



**THE EFFECT OF ELECTRONIC WORD OF MOUTH AND CELEBRITY
ENDORSEMENT ON CUSTOMER LOYALTY THROUGH TIKTOK
APPLICATION ON SASHA VITAMIN PRODUCTS WITH BRAND IMAGE
AS A MEDIATION VARIABLE IN MEGA REGENCY, BEKASI**

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Abstract

Along with the rapid development of digital technology, social media such as TikTok has become an important platform in modern marketing strategies, including in the beauty and hair care industry. Despite having advantages in halal content and certification, Sasha brand hair vitamins still lag behind its competitors in terms of customer loyalty. The purpose of this study was to analyze the effect of Electronic Word of Mouth (E-WOM) and Celebrity Endorsement on Customer Loyalty, with Brand Image as a mediating variable, through the use of the TikTok application on Sasha hair vitamin products in the Mega Regency area of Bekasi Regency. This study uses a quantitative method, sampling using the lemeshow formula and a sample of 100 respondents was obtained. Data collected through questionnaires distributed using Google Form. Data management is carried out using Partial Least Square (PLS) through the Structural Equation Model (SEM) technique with the help of the SmartPLS version 4.1.1 program. The results of the analysis obtained are that electronic word of mouth has a significant effect on customer loyalty, celebrity endorsement does not have a significant effect on customer loyalty, brand image has a significant effect on customer loyalty, electronic word of mouth has a significant effect on brand image, celebrity endorsement has a significant effect on brand image. In addition, electronic word of mouth has a significant effect on mediating



brand image on customer loyalty, and celebrity endorsement has a significant effect on mediating brand image on customer loyalty through the TikTok application on Sasha hair vitamin products in Mega Regency, Bekasi Regency.

Keywords: Electronic Word of Mouth, Celebrity Endorsement, Customer Loyalty, Brand Image



INTRODUCTION

Along with the development of digital technology, social media has become an inseparable part of modern society. Platforms such as Facebook, YouTube, Instagram, WhatsApp, and TikTok are increasingly popular and used by Indonesian people to communicate, search for information, and enjoy entertainment. Based on data (Panggabean, 2024), the number of TikTok users in Indonesia has reached 89 million, making it one of the most widely used social media platforms, especially for various entertainment content and digital marketing.

TikTok was first introduced in Indonesia in 2018, experiencing a surge in popularity during the COVID-19 pandemic. Although it was temporarily blocked by Kominfo in 2018, TikTok has been popular again since 2020 and continues to grow to this day (Santika, 2024). With various marketing features such as TikTok Shop, paid advertising, and collaboration with influencers, this platform has become an effective digital marketing strategy for many emerging products, such as hair care products that compete with various brands.

The hair vitamin industry in Indonesia is increasingly competitive with the presence of various brands offering innovations and product advantages. One of the brands competing in this market is Sasha Hair Vitamins, produced by PT. Kino Indonesia Tbk. This product contains pure olive oil, pro-vitamin B5, and other active ingredients that function to maintain healthy hair. In addition, Sasha Hair Vitamin has obtained halal certification, making it a choice for consumers who prioritize the halal aspect in personal care products. To find out the Sasha brand in the hair vitamin industry, here is a table of the results of the Top Brand Index 2024 - 2025:



Table 1.

Top Brand Hair Vitamin Index

VITAMIN RAMBUT 2024			VITAMIN RAMBUT 2025		
BRAND	TBI		BRAND	TBI	
Ellips	49.10%	TOP	Ellips	56.5%	TOP
Makarizo	22.80%	TOP	Makarizo	25.2%	TOP
Miranda	4.30%		Miranda	6.00%	
Rudy Hadisuwarno	4.10%		Ovale	3.50%	
Lucido-L	3.90%		Rudy Hadisuwarno	3.20%	
Dove	3.70%		Sasha	2.90%	
Sasha	3.40%		Lucido-L	2.10%	
Ovale	3.30%				
Oriflame	2.50%				
Etude	2.40%				

