The Influence of Celebrity Endorsers and Social Media Marketing on Purchase Decisions through Brand Image of Le Mineral

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Keywords:	Abstract
Celebrity Endorser, Social Media Marketing, Brand Image, Purchase Decision.	The rapid growth of digital marketing has intensified the use of celebrity endorsers and social media platforms as strategic tools to influence consumer purchasing behavior. This study investigates the influence of celebrity endorsers and social media marketing on purchase decisions, with brand image examined as an intervening variable, focusing on consumers of Le Minerale bottled mineral water in Indonesia. The study is motivated by the consistent increase in Le Minerale's Top Brand Index from 2021 to 2024, indicating the effectiveness of its marketing strategies amid intense competition in the fast-moving consumer goods (FMCG) industry. A quantitative research design was employed using purposive sampling, involving 180 respondents who had purchased Le Minerale products and actively used social media. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that celebrity endorsers and social media marketing have a positive and significant direct effect on purchase decisions and brand image. However, brand image does not significantly influence purchase decisions and fails to mediate the relationship between celebrity endorsers, social media marketing, and purchase decisions. These results suggest that consumers are more directly influenced by celebrity endorsements and social media exposure rather than by brand image formation. The study contributes to digital marketing literature by highlighting the limited mediating role of brand image in FMCG purchase decisions. Practically, the findings imply that firms should prioritize direct engagement strategies through credible celebrity endorsers and effective social media campaigns to stimulate consumer purchases in the digital era.

1. Introduction

In the contemporary digital economy, marketing practices have undergone a profound transformation driven by the rapid expansion of social media platforms. Social media marketing has become a strategic instrument for firms to enhance brand visibility, shape consumer perceptions, and influence purchasing decisions. Unlike traditional marketing channels, social media enables interactive communication, real-time engagement, and personalized content delivery, allowing brands to build closer relationships with consumers. Consequently, firms increasingly integrate digital marketing strategies into their promotional activities to remain competitive in highly dynamic markets, particularly within the fast-moving consumer goods (FMCG) sector.

One prominent strategy in digital marketing is the use of celebrity endorsers. Celebrity endorsement refers to the utilization of well-known public figures—such as entertainers, athletes, or social media influencers—to promote products or services. This approach is grounded in the assumption that celebrities possess symbolic value, credibility, and persuasive power that can be transferred to the endorsed brand. From a theoretical perspective, Source Credibility Theory suggests that endorsers who are perceived as trustworthy, attractive, and expert can enhance message effectiveness and positively influence consumer attitudes. In addition, Signaling Theory posits that celebrity endorsements serve as quality signals, reducing information asymmetry and increasing consumer confidence in a brand. As a result, celebrity endorsers are often employed to strengthen brand image and stimulate favorable purchasing behavior.
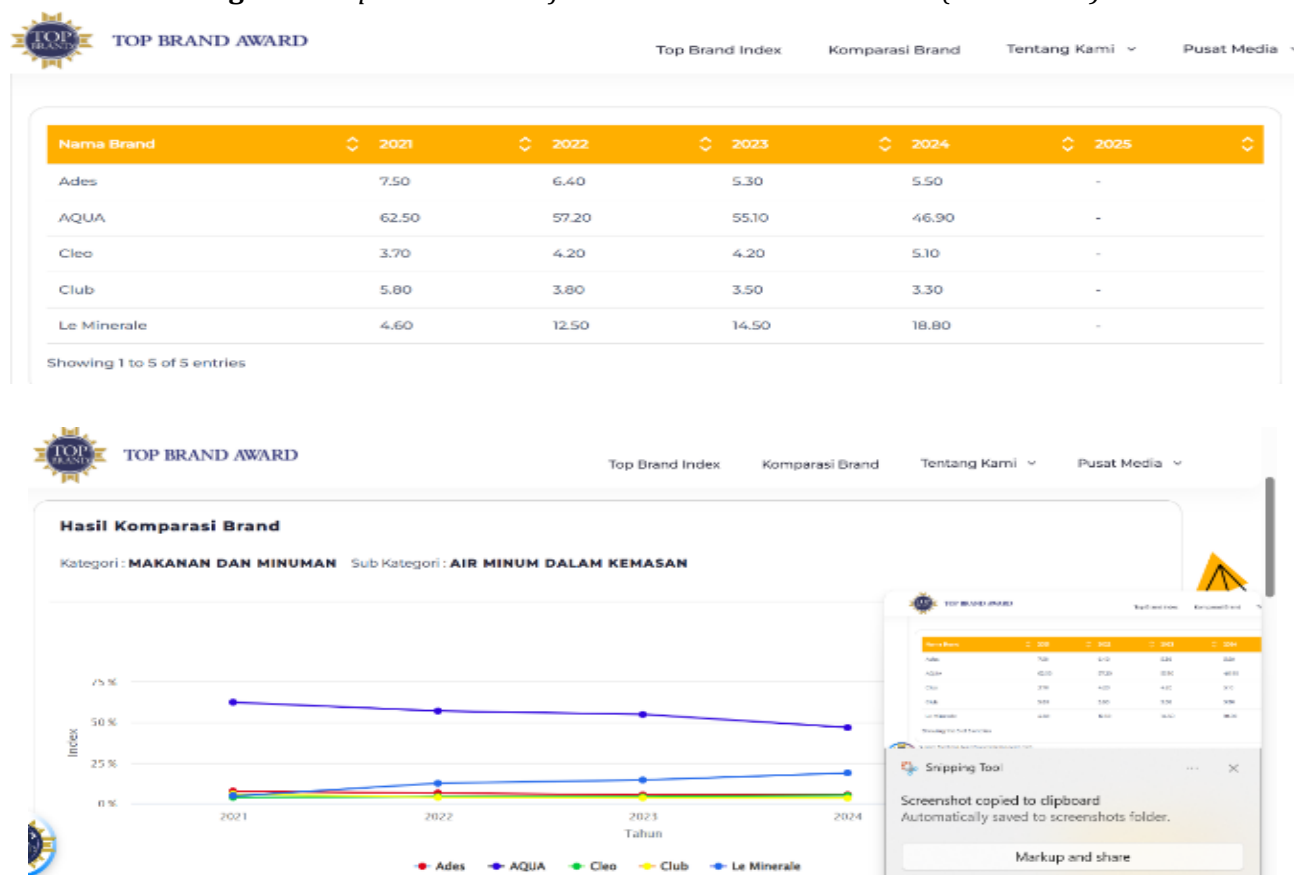
Within the FMCG industry, competition is particularly intense due to product homogeneity, low switching costs, and high

