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The Effect of Celebrity Endorsement and Customer Experience on Repurchase Intention: The Mediating Role of Brand Awareness

Elsa Linggawati^{1*}, Vita Dhameria¹

¹ Department of Management, Faculty of Economics and Business, Universitas
Jenderal Achmad Yani, Cimahi, Indonesia

* Corresponding author: Elsa Linggawati (elsalinggawati_22p205@mn.unjani.ac.id)

Abstract

The cosmetics industry in Indonesia has grown rapidly alongside rising consumer awareness of halal, safe, and environmentally friendly products, creating intense competition among cosmetic brands. This study examines the effects of celebrity endorsement and customer experience on repurchase intention, with brand awareness as a mediating variable. The study employed a quantitative approach with a causal associative research design. The study used purposive sampling, with a total of 130 respondents. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using IBM SPSS Statistics version 25. The findings demonstrate that celebrity endorsement positively and significantly affects brand awareness, while customer experience has a stronger positive and significant effect on brand awareness. Brand awareness significantly influences repurchase intention. Furthermore, celebrity endorsement and customer experience directly influence repurchase intention. The Sobel test confirms that brand awareness significantly mediates the effects of celebrity endorsement and customer experience on repurchase intention. These findings indicate that strengthening celebrity endorsement and customer experience while maintaining strong brand awareness can support Wardah in encouraging repeat purchases and sustaining consumer loyalty in the competitive halal cosmetics market.

Keywords

Brand Awareness, Celebrity Endorsement, Customer Experience, Halal Cosmetics, Repurchase Intention.

1. Introduction

The global cosmetics industry has grown steadily, driven by rising consumer awareness of personal care, ongoing product innovation, and evolving lifestyle trends. The global cosmetics market is projected to reach USD 809 billion by 2027, with an annual growth rate of 4.3% during the 2020–2027 period (Grand View Research, 2024). In Indonesia, the cosmetics industry has expanded rapidly alongside increasing internet and social media use, which has broadened consumers' access to beauty-related information and emerging trends. The Indonesian Internet Service Providers Association (*Asosiasi Penyelenggara Jasa Internet Indonesia/ APJII*) reported that internet penetration exceeded 78% of the population in 2024. At the same time, consumer preferences for halal, safe, natural, and environmentally friendly cosmetic products have continued to increase, intensifying competition within the cosmetics industry.

As a country with the world's largest Muslim population, approximately 229 million people, Indonesia represents an attractive market for halal cosmetics (BPS, 2023). The global halal cosmetics market reached USD 58 billion in 2024, with Indonesia accounting for approximately 15% of global consumption and ranking third worldwide after Saudi Arabia and the United Arab Emirates (Salaamgateway, 2023). Furthermore, more than 1,000 cosmetic products obtained halal certification in 2023, representing an increase of approximately 20% from the previous year. Approximately 65% of Indonesian Muslim consumers also consider halal certification a primary factor when purchasing cosmetic products (Amaliah et al., 2024). These developments have encouraged cosmetic manufacturers to strengthen marketing strategies capable of sustaining long-term consumer loyalty.

One company that has successfully capitalized on this opportunity is Wardah, a pioneer of halal cosmetics in Indonesia. The brand has established a strong image through continuous product innovation and its commitment to halal values. Wardah's achievements are reflected in several awards, including the Top Halal Award 2025 for Wardah UV Shield Sunscreen and Wardah Perfect Bright Series, as well as recognition as the world's most Muslim-friendly cosmetic brand in The State of the Global Islamic Economy 2025 (Mix.co.id, 2025). Nevertheless, a key issue is the decline in the Top Brand Index for Wardah facial moisturizer products, which fell from about 21% in 2021 to around 12% in 2025 (Top Brand Award, 2025). This downward trend indicates a gap between Wardah's strong brand reputation and its ability to maintain consumers' repurchase intention amid increasingly intense competition from domestic and international cosmetic brands.