Source:(Top Brand Award, 2024), (Top Brand Award, 2025)

Based on table 1 top brand index, there are several popular hair vitamin brands in Indonesia, including Sasha. In 2024, Shasa was ranked seventh with a market share of 3.40%. Although in 2025 its ranking rose to sixth position, its market shares actually decreased by 0.5%. As seen in the data, Sasha hair vitamins still have few users compared to other competitors, therefore there is a phenomenon in this study that there needs to be an increase in customer loyalty so that Sasha consumers increase, for this reason it is necessary to conduct a temporary survey of 30 respondents to find out the problems and the steps needed to deal with the problems by distributing surveys via google form to find out the perceptions of Sasha hair vitamin users in Mega Regency, Bekasi Regency. This survey aims to determine whether Sasha is the main choice for the people of Mega Regency, Bekasi Regency, as well as a basis for further research.

The pre-survey results showed that the most widely used hair vitamin brand is Ellips, with a percentage of 33.3%, followed by Miranda, 26.7%, Makarizo, and Rudy Hadisuwarno, 16.7%. Meanwhile, Sasha hair vitamins only gained a market share of 6.7%.

Based on the data displayed, it is seen that Sasha's hair vitamins are still lagging behind their competitors. Therefore, the company needs to improve its



marketing strategy and product differentiation in order to increase competitiveness and maintain customer loyalty.

Customer loyalty is a positive customer response to a brand or store that is reflected in a commitment to make repeat purchases in the long term (Goeltom et al., 2023). Customer loyalty is not just a habit of repurchasing the same product, but also reflects their trust and satisfaction with the brand. When customers feel that a brand provides consistent value, whether in terms of quality, service, or experience, they tend to stay loyal even though there are many other options in the market. The following are the results of a pre-survey of 30 respondents in Mega Regency, Bekasi Regency, regarding customer loyalty to Sasha hair vitamins:

Table 2.

Pre-Survey Data for Sasha Hair Vitamin Customer Loyalty in Mega Regency, Bekasi Regency

No	Statement Items	Results	Results	Results	Results
		Yes	No	Yes	No
1	I buy Sasha hair vitamins more than once a month on TikTok	13	17	43.3%	56.7%
2	I often see Sasha hair vitamin reviews on TikTok	10	20	33.3%	66.7%



3	I feel that the celebrities who are ambassadors for Sasha hair vitamins have a background that is relevant to the product.	15	15	50%	50%
Average Score Total				42.2%	57.8%

Source: Processed Primary Data, 2025

Based on Table 2, the results of the pre-survey to 30 respondents in Mega Regency showed that 42.2% of respondents showed loyalty to Sasha hair vitamins, while 57.8% were less loyal. This shows that customer loyalty to Sasha hair vitamins still needs to be improved.

Factors that can influence customer loyalty include electronic word of mouth. Electronic word of mouth is a form of word of mouth marketing in a digital version, which can be in the form of websites, advertisements, online applications on mobile devices, online videos, e-mails, blogs, social media, and other interesting marketing activities that encourage consumers to share them with others (Kusuma & Khoir, 2024).

Several researchers have conducted research on electronic word of mouth towards customer loyalty. The research conducted by (Bulan & Chandra, 2021) that electronic word of mouth has a significant influence on customer loyalty, supported by researchers (Nawastuti & Irmawati, 2023) said that e-WOM has a significant positive effect on customer satisfaction, however, in the research (Putri



et al., 2023) e-wom has no significant effect on customer loyalty, supported by research (Rumefi, 2021) said that electric word of mouth does not partially affect the customer loyalty variable.

Another factor to increase consumer trust is needed; another strategy that can be applied is celebrity endorsement. Celebrity Endorsement is a marketing strategy where companies use celebrities who have high credibility, appeal, and relevance to the target audience to increase brand visibility and significantly influence consumer purchasing decisions (Wuryani et al., 2024).