consumer involvement in daily consumption decisions. Bottled mineral water is one of the most competitive FMCG product categories, characterized by strong brand rivalry and aggressive marketing strategies. In Indonesia, dominant brands such as Aqua and Cleo have long established strong market positions, compelling newer or growing brands to adopt innovative promotional approaches to gain consumer attention. Le Minerale, as one of the emerging bottled mineral water brands, operates in this highly competitive environment and actively leverages digital marketing and celebrity endorsement strategies to enhance its brand presence.

Le Minerale has strategically utilized social media platforms such as Instagram and YouTube to disseminate promotional content, collaborate with celebrities and influencers, and engage directly with consumers. These campaigns are designed not only to increase brand awareness but also to construct a distinctive and positive brand image in consumers' minds. Brand image represents the set of perceptions, beliefs, and associations held by consumers regarding a particular brand. According to consumer behavior theory, brand image plays a crucial role in shaping attitudes, preferences, and purchasing decisions, especially in markets where functional product differences are minimal. A favorable brand image can create emotional attachment, enhance perceived value, and foster brand loyalty.

Figure 1. *Top Brand Index of Bottled Mineral Water Brands (2021–2024)*

Nama Brand	2021	2022	2023	2024	2025
Ades	7.50	6.40	5.30	5.50	-
AQUA	62.50	57.20	55.10	46.90	-
Cleo	3.70	4.20	4.20	5.10	-
Club	5.80	3.80	3.50	3.30	-
Le Minerale	4.60	12.50	14.50	18.80	-

Showing 1 to 5 of 5 entries

Empirical evidence from the Top Brand Award provides a relevant contextual basis for examining Le Minerale's marketing performance. The Top Brand Index indicates that Le Minerale experienced a substantial increase from 4.60 in 2021 to 12.50 in 2022, rising further to 14.50 in 2023 and reaching 18.80 in 2024. This consistent upward trend suggests that the brand has successfully strengthened its market position over time.

However, while this growth may reflect the effectiveness of marketing initiatives, it does not automatically explain the underlying mechanisms through which celebrity endorsers and social media marketing influence consumer purchasing decisions. This gap highlights the need for systematic academic investigation.

