

## PENGARUH *BRAND AWARENESS* DAN *CELEBRITY ENDORSEMENT* TERHADAP KEPUTUSAN PEMBELIAN MELALUI KEPERCAYAAN KONSUMEN

## THE INFLUENCE OF BRAND AWARENESS AND CELEBRITY ENDORSEMENT ON PURCHASING DECISIONS THROUGH CONSUMER CONFIDENCE

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### ABSTRACT

*This study aims to test and analyse the effect of brand awareness and celebrity endorsement on purchasing decisions with consumer confidence as an intervening variable. The population in this study were consumers of Arei products in Bogor City, consisting of 5476 people. Sampling amounted to 100 people using the sample calculation with the Yamane formula. Data analysis uses descriptive and verification analysis, as well as using path analysis and Sobel Test analysis for intervening variables. The results showed that brand awareness and celebrity endorsement have a direct, positive and significant effect on consumer trust. Brand awareness, celebrity endorsement and consumer confidence have a direct, positive and significant effect on purchasing decisions. Brand awareness and celebrity endorsement have an indirect, positive and significant effect on purchasing decisions.*

**Keywords:** *Brand awareness; celebrity endorsement; purchase decision and trust consumers.*

### ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis tentang pengaruh *brand awareness* dan *celebrity endorsement* terhadap keputusan pembelian dengan kepercayaan konsumen sebagai variabel *intervening*. Populasi pada penelitian ini adalah konsumen produk Arei Kota Bogor yang terdiri dari 5476 orang. Pengambilan sampel berjumlah 100 orang menggunakan perhitungan sampel dengan rumus Yamane. Analisis data menggunakan analisis deskriptif dan verifikatif, serta menggunakan analisis jalur (*Path Analisis*) dan analisis *Sobel Test* untuk variabel *intervening*. Hasil penelitian menunjukkan bahwa *brand awareness* dan *celebrity endorsement* berpengaruh langsung, positif dan signifikan terhadap kepercayaan konsumen. *Brand awareness, celebrity endorsement* dan kepercayaan konsumen berpengaruh langsung, positif dan signifikan terhadap keputusan pembelian. *Brand awareness* dan *celebrity endorsement* berpengaruh tidak langsung, positif dan signifikan terhadap keputusan pembelian.

**Kata Kunci:** *Brand awareness; celebrity endorsement; keputusan pembelian dan kepercayaan konsumen*

## INTRODUCTION

Indonesia's improving economic stability has driven significant business dynamics, especially in the trade and services sector. This positive economic growth has also triggered an increase in people's purchasing power, one of which is reflected in the increasing interest in active lifestyles and outdoor activities. Consequently, the outdoor equipment retail business has experienced rapid growth. Increasing awareness of the importance of health, the natural beauty of Indonesia, and the trend of adventure tourism have become the main drivers of demand for quality outdoor equipment. Activities such as mountain climbing, hiking, and camping not only offer recreation, but also become a means to establish a closer relationship with nature.

The high interest in outdoor activities in Bogor has encouraged the development of various shops that provide outdoor equipment. Products that are usually available in these shops include tents, sleeping bags, mountain shoes, outdoor clothing, and various other supporting accessories. Arei Outdoor Gear strategically targets consumers who like adventure or often do outdoor activities. With the increasing public interest in outdoor activities, the demand for adventure equipment products is also increasing.

In a competitive business environment, companies compete to implement various marketing strategies to influence consumer purchasing decisions. To attract attention, companies often highlight the unique advantages of their products. Before deciding, consumers usually compare various product options based on their quality and benefits. The purchasing decision-making process itself involves several stages, starting from recognizing needs, seeking information, to evaluating various options before finally deciding to buy a particular product. According to Kotler & Keller (2016), a purchasing decision is a stage where consumers have

made a choice and are ready to make a purchase or exchange between money and a promise to pay with the right to own or use a good or service. Kotler & Keller (2016) identify several purchasing decision indicators, namely: product choice, brand choice, distributor choice, time of purchase, purchase amount, payment method. There are various factors that can influence consumer purchasing decisions, according to previous research conducted by Hendra Budianto Barus (2024) stated that the factors that influence purchasing decisions are brand awareness, celebrity endorsement and consumer trust.

