

THE INFLUENCE OF BRAND AWARENESS AND CELEBRITY ENDORSEMENT ON PURCHASING DECISIONS WITH TRUST CONSUMERS AS INTERVENING VARIABLES (Case Study on Bogor City Arei Products)

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Abstract

Background - Business development in Indonesia has experienced dynamics in line with relatively stable economic development. One business that is attracting attention is the outdoor equipment retail business. A purchase decision is an important step in the consumer process, which includes several steps starting from understanding the need or problem, seeking information, evaluating alternatives and finally making a purchase decision.

Purpose - This study aims to test and analyze the influence of brand awareness and celebrity endorsement on purchase decisions with consumer trust as an intervening variable.

methodology - Form study This is descriptive and verification with method analysis track (path analysis). This study uses a sample calculation with the Yamane formula of 98.20 then rounded to 100 consumers of Arei Outdoor Gear Bogor products.

Findings - The research results show that brand awareness has a direct, positive and significant effect on consumer trust. Celebrity endorsements have a direct, positive and significant effect on consumer trust. Brand awareness has a direct, positive and significant effect on purchase decisions. Celebrity endorsements have a direct, positive and significant effect on purchase decisions. Consumer trust has a direct, positive and significant effect on purchase decisions. Brand awareness has an indirect, positive and significant effect on purchase decisions. Celebrity endorsement has an indirect, positive and significant effect on purchase decisions.

Originality - variables that are different from previous research, using path analysis, different research locations

Keywords: Brand awareness, celebrity endorsement, purchase decision and trust.