Previous studies have extensively examined the direct effects of celebrity endorsers and social media marketing on purchasing decisions. Many scholars report that celebrity endorsement positively influences consumer attitudes and purchase intentions by enhancing brand credibility and attractiveness. Similarly, social media marketing has been found to significantly affect consumer engagement, brand awareness, and purchasing behavior through interactive content and electronic word-of-mouth. Nevertheless, existing literature presents mixed findings regarding the mediating role of brand image. Some studies suggest that brand image fully mediates the relationship between marketing stimuli and purchasing decisions, while others report partial or insignificant mediation effects. These inconsistencies indicate that the role of brand image remains theoretically and empirically underexplored, particularly within the FMCG context.

Moreover, much of the existing research has focused on durable goods, luxury products, or general consumer behavior, with limited attention given to bottled mineral water brands in emerging markets. In addition, prior studies often examine celebrity endorsement or social media marketing in isolation, rather than integrating both variables within a single analytical framework. This fragmented approach limits a comprehensive understanding of how digital marketing strategies collectively shape brand image and influence purchasing decisions. Therefore, there is a clear research gap concerning the combined effect of celebrity endorsers and social media marketing on purchasing decisions, with brand image positioned as an intervening variable.

From a managerial perspective, understanding this relationship is crucial. In a highly competitive FMCG market, firms must allocate marketing resources efficiently and design strategies that generate measurable outcomes. Celebrity endorsements involve substantial financial investment, while social media marketing requires continuous content creation and engagement management. Without empirical evidence explaining how these strategies work through brand image to affect purchasing decisions, companies risk adopting ineffective or suboptimal marketing practices.

Accordingly, this study aims to analyze the influence of celebrity endorsers and social media marketing on purchasing decisions, with brand image serving as an intervening variable, using Le Minerale as the empirical context. By focusing on consumer perceptions and responses to digital marketing activities, this research seeks to clarify the mechanism through which marketing strategies translate into purchasing behavior. The study is expected to contribute theoretically by strengthening the integration of Source Credibility Theory, Signaling Theory, and consumer behavior theory in explaining purchasing decisions in the digital marketing context. Practically, the findings are anticipated to provide strategic insights for FMCG companies in optimizing celebrity endorsement and social media marketing to build strong brand images and enhance consumer loyalty.

In conclusion, while Le Minerale's increasing Top Brand Index suggests successful market penetration, a deeper academic analysis is required to understand the factors driving this performance. By addressing the identified research gap and offering empirical evidence on the mediating role of brand image, this study seeks to advance both academic discourse and managerial practice in the field of digital marketing.

2. Literature Review

2.1 Purchase Decision

The purchase decision is the selection of two or more alternative purchase decision options, meaning that someone can make a decision, there must be several alternative choices available (Schiffman & Kanuk 2008). According to Buchari Alma (2013), a purchase decision is a decision made by consumers, where the process is influenced by various factors such as economic, financial, technological, political, cultural conditions, as well as marketing aspects such as product, price, location, promotion, physical evidence, people, and processes.

These factors shape consumer attitudes in analyzing available information, so that they can make the final decision regarding the product to be purchased. According to Kotler and Keller (2012), the purchasing decision process consists of five stages that consumers go through, namely problem recognition, information search, evaluation of various alternatives to solve problems, making purchasing decisions, and post-purchase behavior. This process takes place long before consumers actually make a purchase and can have a long-term impact afterwards. According to Kotler and Keller (2008) in the article Sri Rahayu, M. S. R., Hendra Saputro, & Herlinawati (2024)., there are four indicators that influence consumer purchasing decisions:

1. Steadiness in Buying After Getting Product Information
2. Buying Decisions Based on the Most Preferred Brand
3. Buying based on wants and needs
4. Buying Based on Other People's Recommendations.

2.2 Social Media Marketing

Social Media Marketing theory according to Kotler & Keller (2015) is an important component of digital marketing is social media. Because social media is a means for people to share text, images, audio, and video information with each other or vice versa. Then the definition of social media marketing according to Hasan (2014) is a practice that facilitates dialogue and content sharing between companies, influencers, prospects and customers, using online platforms including blogs, professional and social networks, videos, and photo sharing, wikis, forums and related web technologies to utilize brand lovers or companies to promote themselves through various social media. The social media marketing indicators that will be used in this study are based on the dimensions of social media marketing according to ((As'ad and Alhadid 2014), namely:

1. Online Communities
2. Interaction
3. Sharing of Content
4. Accessibility
5. Credibility

2.3 Celebrity Endorsement

The definition of Celebrity Endorsment is the involvement of individuals who have been widely recognized by the public, who utilize their popularity to support a consumer product through their appearance in promotional media. The effectiveness of an advertisement is greatly influenced by the communicative role of the public figure in conveying brand messages, especially when the advertisement is delivered through mass media such as television or digital media such as social media (Nadhifa, Idris, and Musa 2024).