A preliminary survey was conducted on 20 consumers, based on the results of the pre-survey on Arei product purchasing decisions, it can be concluded that there are several problems that influence consumer purchasing decisions. As many as 55% of consumers feel that Arei product choices are limited, indicating that product availability is still an obstacle. In addition, 30% of consumers do not make Arei a top priority in choosing a brand, indicating competition with other brands. In terms of distributors, 70% of consumers find it difficult to obtain the desired goods, indicating that product distribution needs to be improved. Consumers also tend to buy products based on needs without being influenced by promotions or discounts, reflecting the low appeal of promotions. In addition, the majority of consumers do not buy more than one product, indicating limitations in purchasing motivation. Finally, 60% of consumers feel that payment method choices are limited, which can be a barrier to purchasing decisions. Overall, 69% of consumers consider that Arei product purchasing decisions are still not optimal, indicating that there are various aspects that need to be improved to increase consumer satisfaction and loyalty.

Consumer trust is an important aspect that influences purchasing decisions. Through consumer interaction and experience with the company, this trust is formed and becomes a determining factor

for consumers in choosing a product. Based on a preliminary survey conducted on 20 consumers, it showed a low level of trust in Arei products. The survey revealed that as many as 60% of respondents stated that they did not have full trust in Arei products, this was because as many as 70% of consumers doubted Arei's commitment to providing the best products, 65% of Arei was less transparent in conveying information, the average survey results showed that consumer trust in Arei was still low, which had an impact on purchasing decisions. Trust indicators such as integrity, kindness, and competence were the main concerns in this survey.

Brand awareness is also a significant factor in determining purchasing decisions. The more consumers recognize a brand, the easier it is for them to make purchasing decisions. Based on Google Trends data in 2023, Eiger ranked first with 82% of searches, while Arei only got 20%. This shows that Arei needs to increase efforts to introduce their brand in order to compete. A strategy to increase brand awareness can help Arei to be better known and remembered by consumers, thus positively influencing purchasing decisions.

Celebrities as endorsers are believed to be able to influence consumers' desire to make purchases and to boost product sales. Bramantya and Jatra (2016). Shimp (2014) Celebrity endorsement is an advertisement that uses a famous person or figure to support an advertisement. This strategy aims to take advantage of celebrity popularity to increase sales. Arei has been using this strategy since 2021. However, this strategy is considered less than optimal compared to competitors such as Eiger, which has started this strategy since 2019 and involves famous celebrities such as Ramon Y Tungka and Fiersa Besari. The selection of less popular celebrities and the lack of consistency in implementing this strategy are obstacles for Arei in achieving revenue targets. A preliminary survey on celebrity endorsements conducted on 20

Arei consumers showed less than satisfactory results. As many as 55% of celebrity endorsements are not optimal for consumers, this is because as many as 75% of consumers feel that celebrities are not convincing in delivering advertisements. In addition, 60% of consumers doubt the celebrity's knowledge of the product, 65% of consumers consider the reputation of the chosen celebrity to be poor, meaning that the strategy of using celebrities to promote products has not achieved the expected goals. Consumers feel that there are shortcomings or inconsistencies in the way celebrities convey product messages, so they do not have a significant impact on purchasing decisions.

## **MATERIALS AND METHODS**

### **MATERIAL**

#### **Buying decision**

According to Kotler & Keller (2016), a purchasing decision is a stage where consumers have made a choice and are ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service. There are various factors that can influence consumer purchasing decisions, according to previous research conducted by Hendra Budianto Barus (2024) stated that the factors that influence purchasing decisions are brand awareness, celebrity endorsement and consumer trust. Kotler & Keller (2016) identify several purchasing decision indicators, namely: product choice, brand choice, distributor choice, time of purchase, purchase amount, payment method.

#### **Brand Awareness**

*Brand awareness* is the extent to which brand awareness can identify a brand, brand awareness is important at the point of purchase, and will increase the familiarity and commitment of a brand to be considered. Gunawardane (2015). Some factors that influence brand awareness: *Brand Recall, Brand Recognition, Purchase Decision, Consumption*; Brady, et al (2019). Indicator *brand awareness*, remembering

symbols or logos, being able to recognize products, knowing product characteristics, knowing competitor brands Gunawardane (2015).

### **Celebrity Endorsement**

*Celebrity endorsement* is an advertisement that uses famous people or figures to support an advertisement Shimp (2014). Some factors that influence celebrity endorsement: Physical Attractiveness, Credibility, Amiability, Celebrity Product Match, Profession, Celebrity Audience Match Song, et al (2010). Indicator celebrity endorsement, truthworthiness, expertise, attractiveness, respect, similarity Shimp (2014).

### **Consumer Trust**

Consumer trust is all the knowledge that customers have and all the conclusions that customers make about an object, its attributes, and its benefits. The Man (2017). Factors that influence consumer trust are brand awareness and celebrity endorsement. Annisa Nurul Tamara (2021). Indicator consumer trust is integrity, benevolence, competence The Man (2017).

