Data and Method

Type of Research

The research design used in this study is explanatory, at the associative level, which seeks to identify relationships and explain the relationships between variables. Causal-associative research aims to determine whether there is an influence or relationship between independent and dependent variables, and, if so, how strong the influence or relationship is and whether it is meaningful (Sugiyono, 2017).

Population and Sample

Population

A population is a generalization area consisting of objects/subjects that have certain quantities and characteristics, determined by researchers to be studied, and for which conclusions are drawn. The population of this study is the entire community in North Jakarta who are familiar with MS Glow skincare products.

Sample

A sample is a part of the population's numbers and characteristics. If the population and researchers do not allow them to study all parts of the population, for example, due to limited funds, workforce, and time, then the researcher can use sample data from that population.

The sampling technique used is non-probability sampling, which selects samples based on the researcher's subjectivity and is not random.

Data Analysis Method

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The purpose of PLS-SEM is to develop a theory or build a theory. PLS is used to assess the relationship between latent variables (i.e., prediction). The measurement model is used to test validity and reliability. PLS is a soft modeling analysis because it does not assume that the data must be measured on a specific scale; therefore, the data can be small (under 100 samples). PLS-

SEM analysis consists of two submodels: the measurement model (outer model) and the structural model (inner model).

4. Results

Determination Coefficient Test (R2)

The results of the determination coefficient test can be seen in the R-Square (R2), which measures how well a model explains the dependent variable's variation. The R-Square value is shown in Table 1.

Table 1. R-Square Value of Variables

	R-Square
Purchase Interest	.602

Source: Processed Data (2023)

Based on the test results of the determination coefficient, which is shown in Table 1. The R-Square value for the purchase interest variable (strong) indicates that variations in brand image, product knowledge, and celebrity endorsement explain 60.2% of the variation in Purchase Interest. Other variables can explain the remaining 39.8%

Goodness of Fit (GoF) Test

The Goodness of Fit test is used to assess the accuracy of the model being tested, whether it is good (fit) or not. The GoF (Goodness of Fit) value can be calculated manually by entering the AVE and the determination coefficient. The following shows how to calculate the Goodness of Fit (GoF) and Average Variance Extracted (AVE) values.

$$AVE = (0.650+0.808+0.730+0.693+0.697)/5 = 0.715$$

$$R2 = 0.602$$

$$GoF = \sqrt{AVE \times R2}$$

$$GoF = \sqrt{0.715 \times 0.602}$$

$$GoF = 0.509$$

Based on the manual calculation of Goodness of Fit (GoF) above, the value obtained is 0.509, indicating that this research model has an accuracy > 0.36, which classifies it as large.

Predictive Relevance (Q2)

The predictive relevance test was conducted to determine how the construction of each variable in this study can be used to measure this research model. The predictive relevance of the model is evident in the Q2 value obtained via the blindfolding method.

Table 2. Predictive Relevance Results (Q2)

	Q ²
Purchase Interest	0.532

Source: Processed Data (2023)

Independent variables in a study are said to predict their related variables well if their Q2 values are greater than 0; if the model lacks predictive relevance, Q2 is less than 0. Based on Table 2, the Q2 value is 0.532, indicating that the model is highly predictive. The results of the structural model evaluation using the specified criteria are shown in Table 3.

Table 3. Results of Structural Model Evaluation

Evaluation Size	Criteria Rules	Model Test Results
R ²	≤ 0.25 weak, 0.26-0.45 moderate, 0.46-0.70 strong, ≥ 70 very strong	R ² = 0,602

Q^2 Predictive Relevance	$Q^2 > 0$ = model has predictive relevance	$Q^2 = 0,532$
Tenenhaus Goodness of FIT (GoF)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0,509

Source: Processed Data (2023)

Based on Table 3. The R2 result is 0.602; this indicates that the influence of brand image, product knowledge, and celebrity endorsement on purchase interest, moderated by price discounts, is strong, as it falls within the 0.46-0.70 range. Then the Q2 result is 0.532, meaning that the model has predictive relevance because it is > 0 . Moreover, the Tenenhaus Goodness of FIT (GoF) result is 0.509, which means that it has a high level of suitability because it is included in the criteria ≥ 0.36 .

Research Hypothesis Testing

In testing the research hypothesis, the analysis used is path analysis, which aims to obtain information about the relationship between two variables in a study. In this study, the acceptable hypothesis is one with a t-statistic > 1.96 and a p-value < 0.05 . Based on Figure 2, the results of the structural model test show how a variable affects other variables.