This phenomenon suggests that repurchase intention is influenced not only by product quality but also by marketing effectiveness and consumers' overall experiences with the brand. Celebrity endorsement can enhance brand credibility and create a favorable brand image, thereby fostering positive consumer attitudes toward cosmetic products (Rokhmah et al., 2025). Similarly, a positive customer experience resulting from superior product quality, excellent service, and seamless digital interactions can improve customer satisfaction and encourage repeat purchases (Nusron & Subadar, 2023; Amanda & Marsasi, 2024). These influences are expected to become stronger when consumers possess high brand awareness, as they are more likely to choose brands that are familiar and trustworthy. Moreover, brand awareness serves as a key mechanism linking marketing strategies to repurchase intention, particularly in the context of halal cosmetics, where halal certification, product quality, and brand reputation reinforce consumer awareness (Hanafiah et al., 2022; Darsono & Ma'la, 2024; Kaiwa, 2024). Repurchase intention reflects consumers' willingness to purchase a product again based on their previous consumption experiences (Wahyuni et al., 2023).

Despite the growing literature, a key research gap remains: previous studies have examined celebrity endorsement, customer experience, and brand awareness in relation to repurchase intention independently. Therefore, this study aims to investigate the effects of celebrity endorsement and customer experience on repurchase intention, with brand awareness serving as a mediating variable among Wardah consumers in Bandung. The novelty lies in developing an integrated mediation model that simultaneously examines these relationships in the halal cosmetics industry. This study is expected to extend consumer behavior literature by providing a comprehensive understanding of the mechanisms underlying repurchase intention. In practice, the findings are expected to provide strategic insights for Wardah and other halal cosmetic companies to strengthen celebrity endorsement, customer experience, and brand awareness to encourage repurchase intention and sustain competitive advantage.

2. Literature Review and Hypothesis Development

2.1. The Influence on Brand Awareness

Brand awareness reflects consumers' ability to recognize and recall a brand and is an important component of brand equity and consumer decision-making. Celebrity endorsement can strengthen brand awareness by increasing consumers' attention, brand exposure, recognition, and recall. Celebrities who are perceived as credible, attractive, influential, and congruent with the promoted brand can create favorable consumer perceptions and reduce skepticism (Wang & Scheinbaum, 2018; Ambroise & Albert, 2020; Maisyaroh & Soepatini, 2024). From the perspective of the Theory of Planned Behavior, celebrity endorsers can function as social stimuli that shape consumers' attitudes and subjective norms toward a brand (Ajzen, 1991). Accordingly, a credible endorser who is consistent with Wardah's image can help consumers recognize and remember the brand more easily. Ahmed et al. (2015) and Puspita and Farida (2024) support this relationship, finding that celebrity endorsement positively influences brand awareness by increasing brand exposure and consumer recognition.

Customer experience also plays an important role in strengthening brand awareness (Riskiyansyah & Nuvriasari, 2024). It encompasses consumers' responses to interactions with products, services, and brand touchpoints throughout the customer journey (Gahler et al., 2023). Positive experiences, including satisfaction, ease of use, emotional attachment, and memorable interactions, can make a brand more familiar and easier to recall. Nusron and Subadar (2023) and Susilawati and Nugroho (2025) support this argument, finding that customer experience contributes to stronger brand awareness through positive impressions and consumer familiarity. Therefore, a positive customer experience can strengthen Wardah's position in consumers' minds.

H1: Celebrity endorsement has a positive effect on brand awareness.

H2: Customer experience has a positive effect on brand awareness.

2.2. The Influence on Repurchase Intention

Repurchase intention reflects consumers' willingness to purchase the same product again based on their previous consumption experiences and evaluations (Schiffman & Wisenblit, 2019; Wahyuni et al., 2023). According to the Theory of Planned Behavior (TPB), behavioral intention is influenced by individuals' beliefs, attitudes, and evaluations toward an object (Ajzen, 1991). In this context, brand awareness can strengthen consumers' confidence and preference when considering future purchases. Familiar brands are easier to recognize and evaluate, reducing uncertainty and increasing consumers' confidence in choosing the brand again.