## **METHOD**

The study used quantitative research methods with descriptive and verification approaches. The descriptive approach is given to provide an overview of the value of independent variables without any comparison or relationship with other variables, while the verification approach is used to test a theory and try to help answer the problem formulation (Sugiyono, 2019).

### **Research Object**

The object of research is anything in the form of a study that is determined by the researcher to be studied until information is obtained and conclusions can be drawn (Sugiyono, 2019). The object of this research is Arei Outdoor Gear Bogor consumers. The location of this research is Arei Outdoor Gear Bogor.

### **Data or Variables Used**

The data used in this research comes from primary data and secondary data. According to Sugiyono (2017), disclosing

secondary data is a data source that does not directly provide data to data collectors. Secondary data in the research was obtained from reading books, library references, literature or previous research results, journals and articles.

In this study, 3 (three) variables that will be analyzed include exogenous variables, endogenous variables, and intervening variables. Exogenous variables in the study include brand awareness (X21) and celebrity endorsement (X2) then endogenous variables in this study include purchasing decisions and intervening variables in this study are consumer trust.

### **Population and Sample**

Population is an object or subject that has a certain quantity and characteristics that have been determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017). In this study, the population is consumers of Arei Outdoor Gear Bogor.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). The sampling method in this study uses a non-probability sampling type with a purposive sampling technique. Sample calculation with the Taro Yamane formula approach (1967) can be used to calculate the number of samples, a sample of 98.20 was obtained, then rounded up to 100 respondents.

### **Approach Method**

Calculation using path analysis by: 1) calculating multiple regression coefficients using the model; 2) calculating path coefficients with the model; 3) calculating the coefficient of determination; 4) calculating the effect partially. The variable is said to be intervening because it influences the relationship between the independent and dependent variables, referring to Baron and Kenny (1986) in Ghozali (2018) testing the mediation hypothesis through the Sobel test with an absolute Ztable value of 1.96.

### **Validity Test, Reliability Test and Classical Assumption Test**

Validity test shows that the questionnaire items are said to be valid at least 0.3 referring to Sugiyono (2018) where the item total correlation above 0.3 is categorized as a valid item, while the item total correlation below 0.3 is invalid and will be removed from further analysis. Reliability test shows how far the measuring instrument can be trusted through measuring twice or more against the same symptoms with the same measuring instrument. According to Sugiyono (2018), an instrument is said to be reliable if the alpha is 0.6 or more.

The classical assumption test shows that the research model truly meets the basic assumption requirements in regression analysis, namely: 1) the normality test explains that the model is normally

distributed using the Kolmogorov-Smirnov test referring to Ghozali (2018) where the Kolmogorov-Smirnov probability value (sig) is above 0.05 or statistical data forms a bell curve; 2) the multicollinearity test explains that the model does not find any correlation between the independent variables referring to Ghozali (2018) to detect multicollinearity through tolerance values with values above 0.05 and variance inflation factors with values below 5; 3) the heteroscedasticity test explains that the model variance is not the same from the residual of one observation to another observation remains, then the model is good to use referring to Ghozali (2018) heteroscedasticity testing through observing the scatterplot graph between the zpred value and its residual sresid.

## RESEARCH RESULTS AND DISCUSSION

### DISCUSSION

#### Consumer Characteristics and Consumer Responses

**Table 1. Recapitulation of Respondent Characteristics**

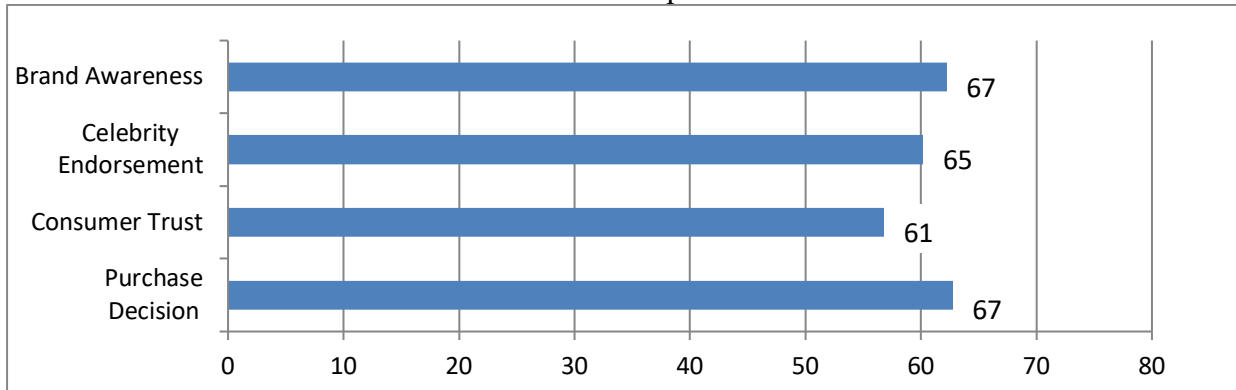
No	Criteria	Characteristic Types	Number of people	Percentage (%)
1	Genital type	Man	58	58
2	Age	25-29 years old	38	38
3	Education	High School/Vocational School	52	52
4	Work	Self-employed	46	46
5	Income	3,100,000-6,000,000	41	41
6.	Have you ever bought/not bought?	Yes	100	100