Several researchers have conducted celebrity endorsement research on customer loyalty. The research conducted by (Sopandi & Samsudin, 2023) said that brand ambassadors and celebrity endorsers partially influence customer loyalty, supported by research (Salsabila & Utomo, 2023) that celebrity endorsers have a positive and significant influence on customer loyalty; however, in this research (Harwati & Aryanto, 2024) said that celebrity endorsers do not have a significant influence on customer loyalty, supported by researchers (SR Azizah & Wiraguna, 2024) who said that celebrity endorsers do not have a significant influence on customer loyalty.

From several studies that have been conducted regarding the electronic word of mouth and celebrity endorsers gap was found in the results of the study where some said it was influential and some said it was not influential. The gap that occurred from the results of previous studies shows that further research needs to be conducted regarding the influence of electronic word of mouth and celebrity endorsers on customer loyalty.

From the results of previous research regarding electronic word of mouth and celebrity endorsement regarding customer loyalty, the results showed that



some had no influence and were not significant. Electronic word of mouth and celebrity endorsement in Shasa hair vitamins need to be implemented to help increase customer loyalty. To strengthen the results in this study, the researcher will add a brand image variable as a mediator of electronic word of mouth and celebrity endorsement.

Brand image is a perception that is formed towards a brand, which is reflected in various brand associations held by consumers (Cruz et al., 2022). Brand image plays a crucial role for a company. If the company's brand image is positive, customers will rate the company well (Fadhilah, 2024).

The study (Sipahutar & Nugrahani, 2021) gives positive results between electronic word of mouth and brand image. Researchers (Yonita & Budiono, 2020) stated that electronic word of mouth has a significant and positive influence on brand image. Researchers (Fadhilah, 2024) found that brand image is significant to customer loyalty. Researchers (Rika Widianita, 2023) stated that brand image influences customer loyalty. Researchers (Putri & Nasution, 2021) state that celebrity endorsement has a significant influence on brand image. Researchers (Bonde et al., 2022) state that endorsement has an influence and is significant to brand image.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is a strong and ongoing commitment from consumers to continue purchasing or using a particular product in the future, despite changes in conditions or marketing strategies that may encourage them to switch to other products (Pertiwi et al., 2023). According to (Wijaya & Tjokrosaputro, 2024),



Customer loyalty is a very important aspect in a business that offers products or services. This is because with a high level of customer loyalty, a business can earn a stable income overall. Customer loyalty is a form of commitment that is deeply embedded in the customer to return to buy or support the products or services they like in the future, even though there is a possibility of the influence of situations and marketing strategies from other parties that can result in customer switching (Saputra & Ridho, 2024).

According to (Nabila Putri Sakinah & Ismunandar, 2022) There are 4 indicators of customer loyalty, namely:

1. Repeat purchases are a customer's willingness to make a transaction more than once.
2. Recommending to others means giving advice or recommendations to others regarding a product that has been purchased.
3. Having no intention to switch indicates customer loyalty to a preferred product or brand and an unwillingness to switch to another brand.
4. Talking about positive things means conveying the good aspects of the product that has been purchased.

Electronic Word of Mouth

Electronic Word of Mouth is information provided by current consumers, potential consumers, or previous consumers about a product or company that can be accessed by individuals or organizations through social media (Apriastuti et al., 2022). According to (Sulang & Mandey, 2023), Electronic word of mouth (E-WOM) is a marketing strategy that utilizes the internet to produce the effect of spreading information by word of mouth that supports marketing objectives. Viral marketing, which spreads like a virus, is another form of information



dissemination carried out through mouse clicks, which encourages consumers to share information about the products and services offered by the company in the form of audio, video, and text to others online. Electronic word of mouth is a form of communication, both positive and negative, produced by competent consumers, honest consumers, or former users of certain products or services offered by the company through the internet media (Yulindasari & Fikriyah, 2022).