Sadikin and Aprilianto (2022) and Amalia and Kurniawati (2023) support this relationship, finding that brand awareness positively influences repurchase intention. Thus, stronger awareness of Wardah can encourage consumers to recognize, remember, and repurchase the brand.

Celebrity endorsement can also influence repurchase intention by strengthening consumers' trust and favorable evaluations toward a brand. Credible, attractive, and brand-congruent celebrities can create positive brand associations and increase consumers' confidence in the promoted products (Kareem & Venugopal, 2023). For Wardah, celebrity endorsers who are perceived as credible and consistent with the brand's image can encourage consumers to maintain their preference and repurchase intention. Novitasari et al. (2023) found that celebrity endorsement positively influences repurchase intention for Wardah cosmetic products.

Customer experience likewise plays an important role in encouraging repurchase intention. It encompasses consumers' responses to interactions with products, services, and brand touchpoints throughout the customer journey (Gahler et al., 2023). Positive experiences, including satisfaction, ease of use, and emotional attachment, can encourage consumers to continue purchasing the same brand. When consumers have favorable experiences with Wardah, they are more likely to perceive the brand as capable of meeting their expectations and choose it again. Shalihah et al. (2024) found that customer experience positively influences repurchase intention. Therefore, positive customer experiences can strengthen satisfaction and encourage continued purchasing behavior.

H3: Brand awareness has a positive effect on repurchase intention.

H4: Celebrity endorsement has a positive effect on repurchase intention.

H5: Customer experience has a positive effect on repurchase intention.

2.3. The Influence of Brand Awareness as a Mediator

In this context, brand awareness can function as an important mechanism that connects marketing stimuli with repurchase intention. Consumers who can recognize and recall a brand are more likely to develop favorable perceptions and confidence, which can encourage them to repurchase. Celebrity endorsement can strengthen this process by increasing brand exposure through credible and attractive public figures, making the brand easier to recognize and remember (Ahmed et al., 2015; Ambroise & Albert, 2020). Similarly, customer experience creates memorable interactions across various brand touchpoints that can strengthen consumers' familiarity and emotional attachment to a brand (Gahler et al., 2023). Therefore, stronger brand awareness is expected to connect the effects of celebrity endorsement and customer experience with consumers' repurchase intention.

Previous studies provide empirical support for the mediating role of brand awareness. Celebrity endorsement can enhance consumers' awareness and confidence in a brand, which may subsequently strengthen their intention to repurchase the promoted products (Aw & Labrecque, 2023). Hameed et al. (2023) also demonstrated that brand awareness contributes to stronger purchase intentions by reducing perceived uncertainty toward a brand. Similarly, Faisol and Azizah (2024) found that celebrity endorsers can influence repurchase intention through consumers' perceptions of the promoted brand. Customer experience can also contribute indirectly to repurchase intention by creating memorable interactions that strengthen brand recognition and recall (Gahler et al., 2023). Thus, brand awareness can serve as a strategic mechanism through which favorable celebrity endorsement and customer experience strengthen consumers' intention to repurchase Wardah products.

H6: Brand awareness mediates the effect of celebrity endorsement on repurchase intention.

H7: Brand awareness mediates the effect of customer experience on repurchase intention.