Source: Processed Data, 2024

Analysis of the characteristics of respondents shows that consumers of Arei outdoor products in Bogor. The majority of Arei consumers are male (58%), indicating that Arei outdoor products are more in demand by men, who tend to be active in outdoor activities such as hiking and camping. Age 25-29 years (41%), illustrates that consumers are at a productive age with a high interest in outdoor activities that support physical and mental health. The majority of respondents are high school/vocational high school

educated (52%), shows the affordability of Arei products for the wider community. Most consumers are self-employed (40%), who have the flexibility of time to participate in outdoor activities. The income range of Rp3,100,000-6,000,000 (41%), shows that Arei products are affordable for the middle class. In addition, All respondents (100%) stated that they had purchased Arei products. This shows that the data obtained from this survey is relevant and reliable for analyzing Arei consumer profiles. A summary of employee responses to the research variables can be seen in Figure 1:

Consumer Response



**Figure 1. Recapitulation of Consumer Responses to Brand Awareness, Celebrity Endorsement, Consumer Trust and Purchasing Decisions**

Consumer response to the brand awareness variable is 67 in the sufficient criteria, the company has succeeded in providing good product quality, customer satisfaction, and the value offered. Consumer response to the celebrity endorsement variable is 65 which is included in the sufficient assessment criteria, consumers feel they have similarities with celebrities, are influenced by their admiration for celebrities, the ability of celebrities to promote products well, and their understanding of the product. This makes consumers interested in the recommendations given. Consumer response to the consumer trust variable is 61 which is included in the sufficient

assessment criteria, Arei Outdoor Gear Bogor has good competence in producing quality, durable products, and innovative designs according to consumer trends and needs. Employee response to the purchasing decision variable is 67 which is included in the sufficient assessment criteria, this is because it shows that Arei Outdoor Gear Bogor has good quality, innovative designs, and a variety of product choices.

**Recapitulation of Research Variables Using Path Analysis**

The results of the path analysis can be seen in the following table:

**Table 2. Recapitulation of the Influence of Brand Awareness (X1) and Celebrity Endorsement (X2) on Purchasing Decisions (Y) Through Consumer Trust (Z)**

Variables		Path Coefficient			
<i>Exogenous</i>	<i>Endogen</i>	R2	Direct	Indirect	Total
Brand Awareness(X1)	Consumer Confidence (Z)	0.708	0.288		
Celebrity Endorsement(X2)	Consumer Confidence (Z)		0.623		
Brand Awareness(X1)	Purchase Decision (Y)	0.846	0.137	0.161	0.298
Celebrity Endorsement(X2)	Purchase Decision (Y)		0.291	0.350	0.641
Consumer Confidence (Z)	Purchase Decision (Y)		0.398		

Source: Statistical Data Processing Results With SPSS Version 25.00, 2024

From the results of the path analysis test, it can be interpreted as follows:

1. There is a direct influence of brand awareness on consumer trust. This can be seen from the large path coefficient of 0.288 or 28.8%
2. There is a direct influence of celebrity endorsement on consumer trust. This can be seen from the large path coefficient of 0.623 or 62.3%

Based on the statistical calculations in Table 4.30, it was obtained that coefficient determination (R<sup>2</sup>) of 0.708, meaning that the contribution of the influence of the brand awareness and celebrity endorsement variables to consumer trust is 70.8%.