Celebrity Endorsers are public individuals, such as actors, entertainers, or athletes, who gain recognition from the public for their achievements or achievements in certain fields that are not directly related to the product category they are promoting (Shimp, 2003). The use of celebrity endorsers is to act as brand or product representatives to build a strong impression in the minds of consumers, thereby encouraging purchasing decisions. In addition, celebrity endorsers also function as an effective means to reach and represent certain market segments that are targeted for promotion (Royan, 2004).

Indicators of celebrity endorsers according to Royan (2004) include the following:

1. Visibility
2. Credibility
3. Attractiveness
4. Power

2.4 Brand Image

Brand Image is a collection of beliefs, ideas, and impressions that individuals have of a brand (Kotler and Keller 2016). On the other hand, Tjiptono (2015) describes brand image as the perception and level of consumer confidence in a brand, which is formed due to the consistent representation of the company so that it is firmly embedded in consumer memory and awareness. Brand Image indicators according to Kotler and Keller (2016) consist of 5 indicators, namely:

1. Brand Identity
2. Brand Personality
3. Brand Association
4. Brand Attitude and Behavior
5. Brand Benefits and Advantages

3. Research Methods

3.1 Research Design

This study employs a quantitative explanatory research design to examine the causal relationships among celebrity endorsers, social media marketing, brand image, and purchase decisions. The quantitative approach is appropriate because the study aims to test hypotheses and measure the strength and direction of relationships between variables using statistical analysis. The research model positions brand image as an intervening variable in the relationship between celebrity endorsers, social media marketing, and purchase decisions.

3.2 Population and Sample

The population of this study consists of consumers who have purchased Le Minerale bottled mineral water products in Indonesia. Considering the research objectives, respondents were required to meet the following criteria:

1. have purchased Le Minerale products at least once, and
2. actively use social media platforms such as Instagram, YouTube, or TikTok.

A non-probability sampling technique was applied using purposive sampling, as not all members of the population had equal opportunities to be selected. This technique was chosen to ensure that respondents possessed relevant experience and exposure to digital marketing content and celebrity endorsements related to Le Minerale.

A total of 180 valid responses were collected and analyzed. This sample size exceeds the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for complex models and does not require large samples. The sample size also satisfies the 10-times rule, whereby the minimum sample should be at least ten times the maximum number of structural paths directed at a latent construct.

3.3 Data Collection Method

Primary data were collected using a structured questionnaire distributed online through social media platforms. Online distribution was selected to efficiently reach respondents who are active social media users and familiar with digital marketing content. Participation in the survey was voluntary, and respondents were informed that their responses would be used solely for academic purposes and treated anonymously.

3.4 Measurement of Variables

All research variables were measured using multi-item constructs adapted from established literature to ensure content validity. Responses were recorded using a five-point Likert scale, ranging from 1 = *strongly disagree* to 5 = *strongly agree*.

1. Celebrity Endorser was measured using indicators of visibility, credibility, attractiveness, and power, adapted from Royan (2004).

2. Social Media Marketing was measured based on online communities, interaction, content sharing, accessibility, and credibility, adapted from As'ad and Alhadid (2014).

3. Brand Image was measured using indicators of brand identity, brand personality, brand associations, brand attitude and behavior, and brand benefits, adapted from Kotler and Keller (2016).

4. Purchase Decision was measured using indicators related to purchase certainty, brand preference, needs-based purchasing, and recommendations from others, adapted from Kotler and Keller (2008).

3.5 Data Analysis Technique

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software version 3.2.9. PLS-SEM was chosen due to its suitability for prediction-oriented research, complex models with mediating variables, and its robustness with non-normal data distributions.

The analysis followed a two-stage procedure:

1. Measurement model (outer model) evaluation, which included tests of convergent validity, discriminant validity (Fornell–Larcker criterion), and construct reliability (Cronbach's Alpha, Composite Reliability, and Average Variance Extracted).

2. Structural model (inner model) evaluation, which involved assessing path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance, multicollinearity using Variance Inflation Factor (VIF), and hypothesis testing using bootstrapping procedures.

A path relationship was considered statistically significant if the t-statistic exceeded 1.96 and the p-value was below 0.05, corresponding to a 5% significance level.

3.6 Ethical Considerations

This study adhered to basic ethical research principles. All respondents provided informed consent prior to participation, anonymity was guaranteed, and no personal identifying information was collected. The data were analyzed solely for academic research purposes.