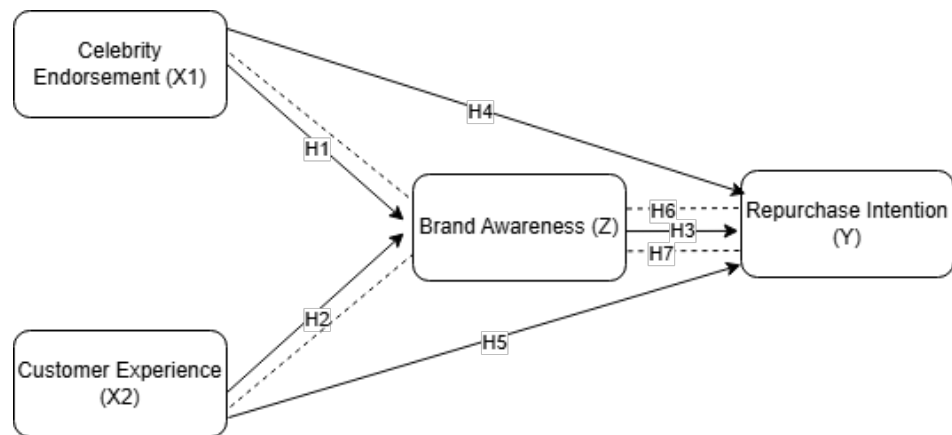


Figure 1. Conceptual Framework

Figure 1 illustrates the proposed relationships among celebrity endorsement, customer experience, brand awareness, and repurchase intention. Celebrity endorsement (X1) and customer experience (X2) are proposed to directly influence brand awareness (Z), as represented by H1 and H2. Brand awareness is then expected to positively influence repurchase intention (Y), represented by H3. In addition, celebrity endorsement and customer experience are hypothesized to directly affect repurchase intention, as represented by H4 and H5. Brand awareness also serves as a mediating variable, linking celebrity endorsement to repurchase intention through H6 and customer experience to repurchase intention through H7.

3. Methods

This study employed a quantitative approach with a causal associative research design to examine the relationships between celebrity endorsement, customer experience, brand awareness, and repurchase intention. A quantitative design was considered appropriate because it enables the empirical testing of causal relationships among variables through statistical analysis. The proposed research model consists of celebrity endorsement and customer experience as independent variables, brand awareness as the mediating variable, and repurchase intention as the dependent variable.

The study population comprised consumers of Wardah cosmetic products residing in Bandung, Indonesia. Respondents were selected using a non-probability sampling technique, specifically purposive sampling, to ensure that only individuals meeting the predetermined criteria participated in the study. To be eligible, respondents had to be at least 18 years old, have purchased and used Wardah products at least twice within the previous year, have been exposed to Wardah promotional activities involving celebrity endorsers, have personal experience using Wardah products, and currently reside in Bandung. A total of 130 valid responses were collected, satisfying the sample size recommendation proposed by Hair et al. (2019), which suggests a minimum of five to ten observations for each measurement indicator.

Primary data were collected through an online questionnaire administered using Google Forms. All measurement items were assessed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Celebrity endorsement was

measured using four indicators: trustworthiness, perception of the endorser, endorser attractiveness, and celebrity achievement. Customer experience was assessed through respondents' positive impressions during product use, ease of product use, post-purchase satisfaction, and emotional attachment to the brand. Brand awareness was measured using four indicators, namely brand recognition, brand recall, top-of-mind awareness, and awareness of brand existence. Repurchase intention was evaluated through intention to repurchase, intention to continue using the product, preference for the same brand, and willingness to make repeat purchases.

Data analysis was conducted using IBM SPSS Statistics version 25. The analysis began with descriptive statistics to describe respondent characteristics and summarize responses for each research variable. Instrument quality was subsequently evaluated through validity and reliability testing, followed by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met the required statistical assumptions. Hypothesis testing used multiple linear regression analysis to examine the direct relationships among variables. The Sobel test was used to examine the mediating role of brand awareness in the relationships between celebrity endorsement, customer experience, and repurchase intention. All statistical analyses were conducted at a 5% significance level, with hypotheses considered statistically supported when the significance value was below 0.05.

4. Results

Descriptive analysis was conducted to describe the tendency of respondents' responses to each research variable. The mean score of each item was interpreted based on the following Likert scale intervals: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high). Since each research variable consists of four statement items, the mean score for each item was calculated by dividing the total mean score of the variable by the number of items.

Table 1. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean Total	Mean/Item	Category
Celebrity Endorsement	130	7.00	20.00	14.8769	3.7192	High
Customer Experience	130	9.00	20.00	15.3308	3.8327	High
Brand Awareness	130	8.00	20.00	15.0385	3.7596	High
Repurchase Intention	130	9.00	20.00	15.2154	3.8039	High

Based on Table 1, all research variables fall into the high category. The customer experience variable has the highest mean score per item at 3.8327, indicating that respondents tend to have a positive experience when using Wardah products. This experience encompasses positive impressions, ease of product use, post-usage satisfaction, and an emotional connection to the brand. Meanwhile, repurchase intention, brand awareness, and celebrity endorsement also fall into the high category, with mean scores per item of 3.8039, 3.7596, and 3.7192, respectively, indicating that respondents generally have favorable perceptions across all research variables.