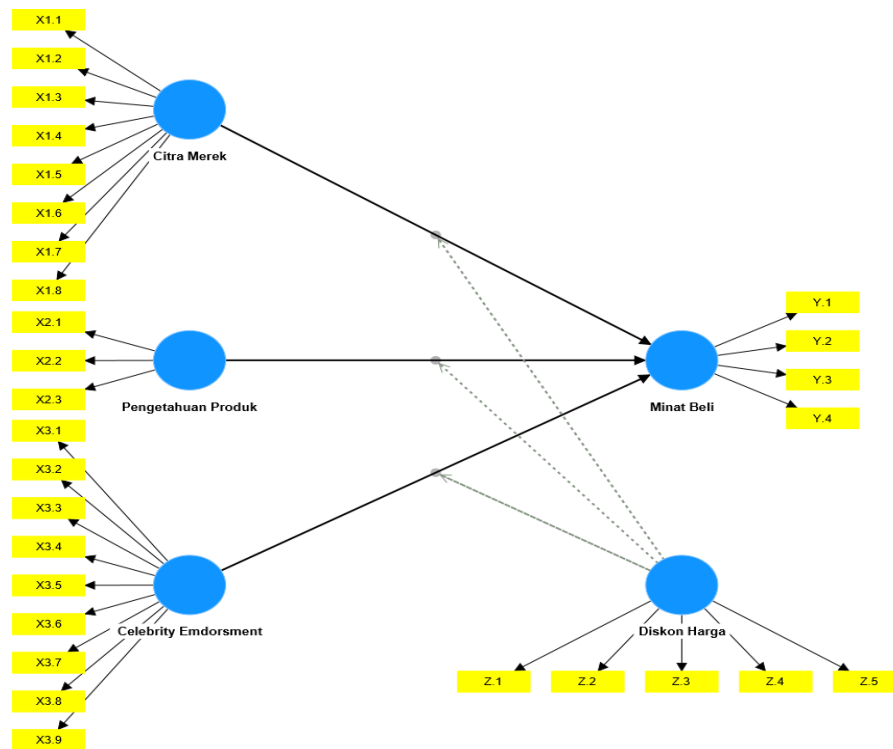


Figure 2. Path Diagram of Research Variables

The values obtained from the path coefficient analysis can be estimated using the bootstrap method to assess the direct and indirect effects. Table 4 shows the results of testing the research hypothesis.

Table 4. Results of Research Hypothesis Testing

	Original sample (O)	T statistics (O/STDEV)	P values
Brand Image -> Purchase Intention	0,167	3,390	0.001
Product Knowledge -> Purchase Intention	0,184	2,879	0.004
Celebrity Endorsment -> Purchase Intention	0,213	2,631	0.009
Price Discount x Brand Image -> Purchase	-0,307	5,755	0.000

Intention			
Price Discount x Product Knowledge -> Purchase Intention	-0,186	1,937	0.050
Price Discount x Celebrity Endorsement -> Purchase Intention	0,157	1,993	0.046

Source: Processed Data (2023)

The results of the hypothesis testing show that Brand Image, Product Knowledge, and Celebrity Endorsement have a significant effect on Purchase Intention with p values of 0.001; 0.004; and 0.009, respectively, and positive path coefficients of 0.167; 0.184; and 0.213, indicating that the stronger the brand image, product knowledge, and celebrity endorsement, the higher the consumer's purchase intention. Furthermore, the interaction between Price Discount and Brand Image has a significant negative effect on Purchase Intention ($\beta = -0.307$; $p = 0.000$), indicating that price discounts can weaken the influence of brand image on purchase intentions. A similar pattern emerges in the interaction between Price Discount and Product Knowledge ($\beta = -0.186$; $p = 0.050$), indicating that price discounts tend to reduce the impact of product knowledge on purchase intention. Meanwhile, the interaction between Price Discount and Celebrity Endorsement has a significant positive effect on Purchase Intention ($\beta = 0.157$; $p = 0.046$), indicating that price discounts can strengthen the effect of celebrity endorsement on consumer purchase intention.

5. Discussion

The Influence of Brand Image on Purchase Interest.

Based on the hypothesis test results, the pp-values indicate that the brand image variable has a significant influence on purchase interest. The results of the influence of brand image on purchase interest are also evident in the original sample value of the brand image variable, which shows a positive association with purchase interest. The hypothesis that "There is a positive and significant influence between Brand Image and Purchase Interest" can be accepted. The actual research results for this variable are that brand image has a positive and significant influence on purchase interest. Then the t-statistics were obtained. The results of this hypothesis test are consistent with the research of Purwanti & Cahyanti (2022), Fauziah and Mubarak (2019), and Santoso et al. (2018), which indicate that brand image has a positive and significant influence on purchase interest. A brand's image can determine the level of purchase interest in a product. Therefore, in running a business, it is necessary to maintain a positive image to build consumer trust and encourage them to become buyers. MS Glow has a strong brand image, making it a powerful weapon for winning business against competitors. A strong MS Glow brand image will also foster consumer loyalty, helping the business grow and develop. So, the better the MS Glow brand image, the greater the consumer interest in purchasing will be.