4. Results and Discussion

This research was analyzed using the Partial Least Square (PLS) approach implemented through SmartPLS software version 3.2.9. The PLS method consists of two main components, namely the measurement model, known as the outer model, and the structural model, known as the inner model.

4.1 Research Results
4.1.1 Outer Model
a. Validitas
Convergent Validity

Covergent validity is a measure used to assess the level of correlation between constructs and latent variables, which is evaluated through individual item reliability. This validity is indicated by the standardized loading factor value, which reflects the strength of the relationship between each measurement indicator and the construct it represents. The expected value is > 0.7, but the outer loading value between 0.5 - 0.6 is considered sufficient to qualify for convergent validity (Ghozali & Hengky, 2014).

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Table 1. Loading Faktor

	Celebrity Endorser (X1)	Social Media Marketing (X2)	Purchase Decision (Y)	Brand Image (Z)
X1.1	0.742			
X1.2	0.778			
X1.3	0.785			
X1.4	0.743			
X1.5	0.726			
X1.6	0.822			
X1.7	0.723			
X2.1		0.853		
X2.2		0.808		
X2.3		0.818		
X2.4		0.744		
X2.5		0.813		
X2.6		0.760		
Y.1			0.777	
Y.2			0.751	
Y.3			0.765	
Y.4			0.813	
Z.1				0.784
Z.2				0.843
Z.3				0.833
Z.4				0.814
Z.5				0.760
Z.6				0.752

Source: Smart PLS output, Primary data processed, 2025

The next test is discriminant validity which can be evaluated through the square root value of the Average Variance Extracted (AVE), which is obtained from the results of the Fornell-Larcker analysis. A construct is said to have adequate discriminant validity if the AVE square root value of the construct is higher than the correlation value between other latent constructs. Based on Table 2, it is known that the celebrity endorser, social media marketing, purchase decision, and brand image variables have higher AVE square root values than their correlations with other constructs. Therefore, the four variables meet the criteria for discriminant validity.

Table 2. Fornell lacker

Fornel Lacker	1	2	3	4
Celebrity Endorser	0.760			
Social Media Marketing	0.836	0.800		
Purchase Decision	0.674	0.723	0.777	
Brand Image	0.836	0.810	0.616	0.798

Source: Smart PLS output, Primary data processed, 2025

b. Reabilitas

This study uses Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE) indicators to measure reliability and construct validity. In evaluating reliability and construct validity, an instrument is declared reliable if the Composite Reliability and rho_A values exceed 0.7, and the Cronbach's Alpha value is above 0.6. Meanwhile, construct validity is considered fulfilled if the AVE value is greater than 0.5. Based on the results presented in Table 3, all measurement items have met the reliability and validity criteria, so it can be concluded that the instruments used are classified as reliable and valid.

Table 3. Composite Reability dab Cronch's Alpha

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Celebrity Endorser	0.878	0.880	0.906	0.578
Social Media Marketing	0.887	0.868	0.914	0.640
Purchase Decision	0.781	0.783	0.859	0.604
Brand Image	0.886	0.894	0.913	0.638

Source: Smart PLS output, Primary data processed, 2025

In this test, to determine whether or not there are symptoms of collinearity between constructs in the structural model, the Variance Inflation Factor (VIF) indicator is used in the Inner Model. The VIF value in the Inner Model must be below 5, because values above 5 indicate the presence of collinearity between constructs. Based on the results shown in Table 4, all VIF values are recorded below 5, so it can be concluded that the model does not experience multicollinearity problems.

Table 4. Variance Inflation Factor (VIF) Inner Model

Variabel	1	2	3	4
Celebrity Endorser			4.392	3.326
Social Media Marketing			3.850	3.326
Purchase Decision				
Brand Image			3.840	

Source: Smart PLS output, Primary data processed, 2025

Inner Model

Measurement of path coefficients between constructs is carried out to assess the significance and strength of the relationship between variables, as well as the basis for hypothesis testing. The path coefficient value is in the range -1 to +1. The closer to +1, the stronger and more positive the relationship between constructs. Conversely, a value close to -1 indicates a negative relationship.

Based on the results shown in Table 5, it is known that the direct effect of variable X1 on Y is 0.246, which indicates that each one unit increase in X1 will increase Y by 24.6%. This effect is positive. Furthermore, the direct effect of X2 on Y is recorded at 0.538, which indicates that a one-unit increase in X2 has the potential to increase Y by 53.8%, also showing a positive relationship.