Table 2. Validity and Reliability Test

Variable	Item	r count	Sig.	r table	Cronbach's Alpha	Information
Celebrity Endorsement	X1.1	0.845	<0.001	0.172	0.799	Valid and Reliable
	X1.2	0.746	<0.001	0.172		
	X1.3	0.793	<0.001	0.172		
	X1.4	0.780	<0.001	0.172		
Customer Experience	X2.1	0.826	<0.001	0.172	0.785	Valid and Reliable
	X2.2	0.722	<0.001	0.172		
	X2.3	0.803	<0.001	0.172		
	X2.4	0.773	<0.001	0.172		
Brand Awareness	Z1	0.815	<0.001	0.172	0.790	Valid and Reliable
	Z2	0.716	<0.001	0.172		
	Z3	0.795	<0.001	0.172		
	Z4	0.808	<0.001	0.172		
Repurchase Intention	Y1	0.792	<0.001	0.172	0.759	Valid and Reliable
	Y2	0.734	<0.001	0.172		
	Y3	0.749	<0.001	0.172		
	Y4	0.779	<0.001	0.172		

Based on Table 2, all statement items are valid, as indicated by the calculated r-values ranging from 0.716 to 0.845, which are higher than the r-table value of 0.172, while all significance values are below 0.05. These results indicate that all questionnaire items adequately represent the indicators of celebrity endorsement, customer experience, brand awareness, and repurchase intention. In addition, the Cronbach's Alpha values for celebrity endorsement (0.799), customer experience (0.785), brand awareness (0.790), and repurchase intention (0.759) are all above the minimum threshold of 0.60, demonstrating that the instruments have good internal consistency and are reliable for further analysis. Thus, all measurement items meet the validity and reliability requirements of the study.

Table 3. Normality Test

Test	Value
N	130
Test Statistic	0.074
Asymp. Sig. (2-tailed)	0.075
Monte Carlo Sig. (2-tailed)	0.078

Table 3 presents the normality test, which was conducted using 130 valid questionnaire responses, with a test statistic of 0.074. The Asymp. Sig. (2-tailed) value is 0.075, while the Monte Carlo Sig. (2-tailed) value is 0.078. Both significance values exceed the 0.05 threshold, indicating that the regression model residuals are normally distributed. Therefore, the normality assumption has been fulfilled, suggesting that the residuals meet the required condition for subsequent regression analysis.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF	Information
Celebrity Endorsement (X1)	0.951	1.052	Multicollinearity is not present
Customer Experience (X2)	0.951	1.052	Multicollinearity is not present

According to Table 4, the tolerance values for both celebrity endorsement and customer experience are 0.951, while their VIF values are 1.052. The tolerance values are greater than 0.10, and the VIF values are below 10, indicating that there is no multicollinearity between the independent variables. These results demonstrate that celebrity endorsement and customer experience do not have a strong linear

relationship with each other that could interfere with the regression analysis. Therefore, the multicollinearity assumption is met, and both independent variables are suitable for further regression analysis.

Table 5. Heteroscedasticity Test

Variable	B	t	Sig.	Information
Celebrity Endorsement (X1)	-0.025	-0.706	0.482	Heteroskedasticity is not present
Customer Experience (X2)	-0.020	-0.550	0.583	Heteroskedasticity is not present

Table 5 shows that the significance values for celebrity endorsement and customer experience are 0.482 and 0.583, respectively. Both values are greater than 0.05, indicating that neither independent variable has a significant effect on the absolute residuals. Therefore, the regression model does not exhibit heteroscedasticity, meaning that the residual variance is relatively constant across the observations. These results indicate that the heteroscedasticity assumption is met, allowing the regression analysis to proceed to subsequent hypothesis testing.