According to (Apriastuti et al., 2022), Electronic word of mouth indicators consist of 4, namely:

1. Information is an online resource provided about e-commerce or by e-commerce for consumers in general.
2. Knowledge is the role of social media as an online source of information that provides consumers with insight into e-commerce.
3. Answer is the ability of social media as an online source of information in providing responses to consumer questions about e-commerce.
4. Reliability is the conformity between information obtained by consumers through online social media with reliable facts about e-commerce.

Celebrity Endorsement

Celebrity endorsement is a promotional method that uses celebrities or professionals to convey positive opinions about a particular brand, product, or service. (Tiong et al., 2023). According to (Alessandro et al., 2023) celebrity is an individual who becomes a public figure by achieving fame through achievements obtained, so that they are widely known by the public and considered as role models or role models. Celebrity endorsement is the use of artists, entertainers, athletes, or public figures who are widely known for their achievements in their



respective fields to support the success of a particular product (Nugroho & Sarah, 2021).

According to (Suryahadi & Mulyana, 2022), there are 4 indicators of celebrity endorsement, namely:

1. Visibility, measure the level of fame of a celebrity.
2. Credibility, related to the understanding of the product owned by the character.
3. Attraction, more directed at the appeal that the character has.
4. Power, refers to the character's ability to attract the attention of consumers.

Brand Image

Brand image is a series of perceptions in the minds of consumers about a brand, which is formed by various information from various sources (Sari et al., 2022). According to (Ardiansyah & Aquinia, 2020) Brand image is a view and belief that is formed about a brand that is owned and will continue to be remembered by consumers. Brand image is the perception that consumers have of a brand in the market, which is formed from both personal experience and information obtained through other people or the media (Mahairi, 2020).

According to (Sari et al., 2022) indicators used in measuring brand image namely:

1. Brand recognition is the degree to which consumers recognize a brand. If the brand is less well-known, products with that brand need to be sold at an affordable price, and highlight the logo or other attributes.
2. Reputation is a high level or status that a brand has because it has demonstrated a good track record.



3. Product affinity is the emotional connection created between a brand and its consumers. Products from brands that are liked by consumers will sell more easily, while products that are considered high quality will support a positive brand reputation.
4. Domain is related to the breadth of a product's scope that wants to use a particular brand. This domain is closely related to the scale of scope.

Hypothesis Development

The influence of electronic word of mouth on customer loyalty

According to previous research that has discussed the influence of electronic word of mouth on customer loyalty, including the results of research conducted (Ibn Khawari & Ilyas, 2023) stated that electronic word of mouth affects customer loyalty. According to (Elsje et al., 2023) states that electronic word of mouth affects customer loyalty. This research is inversely proportional to the research (Pertwi et al., 2025), which states that electronic word of mouth does not affect customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H1: It is suspected that electronic word of mouth influences customer loyalty.

The influence of celebrity endorsements on customer loyalty

According to previous research that has discussed the influence of celebrity endorsements on customer loyalty, including the results of research conducted (Salsabila & Utomo, 2023) stated that celebrity endorsement affects customer loyalty. This research is inversely proportional to the research (Harwati & Aryanto, 2024), which states that celebrity endorsement does not affect customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H2: It is suspected that celebrity endorsements influence customer loyalty.

**The influence of brand image on customer loyalty**

According to previous research that has discussed the influence of brand image on customer loyalty, including the results of research conducted (Fani, 2024) stated that brand image affects customer loyalty. According to (Ratulangi, 2020) stated that brand image has a positive but insignificant influence on customer loyalty. This research is inversely proportional to the research (Wowiling et al., 2019) states that brand image does not affect customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H3: It is suspected that brand image influences customer loyalty.

The influence of electronic word of mouth on brand image

According to previous research that has discussed the influence of electronic word of mouth on brand image, including the results of research conducted (Pentury et al., 2019) stated that electronic word of mouth has a positive and significant influence on brand image. According to (Lecia et al., 2024) states that electronic word of mouth has a positive and significant effect on brand image. Based on this description, the hypothesis can be formulated as follows:

H4: Allegedly, electronic word of mouth influences brand image.