In addition, the direct effect of X1 on Z of 0.527 indicates that each one unit increase in X1 will increase Z by 52.7%. Meanwhile, the direct effect of X2 on Z of 0.369 means that a one-unit increase in X2 will increase Z by 36.9%. Both of these effects show a positive relationship. The direct effect of Z on Y of -0.025 indicates that each one unit increase in Z

will decrease Y by 2.5%, which shows a negative relationship.

Table 5. Path Coefficient

Variabel	X1	X2	Y	Z
Celebrity Endorser (X1)			0.246	0.527
Social Media Marketing (X2)			0.538	0.369
Purchase Decision (Y)				
Brand Image (Z)			-0.025	

Source: Smart PLS output, Primary data processed, 2025

Based on the data in Table 6 of the indirect effects analysis results, it is known that the indirect effect of variable X1 on Y through variable Z is -0.013. This shows that every one unit increase in X1 can encourage an increase in Y indirectly through Z by 1.3%, with a negative relationship direction. Furthermore, the indirect effect of X2 on Y through Z is recorded at -0.009, which means that a one unit increase in X2 has the potential to increase Y indirectly through Z by 9.0%, also showing a negative effect.

Table 6. Inderect Effect

Variabel	X1	X2	Y	Z
Celebrity Endorser (X1)			0.246	0.527
Social Media Marketing (X2)			0.538	0.369
Purchase Decision (Y)				
Brand Image (Z)			-0.025	

Source: Smart PLS output, Primary data processed, 2025

In this study, the Adjusted R-Square value is used to explain the extent to which exogenous latent variables influence endogenous latent variables. Based on Table 7, it is known that the Purchase Decision variable has an Adjusted R-Square value of 0.531 or equivalent to 53.1%. This value indicates that the Brand Image variable contributes to the influence of Celebrity Endorser and Social Media Marketing on Purchase Decision by 53.1%, while the remaining 46.9% is explained by other variables not included in this research model.

Meanwhile, the Brand Image variable obtained an Adjusted R-Square value of 0.737 or 73.7%. This indicates that the Celebrity Endorser and Social Media Marketing variables together contribute to the formation of the Brand Image variable by 73.7%, and the remaining 26.3% is influenced by other factors not explained in this study.

Table 7. R Square

Variabel	R Square	Adjused R Square
Purchase Decision (Y)	0.539	0.531
Brand Image (Z)	0.740	0.737

Source: Smart PLS output, Primary data processed, 2025

In addition, F-Square is used to measure the influence of latent variables on other variables in the structural model. An F-Square value of 0.02 indicates a small influence, a value of 0.15 indicates a moderate influence, while a value of 0.35 or more reflects a large influence.

Based on the results listed in Table 8, the F-Square value of the Celebrity Endorser variable on Purchase Decision is 0.030, which is classified as a small influence category. Meanwhile, the F-Square value of Social Media Marketing on Purchase Decision is 0.163, which is included in the medium influence category. Furthermore, the effect of Celebrity Endorser on Brand Image shows an F-Square value of 0.321, which is included in the medium influence category, while Social Media Marketing on Brand Image has a value of 0.158, which is categorized as a medium influence. On the other hand, the effect of Brand Image on Purchase Decision has an F-Square value of 0.000, which shows a very small effect.

Table 8. F Square

	X1	X2	Y	Z
Celebrity Endorser (X1)			0.030	0.321
Social Media Marketing (X2)			0.163	0.158
Purchase Decision (Y)				
Brand Image (Z)			0.000	

Source: Smart PLS output, Primary data processed, 2025

Next, the fit model or model fit test is carried out. In this study, model fit testing was carried out using several statistical indicators, namely Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and RMS_theta. To state that the model has a good fit, these indicators must meet certain criteria, namely the SRMR value <0.08; NFI>0.90; and RMS_theta is close to zero.

Based on the results shown in Table 14, the SRMR value is 0.070, which is qualified because it is below 0.08. Meanwhile, the NFI value is 0.783, which is still below the threshold of 0.900. The RMS_theta value is 0.147, which is close to zero. Based on these three indicators, it can be concluded that the resulting model has met the general fit criteria, so the model is suitable for use and is able to represent the relationship between variables quite well.

Tabel 9. Model Fit

	Saturated Model
SRMR	0.070
d_ULS	1.354
d_G	0.634
Chi-Square	617.909
NFI	0.783
rms Theta	0.147

Source: Smart PLS output, Primary data processed, 2025

c. Hypothesis testing

Hypothesis testing is done by considering the t-statistic and p-value. The effect between variables is considered significant if the t-count value is greater than 1.96 (t-table at 5% significance level). The hypothesis is accepted if the p-value <0.05.