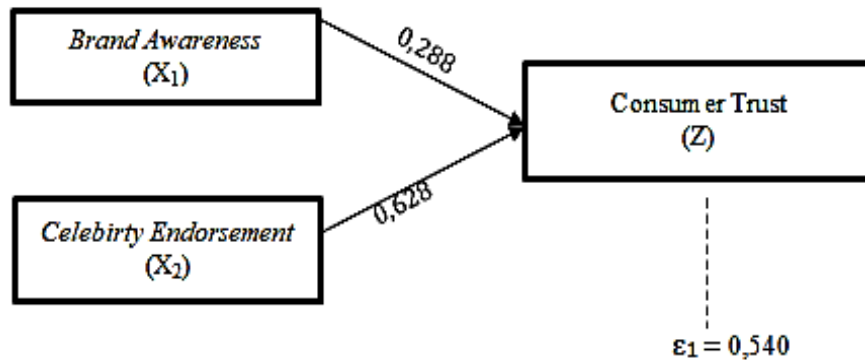
Meanwhile, 29.2% of consumers trust the effect of other factors not studied (residuals). The path coefficient for other

factors of 0.540 is obtained through the following calculation:

$$\begin{aligned} \varepsilon_1 &= \sqrt{1 - R \text{ Square}} \\ \varepsilon_1 &= \sqrt{1 - 0,708} \\ \varepsilon_1 &= 0.540 \end{aligned}$$

Obtained Structural equations for the model of the influence of brand awareness and celebrity endorsement on consumer trust:

$Z = 0.288X_1 + 0.628X_2 + 0.540$ . Based on this equation, the first equation path analysis can be made as follows:



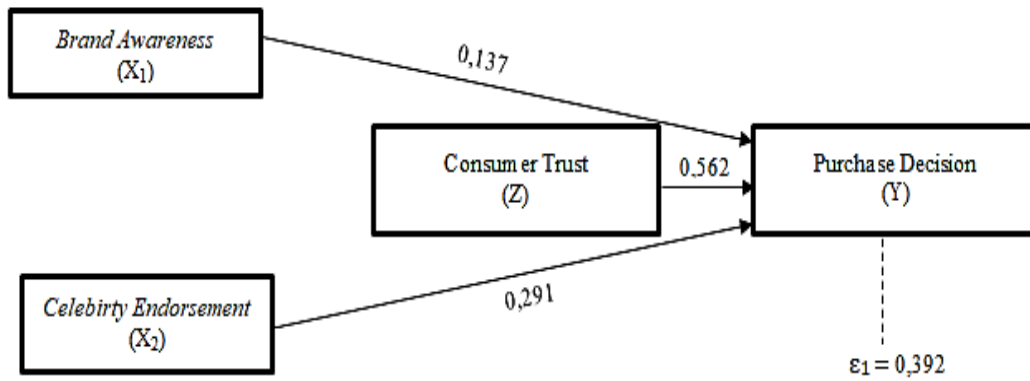
**Figure 2. First Structural Equation Path Analysis**

3. There is an influence of brand awareness on purchasing decisions both directly and indirectly. This can be seen from the magnitude of the path coefficient of 0.137 or 13.7% and the indirect influence of 0.161 or 16.1%. In addition, the total effect of the three variables is 0.298 or 29.8%.
4. There is an influence of celebrity endorsement on purchasing decisions both directly and indirectly. This can be seen from the magnitude of the path coefficient of 0.291 or 29.1% and the indirect effect of 0.350 or 35.0%. In addition, the total effect of the three variables is 0.641 or 64.1%.
5. There is an influence of consumer trust on purchasing decisions directly. This can be seen from the magnitude of the path coefficient of 0.562 or 56.2%

In addition, based on statistical calculations in Table 4.31, the R Square is 0.846, meaning that the contribution of the influence of brand awareness, celebrity endorsement and consumer trust variables to purchasing decisions is 84.6%. While 15.4% of purchasing decisions are influenced by other factors that are not studied (residue). The path coefficient for other factors of 0.540 was obtained through the following calculation.:

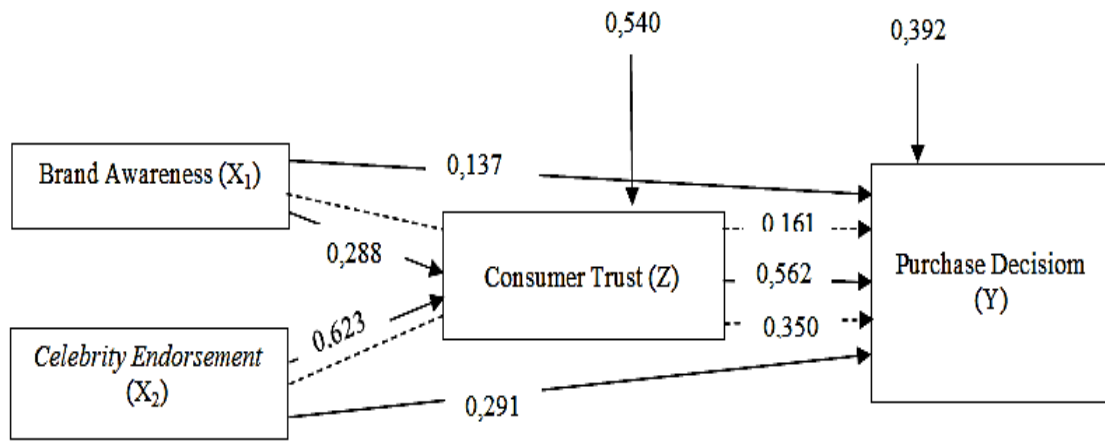
$$\begin{aligned} \varepsilon_2 &= \sqrt{1 - R \text{ Square}} \\ \varepsilon_2 &= \sqrt{1 - 0,841} \\ \varepsilon_2 &= 0.392 \end{aligned}$$

The structural equation for the influence model of brand awareness, celebrity endorsement and consumer trust on consumer trust is obtained:  $Y = 0.137X_1 + 0.291X_2 + 0.562Z + 0.392$ . Based on this equation, the second equation can be made using path analysis as follows:



**Figure 3. Second Structural Equation Path Analysis**

The equation model is described in the path diagram model as follows:



**Figure 4. Path Analysis Image Diagram Model**

**Partial Hypothesis Testing**

Partial hypothesis testing is done to see the meaning of each variable using the t-test. Usually two models of testing the null hypothesis (H0) and the alternative

hypothesis (Ha) are proposed. Then the t-test is used to test the hypothesis is accepted or rejected. The results of the hypothesis testing in the following table:

**Table 3. Hypothesis Testing Results**

Hypothesis	Path Coefficient	count	table	sig	Decision	Conclusion
$\rho_{ZX1} > 0$	0.288	3,943	1,661	0,000	Ha1 accepted	Positive and Significant
$\rho_{ZX2} > 0$	0.623	8,527	1,661	0,000	Ha2 accepted	Positive and Significant
$\rho_{YX1} > 0$	0.137	2,393	1,661	0,019	Ha3 accepted	Positive and Significant
$\rho_{YX2} > 0$	0.291	4,122	1,661	0,000	Ha4 accepted	Positive and Significant
$\rho_{YZ} > 0$	0.398	7,582	1,661	0,000	Ha5 accepted	Positive and Significant

Source: Results of statistical data processing with SPSS 26, 2024

1. The brand awareness variable obtained a t count of 3.943 and a t table value for  $\alpha = 0.05$  with degrees of freedom of  $100 - 2 - 1 = 97$  of 1.661, meaning that  $t \text{ count} > t \text{ table}$  ( $3.943 > 1.661$ ) with significance of  $0.000 < 0.050$ . So it can be concluded that Ha1 is accepted and H01 is rejected, meaning that brand

2. The celebrity endorsement variable obtained a t count of 8.527 and a t table value for  $\alpha = 0.05$  with degrees of freedom  $100 - 2 - 1 = 97$  of 1.661, meaning  $t \text{ count} > t \text{ table}$  ( $8.527 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that Ha1 is accepted and H01 is rejected,

- meaning that celebrity endorsement directly has a positive and significant effect on consumer trust.
- The brand awareness variable obtained a t count of 2.393 and a t table value for  $\alpha = 0.05$  with degrees of freedom  $100-3-1 = 96$  of 1.661, meaning  $t \text{ count} > t \text{ table}$  ( $2.393 > 1.661$ ) with a significance of  $0.019 < 0.050$ . So it can be concluded that  $H_{a1}$  is accepted and  $H_{01}$  is rejected, meaning that brand awareness directly has a positive and significant effect on purchasing decisions.
  - The celebrity endorsement variable obtained a t count of 4.122 and a t table value for  $\alpha = 0.05$  with degrees of freedom  $100-3-1 = 96$  of 1.661, meaning  $t \text{ count} > t \text{ table}$  ( $4.122 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that  $H_{a1}$  is accepted and  $H_{01}$  is rejected, meaning that celebrity endorsement directly has a positive and

significant effect on purchasing decisions.

- The consumer trust variable obtained a t count of 7.582 and a t table value for  $\alpha = 0.05$  with degrees of freedom  $100-3-1 = 96$  of 1.661, meaning  $t \text{ count} > t \text{ table}$  ( $7.582 > 1.661$ ) with a significance of  $0.000 < 0.050$ . So it can be concluded that  $H_{a1}$  is accepted and  $H_{01}$  is rejected, meaning that consumer trust has a direct positive and significant effect on purchasing decisions.