Table 6. Hypothesis Testing

Path	Path Coefficient	Sobel/t-value	p-value	Decision
Celebrity Endorsement → Brand Awareness	0.313	4.180	< 0.001	Supported
Customer Experience → Brand Awareness	0.418	5.505	< 0.001	Supported
Brand Awareness → Repurchase Intention	0.359	5.323	< 0.001	Supported
Celebrity Endorsement → Repurchase Intention	0.198	3.262	0.001	Supported
Customer Experience → Repurchase Intention	0.382	5.953	< 0.001	Supported
Celebrity Endorsement → Brand Awareness → Repurchase Intention	0.112	3.238	0.001	Supported
Customer Experience → Brand Awareness → Repurchase Intention	0.150	3.776	< 0.001	Supported

Based on Table 6, celebrity endorsement has a positive and significant effect on brand awareness, with a path coefficient of 0.313, a t-value of 4.180, and a p-value < 0.001. This result indicates that higher celebrity endorsement is associated with higher brand awareness among Wardah consumers. Customer experience also has a positive and significant effect on brand awareness, with a path coefficient of 0.418, a t-value of 5.505, and a p-value < 0.001. Thus, a more positive customer experience is associated with higher brand awareness. Furthermore, brand awareness has a positive and significant effect on repurchase intention, as shown by a path coefficient of 0.359, a t-value of 5.323, and a p-value < 0.001. These results indicate that higher brand awareness is associated with stronger repurchase intention.

Celebrity endorsement also has a positive and significant direct effect on repurchase intention, with a path coefficient of 0.198, a t-value of 3.262, and a p-value of 0.001. This indicates that stronger celebrity endorsement is associated with greater repurchase intention. Customer experience has a positive and significant direct effect on repurchase intention, with a path coefficient of 0.382, a t-value of 5.953, and a p-value < 0.001, indicating that a more positive customer experience is associated with stronger repurchase intention. In addition, the indirect effect of celebrity endorsement on repurchase intention through brand awareness is 0.112,

with a t-value of 3.238 and a p-value of 0.001. Meanwhile, the indirect effect of customer experience on repurchase intention through brand awareness is 0.150, with a t-value of 3.776 and a p-value < 0.001. Both indirect effects are statistically significant, indicating that brand awareness significantly mediates the respective relationships.

5. Discussion

The research results indicate that celebrity endorsement has a positive and significant effect on brand awareness. Thus, the first hypothesis is accepted, indicating that favorable perceptions of Wardah's celebrity endorsers can increase consumers' awareness of the brand. Endorsers perceived as credible, attractive, and consistent with Wardah's brand image can help consumers recognize and recall the brand more easily. This finding is consistent with Puspita and Farida (2024), who found that celebrity endorsers positively influence brand awareness for Scarlett Whitening products. Hameed et al. (2023) also demonstrated that celebrity endorsement strengthens brand awareness and purchase-related responses.

Meanwhile, customer experience has a positive and significant effect on brand awareness, supporting the second hypothesis. This finding means that positive experiences with Wardah products, including favorable impressions, ease of use, post-usage satisfaction, and emotional connections, can make the brand more recognizable and memorable. The stronger coefficient of customer experience also indicates its substantial contribution to brand awareness. This finding is supported by Nusron and Subadar (2023), who found that customer experience is associated with brand-related outcomes, while Susilawati and Nugroho (2025) showed that customer experience strengthens brand awareness and customer loyalty through customer satisfaction.

The research results indicate that brand awareness has a positive and significant effect on repurchase intention. Thus, the third hypothesis is accepted. This finding shows that consumers who can better recognize and recall Wardah are more likely to repurchase its products. Brand awareness is important because consumers tend to choose brands that are familiar and trusted, particularly for cosmetic products where familiarity can provide greater confidence and reassurance. This finding is consistent with Amalia and Kurniawati (2023), who found that brand awareness contributes to repurchase intention. Kaiwa et al. (2024) also demonstrated that brand awareness can strengthen repurchase intention. In the Wardah context, Sabilla and Yuliana (2025) found that brand awareness contributes to consumer decisions toward Wardah products. Therefore, maintaining strong brand awareness can encourage consumers to continue choosing Wardah.