The influence of celebrity endorsement on brand image

According to previous research that has discussed the influence of celebrity endorsement on brand image, including the results of research conducted (Sukendro, 2020) stated that celebrity endorsement influences brand image. (Elakarci & Fadli, 2024) states that celebrity endorsement affects brand image. Based on the description, the hypothesis can be formulated as follows:

H5: It is suspected that celebrity endorsements influence brand image.



The influence of electronic word of mouth on customer loyalty with brand image as a mediating variable

According to previous research that has discussed the influence of electronic word of mouth on customer loyalty with brand image as a mediating variable, including the results of the research conducted (Sipahutar & Nugrahani, 2021), gives positive results between electronic word of mouth and brand image. Researchers (N. Azizah et al., 2024) state that brand image affects customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H6: It is suspected that electronic word of mouth has an influence on customer loyalty with brand image as a mediating variable.

The influence of celebrity endorsement on customer loyalty with brand image as a mediating variable

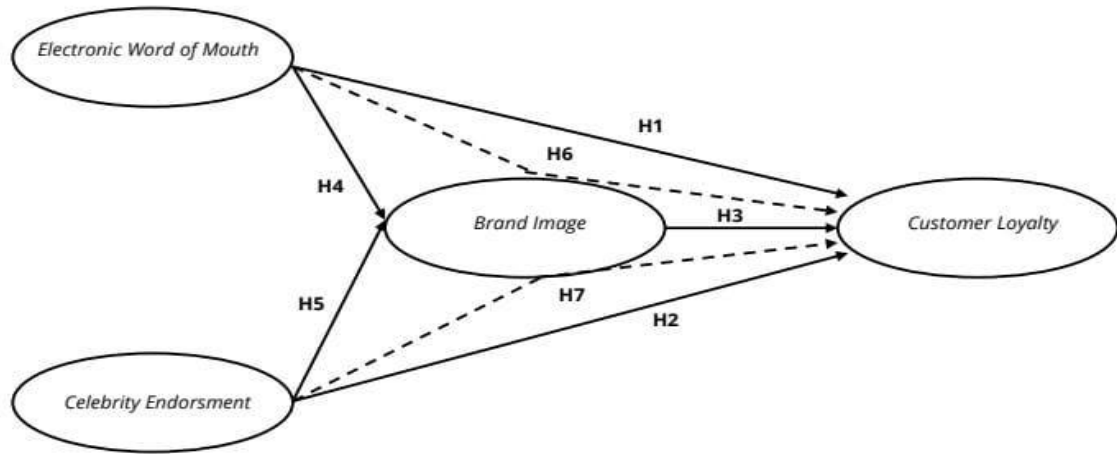
According to previous research that has discussed the influence of celebrity endorsement on customer loyalty with brand image as a mediating variable, including the results of the research conducted (Bonde et al., 2022) stated that endorsement has a significant influence on brand image. Researchers (N. Azizah et al., 2024) state that brand image affects customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H7: Allegedly, celebrity endorsement influences customer loyalty with brand image as a mediating variable.

The framework of thought in this research is as described below:

Figure 1.

Research Framework



Source: Researcher

RESEARCH METHOD

This study uses a quantitative approach with a comparative causal method. The comparative causal method is a type of research that aims to identify the causal relationship between two or more variables, where data is obtained after an event or incident has occurred. (Salsabila & Utomo, 2023). The selection of this method is based on the researcher's objective to analyze the relationship between independent variables (electronic word of mouth and celebrity endorsement), endogenous variables (brand image), and dependent variables (customer loyalty).