### Sobel Test Analysis

Sobel test analysis is used to determine the strength and test the significance of the influence of intervening variables. Two tests were conducted for brand awareness and celebrity endorsement variables on purchasing decisions through consumer trust. The Sobel test output can be seen in the following table:

**Table 4. Sobel Test Output Results**

a1	a2	B	SEa1	SEa2	Seb
0.191	0.373	1,069	0.049	0.044	0.141

Source: Statistical Data Processing Results With SPSS Version 25.00, 2024

Through this information, then the Zhitung calculation can be done using the following calculation formula:

- The influence of brand awareness on purchasing decisions through consumer trust

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$Z = \frac{0,191 \cdot 1,069}{\sqrt{(1,069^2 \cdot 0,049^2) + (0,191^2 \cdot 0,141^2)}}$$

$$Z = \frac{0,20417}{\sqrt{(1,14276 \cdot 0,00240) + (0,03648 \cdot 0,01988)}}$$

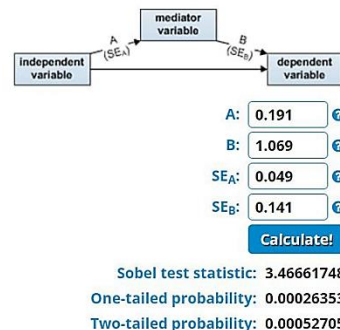
$$Z = \frac{0,20417}{\sqrt{0,002742 + 0,000725}}$$

$$Z = \frac{0,20417}{\sqrt{0,003467}}$$

$$Z = \frac{0,20417}{0,05888123}$$

$$Z = 3,46$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the truth of the calculation:



**Figure 5. Calculate Sobel Test Results for Brand Awareness Variables**

The results of the calculation of the statistical value of the Sobel test obtained a Zcount value of 3.46. The Zcount value  $>$  Ztable ( $3.46 > 1.96$ ), so these results prove that consumer trust is able to mediate the

influence brand awareness on purchasing decisions significantly.

- The influence of celebrity endorsement on purchasing decisions through consumer trust

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

$$Z = \frac{0,373 \cdot 1,069}{\sqrt{(1,069^2 \cdot 0,044^2) + (0,373^2 \cdot 0,141^2)}}$$

$$Z = \frac{0,194 \cdot 0,623}{\sqrt{(1,14276 \cdot 0,00193) + (0,13912 \cdot 0,01988)}}$$

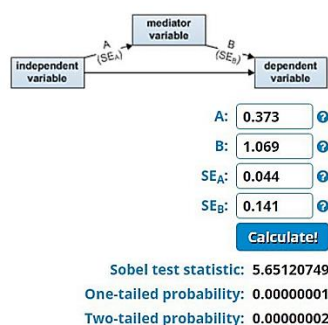
$$Z = \frac{0,39873}{\sqrt{0,002205 + 0,002765}}$$

$$Z = \frac{0,39873}{\sqrt{0,00497}}$$

$$Z = \frac{0,39873}{0,07049822}$$

$$Z = 5,65$$

The following are the results of the Sobel Test Calculator for the Significance of Mediation program to prove the truth of the calculation:



**Figure 6. Calculate Sobel Test Results for Celebrity Endorsement Variables**

The result of the calculation of the statistical value of the Sobel test obtained a Zcount value of 5.65. The Zcount value > Ztable (5.65 > 1.96), so the results prove that consumer trust is able to mediate the influence of celebrity endorsement on purchasing decisions significantly.

## DISCUSSION

### The Direct Influence of Brand Awareness on Consumer Trust

brand awareness is the ability of a potential consumer to recognize or remember that a brand belongs to a certain product category Handayani & Kosasih (2020). In this case, it means that consumers are not oriented towards brand awareness alone as a reason to put their

trust in a brand. They may still consider other aspects such as reviews or testimonials from consumers who have purchased. This study is supported by Cindy Dwi Fatikasari (2018) with research results showing that there is a direct positive and significant influence of brand awareness on consumer trust. This means that the higher the brand awareness of a brand, the greater the level of consumer trust in a brand.

### The Direct Influence of Celebrity Endorsement on Consumer Trust

Celebrity Endorser is usually referred to as an actor or artist, celebrity, entertainer, or athlete who is widely known or recognized for their success in their respective fields to help a product being promoted (Shimp, 2010). Celebrities have an appeal that can be used as an effective strategy if used by advertisers in advertising products or services. The results of this study are supported by Annisa Nurul Tamara (2021) with the results of the study showing that there is a direct positive and significant influence of celebrity endorsement on consumer trust. This shows that the better the celebrity endorsement used in advertising a product, the higher the consumer trust in a product.

