

ABSTRACT

The rapid growth of internet users, social media, and e-commerce in Indonesia has changed consumer behavior, especially in the increasingly competitive beauty industry. ESQA Cosmetics as a local vegan brand faces challenges to maintain its position amidst competition and sustainability trends. This study was conducted to determine whether Electronic Word of Mouth and Celebrity Endorsement can affect Online Purchase Behavior at ESQA Cosmetics.

This research is replicative because it examines different objects but with the same research model, namely the Information Acceptance Model (IACM) which includes information quality, information credibility, information usefulness and information adoption as well as the Source Credibility Model (SCM) model which includes attractiveness, expertise, and trustworthiness. This study uses data from a questionnaire survey in the form of a Google Form. The population of this study are Instagram users who know, have seen and bought ESQA products online. Quantitative methods with causal research objectives and non-probability sampling techniques with purposive sampling type were used to collect 195 ESQA consumers as research samples. In this study, data processing was carried out using SEM-PLS with the help of SmartPLS 4.1 software.

Based on the research results, information credibility has a positive and significant effect on information usefulness, information credibility has a positive and significant effect on information usefulness, information usefulness has a positive and significant effect on information adoption, and information adoption has a positive and significant effect on online purchase behavior. Then, attractiveness has a positive and significant effect on online purchase behavior, expertise has a positive and significant effect on online purchase behavior, and trustworthiness has a positive and significant effect on online purchase behavior.

The suggestion for this study is that ESQA Cosmetics can take advantage of the celebrity endorsement strategy, especially in the attractiveness dimension as much as possible by working with endorsers who are attractive, experienced and knowledgeable regarding beauty to increase consumer attractiveness and influence online purchasing behavior.

Keyword: *Electronic Word of Mouth, Celebrity Endorsement, Online Purchase Behaviour*