The sample in this study was obtained from the general public in the Mega Regency area of Bekasi Regency who had purchased Sasha brand hair vitamin products. Since the population size is not known for certain, the determination of the sample size was carried out using the Lemeshow formula, which is used to calculate the number of samples in conditions of an unknown population (Queeny & Novian, 2024). Calculations are carried out to ensure the representativeness of the samples taken as follows:

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$$n = \frac{Z^2 \cdot pq}{d^2}$$

Information:

n = number of samples

z = normal standard price (1.976)

p = population proportion estimator (0.5)

d = interval or deviation (0.100)

q = 1 – p

Based on the calculation results in the lemeshow formula above, the number of samples to be used in this research can be calculated as follows:

$$n = \frac{(1.9762) \cdot (0.5) \cdot (0.5)}{(0.1)^2} = 97.6$$

Based on the calculations made, the number of samples obtained was 97.6, which can be rounded up to 100 respondents. Thus, 100 consumers are needed as samples in this study. The data source used in this study is primary data collected through questionnaires given directly to respondents.

This study uses a structural analysis method with the Partial Least Squares (PLS) approach through the Structural Equation Model (SEM) technique, namely the outer containing validity analysis, outer loading, reliability, and hypothesis test results. This study uses the assistance of the SmartPLS program version 4.1.1.

RESULTS AND DISCUSSION

Validity Test



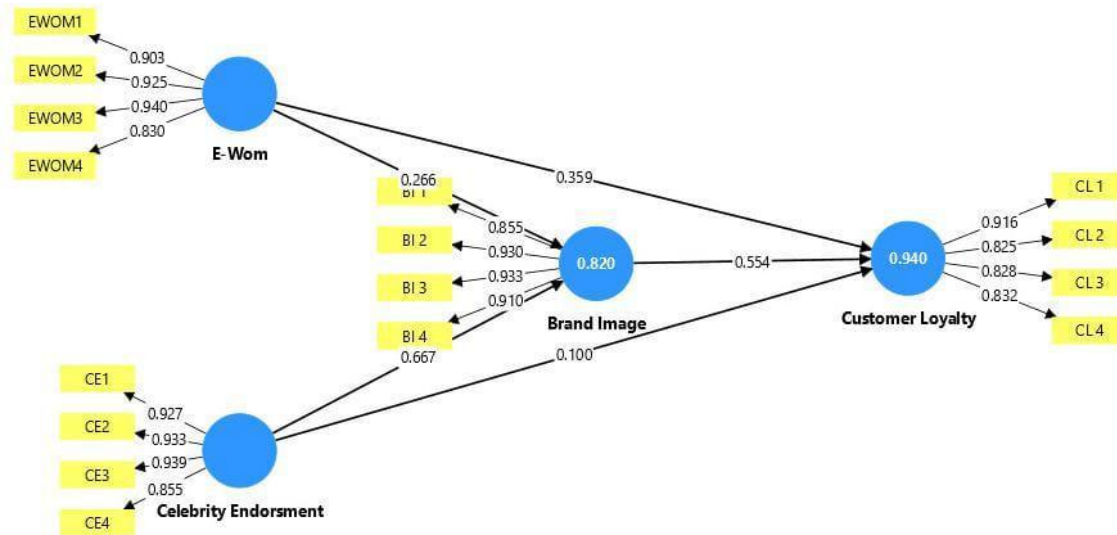
In this study, validity testing was conducted by assessing validity indicators through loading factor values. The loading factor is a number that describes the level of correlation between the question item score and the construct indicator score used to measure the construct. An item is declared valid if the loading factor value obtained is greater than 0.7(Jannah et al., 2023).

Table 3.
Outer Loading

Variables	r indicator	Outer Loading	Validity
Electronic word of mouth (X1)	EWOM1	0.903	Valid
	EWOM2	0.925	Valid
	EWOM3	0.940	Valid
	EWOM4	0.830	Valid
Celebrity endorsement (X2)	CE1	0.927	Valid
	CE2	0.933	Valid
	CE3	0.939	Valid
	CE4	0.855	Valid
Brand image (Z)	BI1	0.855	Valid
	BI2	0.930	Valid
	BI3	0.933	Valid
	BI4	0.910	Valid
Customer loyalty (Y)	CL1	0.916	Valid
	CL2	0.825	Valid
	CL3	0.828	Valid
	CL4	0.832	Valid

Source: Research data processed by SmartPLS, 2025

Figure 2.
Outer Loading



Source: Research data processed by SmartPLS, 2025

Based on the results of outer loading, all indicators show values above 0.7, thus meeting the established criteria. From these results it can be concluded that all constructs meet the standards suggested in the validity test and are declared valid.