Direct Hypothesis Testing

Table 10. Path Coefficients

	Original Smapel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P Value
Celebrity Endorser (X1) -> Purchase Decision (Y)	0.246	0.234	0.110	2.235	0.026
Celebrity Endorser (X1) -> Brand Image (Z)	0.527	0.534	0.076	6.935	0.000
Social Media Marketing (X2)->Purchase Decision (Y)	0.538	0.528	0.099	5.436	0.000
Social Media Marketing (X2) -> Brand Image (Z)	0.369	0.366	0.077	4.806	0.000
Brand Image (Z) -> Purchase Decision (Y)	-0.025	-0.005	0.123	0.202	0.840

Source: Smart PLS output, Primary data processed, 2025

Based on Table 10 above, it shows the results of direct testing between variables, namely as follows:
1) Celebrity Endorser has a T-statistic value of 2.235> 1.96 and a P-value of 0.026 <0.05, this indicates that Celebrity Endorser has a significant effect on Purchase Decision.
2) Celebrity Endorser has a T-statistic value of 6.935> 1.96 P-Value of 0.000 <0.05, this indicates that Celebrity Endorser has a significant effect on Brand Image.
3) Social Media Marketing has a T-statistic value of 5.436> 1.96 P-Value of 0.000 <0.05, this indicates that Social Media Marketing has a significant effect on Brand Image.
4) Social Media Marketing has a T-statistic value of 4.806> 1.96 P-Value of 0.000 <0.05, this indicates that Social Media Marketing has a significant effect on Brand Image.
5) Brand Image has a T-statistic value of 0.202 < 1.96 P-Value 0.849 < 0.05, this indicates that Brand Image has no direct effect on Purchase Decision.

Indirect Hypothesis Testing
Table 11. Specific Inderect Effect

	Original Smapel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P Value
Celebrity Endorser (X1) -> Brand Image (Z) -> Purchase Decision (Y)	-0.013	-0.003	0.067	0.196	0.845
Social Media Marketing (X2)-> Brand Image (Z) -> Purchase Decision (Y)	-0.009	-0.001	0.045	0.202	0.840

Source: Smart PLS output, Primary data processed, 2025

Table 11 shows the results of direct testing between variables, which are as follows:
1) In the Celebrity Endorser variable, there is no mediating effect of Brand Image on Purchase Decision. It can be seen from the test results that the statistical value is 0.196 < 1.96 and the P value is 0.845> 0.05.
2) In the Social Media Marketing variable, there is no mediating effect of Brand Image

on Purchase Decision. It can be seen from the test results shown by the statistical value of 0.202 < 1.96 and a P value of 0.840 > 0.05.

4.2 Research Discussion

4.2.1 Effect of Celebrity Endorser on Purchase Decision

The results indicate that celebrity endorsers have a positive and significant effect on purchase decisions (t = 2.235; p = 0.026). This finding suggests that favorable consumer perceptions of celebrities endorsing Le Minerale increase the likelihood of purchase. Well-known public figures enhance message credibility and persuasion in promotional activities. This result is consistent with the findings of Wijayanto et al. (2022), who reported a significant influence of celebrity endorsement on purchase decisions.

4.2.2 Effect of Social Media Marketing on Purchase Decision

Social media marketing has a strong and significant positive effect on purchase decisions (t = 5.436; p < 0.001). This indicates that effective and engaging content on platforms such as Instagram, TikTok, and YouTube directly encourages consumers to purchase Le Minerale products. These findings confirm the role of social media as a key decision-driving channel and support the results of Fendiansyah (2022).

4.2.3 Effect of Celebrity Endorser on Brand Image

The analysis shows a significant positive relationship between celebrity endorsers and brand image (t = 6.935; p < 0.001). This finding confirms that credible and attractive celebrities strengthen positive brand perceptions. The result aligns with Mauliya et al. (2020), who found that celebrity endorsement significantly enhances brand image.

4.2.4 Effect of Social Media Marketing on Brand Image

Social media marketing has a significant positive effect on brand image (t = 4.806; p < 0.001). Creative, informative, and interactive content on social media platforms helps shape and reinforce Le Minerale's brand image. This finding is consistent with Fadhilla and Ariyanti (2023).