The Influence of Products on Purchase Interest.

Based on the results of the hypothesis test, the P-Values of product knowledge show a value that means the product knowledge variable has a significant influence on purchase interest. The results on the influence of product knowledge on purchase interest are also evident in the original sample value of the product knowledge variable, which shows a positive association with purchase interest. The hypothesis that "There is a positive and significant influence between product knowledge and Purchase Interest" can be accepted. Then on the t-statistics. The results of this hypothesis test are consistent with the findings of Berylian et al. (2020), which indicate that product knowledge has a positive and significant influence on purchase interest. Product knowledge is the scope of all accurate information stored in consumer memory, which is equivalent to their perception of product knowledge. Consumers with greater knowledge will be more realistic in their product choices. It is an obligation to have strong product knowledge; the better the product knowledge MS Glow provides to consumers, the more opportunities it has to increase consumers' interest in buying.

The Influence of Celebrity Endorsement on Purchase Interest.

Based on the results of the hypothesis test, the p-values obtained for celebrity endorsement indicate that the celebrity endorsement variable has a significant influence on purchase interest. The results of the influence of celebrity endorsement on purchase interest are also evident in the original sample value of the celebrity endorsement variable, which shows a positive association with purchase interest. The hypothesis that "There is a positive and significant influence between celebrity endorsement and purchase interest" can be accepted. Then on the t-statistics. The results of this hypothesis test align with the research of Sari & Sudarwanto (2022), Wirastri & Utami (2022), and which found that celebrity endorsement has a positive and significant influence on purchase interest. To market a product, advertising is the most effective way to increase awareness. The use of celebrities in product advertising is expected to encourage consumers to make repeat purchases. When selecting an endorser, management must consider the celebrity's credibility, attractiveness, and power. The selection of celebrities by MS Glow who have strong credibility, millions of fans, and are on the rise in popularity will be very effective in creating brand awareness among audiences.

Price Discounts Influence Brand Image on Purchase Interest.

Based on the results of the hypothesis test, the p-values of price discount moderation on brand image show that the price discount variable can moderate the influence of brand image on purchase interest. The moderating effect of price discounts on brand image on purchase interest is also evident from the original sample value of the variable, which shows a negative relationship with purchase interest. The hypothesis that "Price discounts can moderate the influence of brand image on purchase interest" can be accepted. The results of this hypothesis align with Mendrofa (2017) research. His research finds that price discounts can moderate and weaken the influence of brand image on purchase interest. This differs from the results of research conducted by Putra (2018) and Erida & Rangkuti (2017), which state that price discounts can moderate and strengthen the influence of brand image on purchase interest. In this study, the existence of price discounts reduces the influence of brand image on purchasing interest in MS Glow products. Discounts can reduce a brand's feelings of luxury and exclusivity. This might happen when respondents see discounts on MS Glow products; they may assume the product cannot meet their needs for luxury and exclusivity when using products from brands that offer discounts. Therefore, it can be concluded that price discounts can moderate, but not weaken, the influence of purchasing interest.

6. Conclusion

Overall, this study confirms the empirical pattern that brand image, product knowledge, and celebrity endorsement are significant determinants of purchase intention, with price discounts acting as moderators, exhibiting distinct interaction effects. The main findings show that discounts tend to weaken the influence of brand image and product knowledge but strengthen the effectiveness of celebrity endorsements in driving purchase intention at MS Glow. The study's contribution lies in enriching the consumer behavior literature with contextual evidence on local skincare brands and in advancing theoretical understanding of price promotion sensitivity. However, limitations remain, particularly the non-causal design, cross-sectional approach, and non-probability sampling technique, which limit generalizability. Therefore, future research should test causal propositions longitudinally, increase sample size, and replicate the model across different brand categories and price levels.

Practically, these findings can be translated into measurable actions. Companies need to calibrate discount amounts to align with brand positioning avoiding erosion of perceived value and maximize celebrity endorsement campaigns during promotional periods. Furthermore, it is important to monitor consumer value-based KPIs, such as the perceived value index and brand equity lift. Operational targets can be set quarterly, for example, increasing conversion rates and average order value, to evaluate the effectiveness of promotional strategies on an ongoing basis while providing a database for future longitudinal validation studies.

Recommendation

Further research and practice recommendations emphasize strengthening the validity and usability of the findings. Future studies are advised to conduct A/B experiments on discount thresholds to identify the optimal point without damaging the perceived value of the MS Glow brand. Sample coverage needs to be expanded across regions to enhance generalizability. Researchers are also encouraged to pre-register analysis plans, build longitudinal panels, and provide open replication data for scientific transparency. From a managerial perspective, companies need to adopt measurable KPIs with numerical targets, such as conversion lift, average order value (AOV), and retention rate, which are regularly monitored to evaluate the effectiveness of promotional and endorsement strategies.

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