Reliability Test

Reliability was tested by involving 100 respondents as a sample in this study. Evaluation of the test by looking at the construct value of the value composite reliability, it is said to be reliable if the composite reliability value is > 0.70 (Pertiwi et al., 2023).

Table 4.
Reliability Test



Variables	Cronbach's Alpha	rho_A	Composite	Description
Electronic word of mouth (X1)	0.921	0.923	0.945	Reliable
Celebrity endorsement (X2)	0.934	0.935	0.953	Reliable
Brand image (Z)	0.928	0.932	0.949	Reliable
Customer loyalty (Y)	0.872	0.876	0.913	Reliable

Source: Research data processed by SmartPLS, 2025

Based on Table 4, all variables obtained values above 0.70, which indicates that the trial conducted has a good level of reliability and validity. This further strengthens that the trial was successful based on the analysis conducted.

Hypothesis Testing

Hypothesis testing is done by analyzing the coefficient value for each type of influence, namely direct, indirect, and total influence. This process uses the t-test by comparing the significance value (sig t) to the level of significance of the research that has been set ($\alpha = 0.05$).

Table 5.
Hypothesis Test Results



Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EWOM→Customer Loyalty	0.359	0.357	0.054	6,646	0.000
Celebrity Endorsement→Customer Loyalty	0.100	0.109	0.074	1,363	0.173
Brand Image→Customer Loyalty	0.554	0.548	0.069	7,990	0.000
E-WOM→Brand Image	0.266	0.273	0.107	2.488	0.013
Celebrity Endorsement→Brand Image	0.667	0.660	0.109	6.150	0.000
E-WOM→Brand Image→Customer Loyalty	0.147	0.150	0.064	2.313	0.021
Celebrity Endorsement→Brand Image→Customer Loyalty	0.369	0.361	0.072	5.137	0.000

Source: Research data processed by SmartPLS, 2025

Electronic Word of Mouth Towards Customer Loyalty

In the first hypothesis test results, the influence of electronic word of mouth on customer loyalty produces a P value of 0.000. This result is smaller than 0.05 (0.000 < 0.05), meaning it has a significant effect. The conclusion is that the



electronic word of mouth variable has a significant effect on the customer loyalty variable. Therefore, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Ibn Khawari & Ilyas, 2023) state that electronic word of mouth affects customer loyalty. This result is also relevant to the findings (Elsje et al., 2023) stated that electronic word of mouth affects customer loyalty.

Celebrity Endorsement Towards Customer Loyalty

In the results of the second hypothesis test, the influence of celebrity endorsement on customer loyalty produces a P value of 0.173. This result is greater than 0.05 ($0.173 > 0.05$), meaning it does not have a significant effect. In conclusion, the variable celebrity endorsement does not have a significant effect on customer loyalty. So, H_0 is accepted and H_a is rejected.

These results are relevant to the findings (Harwati & Aryanto, 2024), which state that celebrity endorsement does not affect customer loyalty. This result is also relevant to the findings (SR Azizah & Wiraguna, 2024) said that celebrity endorsers do not have a significant influence on customer loyalty.

Brand Image Towards Customer Loyalty

In the results of the third hypothesis test, the influence of brand image on customer loyalty produced a value of P values are 0.000. This result is smaller than 0.05 ($0.000 < 0.05$), meaning it has a significant effect. The conclusion is that the variable brand image has a significant influence on customer loyalty. So, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Fani, 2024) state that brand image has an effect on customer loyalty. This result is also relevant to the findings (Rika Widianita, 2023) state that brand image influences customer loyalty.