The research results indicate that celebrity endorsement has a positive and significant effect on repurchase intention. Thus, the fourth hypothesis is accepted. This means that more favorable perceptions of Wardah's celebrity endorsers can increase consumers' intention to repurchase Wardah products, as trusted and credible endorsers can strengthen consumer confidence and encourage favorable purchasing responses. This finding is supported by Ahmed et al. (2015), who found that celebrity endorsement influences consumer buying behavior, and Novitasari et al. (2023), who demonstrated its influence on repurchase intention for Wardah cosmetic products. Faisol and Azizah (2024) also found that celebrity endorsers contribute to repurchase intention through consumer-related brand perceptions.

Meanwhile, customer experience also has a positive and significant effect on repurchase intention, supporting the fifth hypothesis. This finding demonstrates that consumers with more positive experiences using Wardah products are more likely to make repeat purchases. Satisfaction, ease of use, and emotional attachment can encourage consumers to choose the same brand in future purchases. This finding is supported by Afifah and Abrian (2021), Shalihah et al. (2024), and Wahyuni et al.

(2023), who consistently found that customer experience positively influences repurchase intention and can foster satisfaction, trust, and continued purchasing behavior.

The Sobel test results indicate that brand awareness significantly mediates the effects of celebrity endorsement and customer experience on repurchase intention. The mediation is partial because celebrity endorsement and customer experience still have significant direct effects on repurchase intention after brand awareness is included in the model. These findings indicate that celebrity endorsement and customer experience influence repurchase intention through two pathways: directly and indirectly by strengthening brand awareness. Celebrity endorsement can increase consumers' recognition and recall of Wardah, while positive customer experiences can create memorable impressions that strengthen awareness of the brand. The resulting brand awareness then reinforces consumers' intention to repurchase Wardah products. These findings are consistent with Amalia and Kurniawati (2023) and Kaiwa et al. (2024), who found that brand awareness can mediate the relationship between marketing activities and repurchase intention. Thus, brand awareness serves as an important mechanism that strengthens the influence of both celebrity endorsement and customer experience on repurchase intention.

6. Conclusion

The findings demonstrate that celebrity endorsement, customer experience, and brand awareness play important roles in strengthening Wardah consumers' repurchase intention. Celebrity endorsement has a positive and significant effect on both brand awareness and repurchase intention, indicating that credible, attractive, and brand-congruent endorsers can increase consumer recognition and purchasing confidence. Customer experience also has a positive and significant effect on brand awareness and repurchase intention, with its stronger coefficient toward brand awareness indicating an important contribution to consumers' familiarity with Wardah. In addition, brand awareness positively and significantly affects repurchase intention, confirming that consumers who can recognize and recall Wardah are more likely to repurchase its products. The mediation analysis further shows that brand awareness partially mediates the effects of both celebrity endorsement and customer experience on repurchase intention. Thus, these marketing factors influence repurchase intention through both direct pathways and the strengthening of consumers' awareness of the brand.

From a practical perspective, Wardah should maintain the credibility and relevance of its celebrity endorsers while improving customer experiences across product use, service, and brand touchpoints. Strengthening brand recognition and recall should also remain a strategic priority because brand awareness is an important mechanism that connects marketing activities with repeat purchasing. Nevertheless, this study has several limitations. The research was conducted only among Wardah consumers in Bandung, involved 130 respondents selected through purposive sampling, and relied on self-reported questionnaire data. Therefore, the findings may not be fully generalizable to Wardah consumers in other regions or to broader cosmetic markets. Future research could involve larger and more geographically diverse samples to improve generalizability. Researchers may also consider comparative studies involving different cosmetic brands or halal cosmetic categories and incorporate additional variables, such as brand trust, customer satisfaction, perceived product quality, social media engagement, or brand loyalty, to provide a more comprehensive explanation of repurchase intention.

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