4.2.5 Effect of Brand Image on Purchase Decision

Brand image does not significantly affect purchase decisions (t = 0.202; p = 0.840). This suggests that although consumers may hold positive perceptions of the brand, these perceptions alone are insufficient to directly motivate purchasing decisions. In the FMCG context, consumers tend to prioritize functional benefits and immediate needs over brand image, supporting the findings of Irawanti (2024).

4.2.6 Effect of Celebrity Endorser on Purchase Decision through Brand Image

The indirect effect of celebrity endorsers on purchase decisions through brand image is not significant (t = 0.196; p = 0.845). This indicates that brand image does not mediate this relationship, and the influence of celebrity endorsers on purchasing decisions occurs primarily through a direct pathway. This result is in line with Saputra Siregar et al. (2022).

4.2.7 Effect of Social Media Marketing on Purchase Decision through Brand Image

Brand image does not mediate the relationship between social media marketing and purchase decisions (t = 0.202; p = 0.840). This finding suggests that consumers are more directly influenced by social media exposure rather than by brand image formed through such activities. This result supports the conclusions of Arif et al. (2024).

5. Closing

5.1 Summary of Key Findings

This study examined the influence of celebrity endorsers and social media marketing on purchase decisions, with brand image positioned as an intervening variable, in the context of Le Minerale bottled mineral water consumers in Indonesia. The empirical findings demonstrate that both celebrity endorsers and social media marketing exert a positive and significant direct effect on purchase decisions. These results confirm that exposure to credible celebrities and engaging digital content directly stimulates consumer purchasing behavior in the FMCG sector.

Furthermore, the findings indicate that celebrity endorsers and social media marketing significantly contribute to the formation of a positive brand image. However, brand image itself does not have a significant effect on purchase decisions and fails to mediate the relationship between the marketing variables and purchasing behavior. This suggests that although marketing efforts successfully shape consumer perceptions of the brand, such perceptions do not necessarily translate into actual purchase decisions for bottled mineral water products.

5.2 Theoretical Implications

This study contributes to digital marketing and consumer behavior literature in several ways. First, it extends Source Credibility Theory and Signaling Theory by demonstrating that the persuasive power of celebrity endorsers operates primarily through direct behavioral influence, rather than indirectly through brand image formation. Second, the findings challenge the widely held assumption that brand image consistently serves as a key mediator between marketing stimuli and purchase decisions.

In the context of FMCG products characterized by low involvement, high availability, and minimal functional differentiation, the role of brand image appears to be less decisive in driving purchasing behavior. Consumers tend to rely more on heuristic cues, such as celebrity appeal and immediate social media exposure, rather than cognitive evaluations of brand associations. This study therefore provides empirical evidence that the mediating role of brand image is context-dependent, particularly within daily consumption product categories.

5.3 Managerial and Practical Implications

From a managerial perspective, the findings offer important strategic insights for FMCG companies. The strong direct effects of celebrity endorsers and social media marketing on purchase decisions indicate that firms should prioritize tactical engagement strategies rather than focusing exclusively on long-term brand image building. Selecting celebrities with high credibility, attractiveness, and relevance to the target market can directly enhance marketing effectiveness.

In addition, firms should invest in interactive, persuasive, and platform-appropriate social media content to stimulate immediate consumer responses. Since brand image does not significantly mediate purchasing decisions, marketers should emphasize call-to-action–oriented campaigns, influencer credibility, and content virality to drive sales. Resource allocation should therefore favor digital campaigns that generate direct consumer engagement and conversion, especially in highly competitive FMCG markets.

5.4 Research Limitations

Despite its contributions, this study has several limitations. First, the research employed a cross-sectional design, which restricts the ability to capture changes in consumer perceptions and behavior over time. Second, the study focused on a single bottled mineral water brand, which may limit the generalizability of the findings to other FMCG categories or industries. Third, the use of self-reported questionnaire data may introduce response bias, as consumer perceptions do not always fully reflect actual purchasing behavior.

5.5 Directions for Future Research

Future studies are encouraged to incorporate additional mediating or moderating variables, such as brand trust, perceived value, customer engagement, or purchase involvement, to further explain the mechanisms underlying purchase decisions. Expanding the research scope to different product categories, industries, or cultural contexts would enhance the generalizability of the findings.

Moreover, longitudinal research designs could provide deeper insights into how digital marketing strategies influence consumer behavior over time. Future research may also examine the differential effectiveness of specific social media platforms, such as Instagram, TikTok, or YouTube, as well as consumer segmentation based on age, lifestyle, or intensity of social media usage. Such approaches would enrich the understanding of digital marketing effectiveness in increasingly dynamic consumer markets.

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