Electronic Word of Mouth Towards Brand Image

In the results of the fourth hypothesis test, the influence of electronic word of mouth on brand image produces P values of 0.013. This result is smaller than 0.05 ($0.013 < 0.05$), meaning it has a significant effect. In conclusion, the electronic word of mouth variable has a significant effect on brand image. Therefore, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Pentury et al., 2019) state that electronic word of mouth has a positive and significant effect on brand image. This result is also relevant to the findings (Liecia et al., 2024) stated that electronic word of mouth has a positive and significant influence on brand image.

Celebrity Endorsement Towards Brand Image

In the results of the fifth hypothesis test, the influence of celebrity endorsement on brand image produces a P value of 0.000. This result is smaller than 0.05 ($0.000 < 0.05$), meaning it has a significant effect. The conclusion is that the variable celebrity endorsement has a significant impact on brand image. So, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Sukendro, 2020) state that celebrity endorsement affects brand image. This result is also relevant to the findings (Elakarci & Fadli, 2024) stated that celebrity endorsement influences brand image.

Electronic Word of Mouth Towards Customer Loyalty Through Brand Image

In the results of the sixth hypothesis test, the influence of electronic word of mouth on customer loyalty through brand image produces a P value of 0.021. This result is smaller than 0.05 ($0.021 < 0.05$), meaning it has a significant effect. In conclusion, the electronic word of mouth variable has a significant effect on



customer loyalty through brand image. Therefore, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Sipahutar & Nugrahani, 2021) give positive results between electronic word of mouth and brand image. This result is also relevant to the findings (N. Azizah et al., 2024) state that brand image influences customer loyalty.

Celebrity Endorsement Towards Customer Loyalty Through Brand Image

In the results of the sixth hypothesis test, the influence of celebrity endorsement on customer loyalty through brand image produces a P value of 0.000. This result is smaller than 0.05 ($0.000 < 0.05$), meaning it has a significant effect. In conclusion, the variable celebrity endorsements significantly influence customer loyalty through brand image. Therefore, H_0 is rejected and H_a is accepted.

These results are relevant to the findings (Bonde et al., 2022) state that endorsement has a significant influence on brand image. This result is also relevant to (N. Azizah et al., 2024) states that brand image influences customer loyalty.

CONCLUSION

Based on the description and discussion of the research results regarding Influence Electronic Word of Mouth and Celebrity Endorsement towards Customer Loyalty Through the Tiktok Application on Sasha Hair Vitamin Products with Brand Image as a Mediating Variable in Mega Regency, Bekasi Regency, then the researcher can conclude as follows: electronic word of mouth has a positive influence on customer loyalty through the tiktok application on



sasha hair vitamin products in Mega Regency, Bekasi Regency. Celebrity endorsement does not have a positive influence on customer loyalty through the TikTok application on Sasha Hair Vitamin products in Mega Regency, Bekasi Regency. Brand image has a positive influence on customer loyalty through the TikTok application on Sasha Hair Vitamin products in Mega Regency, Bekasi Regency. Electronic word of mouth has a positive influence on brand image through the TikTok application on Sasha Hair Vitamin products in Mega Regency, Bekasi Regency. Celebrity endorsement has a positive influence on brand image through the TikTok application on Sasha Hair Vitamin products in Mega Regency, Bekasi Regency. Electronic word of mouth has a positive influence on customer loyalty through the TikTok application on sasha hair vitamin products, with brand image as a mediating variable in Mega Regency, Bekasi Regency. Celebrity endorsement has a positive influence on customer loyalty through the TikTok application on Sasha Hair Vitamin products, with brand image as a mediating variable in Mega Regency, Bekasi Regency. Based on the conclusion of this study, some suggestions that can be conveyed are as follows: For the company, PT Kino Indonesia Tbk, as the producer of Sasha hair vitamins is advised to improve its E-WOM-based digital communication strategy by collaborating with micro influencers or loyal consumers to provide credible and interesting testimonials on TikTok. Suggestions for further researchers are to add other variables, such as Customer Engagement or Product Quality, to expand the scope of the study and gain a more comprehensive understanding of the factors that influence customer loyalty.

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