### The Direct Influence of Brand Awareness on Purchasing Decisions

Brand awareness is the ability of a potential consumer to recognize part of a brand or recall a brand (Krinawati, 2016). This is because brand awareness creates an emotional bond between consumers and brands. When consumers remember a brand well, they tend to have a positive perception of the quality, reliability, and value of the product offered, brand awareness is one of the key factors that can influence consumers and encourage them to make purchases. The results of this study are supported by Zulkifli Duwila, et al. (2022) with research results showing that there is a direct positive and significant influence of brand awareness on purchasing decisions. Brand awareness that is seen as good and of high quality will certainly encourage

products to be increasingly recognized by people from various circles.

### **The Direct Influence of Celebrity Endorsement on Purchasing Decisions**

One of the elements to increase consumer trust is celebrity endorsement. Celebrity Endorsement is one of the modern marketing features that is always there. The majority of advertising companies use celebrity endorsements to support their products or brands in marketing their products. The use of this endorsement will later have an impact on strengthening business existence, controlling market share in the target market, and increasing sales (Nilammadi, 2021). Celebrities as endorsers are believed to be able to influence consumers' desire to make purchases and to be able to boost product sales (Wijaya, 2020). The results of this study are supported by Ahmad Aulia Anas, et al. (2020) with the results of the study showing that there is a direct positive and significant influence of celebrity endorsement on purchasing decisions. The use of the role of Celebrity endorser is believed to have its own appeal, namely having the advantage of publicity and the power to gain attention from consumers, by utilizing this fame it is hoped that it can attract consumer interest in making purchases of the advertised products.

### **The Direct Influence of Consumer Trust on Purchasing Decisions**

With consumer trust, it will be easier to determine the desired/needed product. This means that if consumer trust exists, purchasing decisions will increase. Trust in the product can be a factor that will then encourage consumers to make purchasing decisions on the trusted product or service. In every decision-making process, consumers will be faced with considering whether or not a product/service is appropriate based on the information they get or receive, and the process of fulfilling needs and desires and several alternative choices available (Munhiar and Jalillah, 2018). The results of this study are supported by M. Wildan

Maulana (2019) with research results showing that there is a direct positive and significant influence of consumer trust on purchasing decisions. This illustrates that the higher the trust that consumers have, the higher the purchasing decisions that will be made by consumers.

### **Indirect Influence of Brand Awareness on Purchasing Decisions through Consumer Trust**

Consumer trust serves as a mediator that connects brand awareness with purchasing decisions. Strong brand awareness builds consumer confidence and trust in the brand, which ultimately encourages them to buy the product. High brand awareness increases consumer confidence in the quality of the brand's products or services. Consumers who know the brand well are more confident that the brand's products or services are of high quality and meet their needs. The results of this study are supported by Yudha Ras Adam (2020) with the results showing that there are significant positive results for the brand awareness variable on purchasing decisions through consumer trust.

### **Indirect Influence of Celebrity Endorsement on Purchasing Decisions through Consumer Trust**

Celebrity endorsement is a very effective marketing tool. However, its success also depends on the ability to build consumer trust. By choosing the right celebrity and delivering relevant messages, companies can increase brand awareness, build consumer trust, and thus drive increased sales. The results of this study are supported by A. Ratna Pudyaningsih, et al. (2020) with the results showing that there are significant positive results for the celebrity endorsement variable on purchasing decisions through consumer trust.

## **CONCLUSION AND IMPLICATIONS**

### **CONCLUSION**

The results of the analysis and hypothesis testing show that brand awareness has a direct, positive, and significant influence on consumer trust, as

does celebrity endorsement. Both variables also have a direct, positive, and significant influence on purchasing decisions. In addition, consumer trust has a direct, positive, and significant influence on purchasing decisions. Furthermore, brand awareness and celebrity endorsement also have an indirect, positive, and significant influence on purchasing decisions through consumer trust as an intervening variable. These results confirm that consumer trust plays an important role in mediating the relationship between brand awareness, celebrity endorsement, and purchasing decisions.

### IMPLICATIONS

Arei Outdoor Gear Bogor creates product and packaging designs that attract attention and are different from similar products, make sure all important information about the product is clearly stated on the packaging, provide a unique product code for each product for easy identification and tracking. Then use the same logo, color, and design on all promotions, be it product packaging, website, or social media. To increase consumer trust by using celebrity endorsers who are credible, popular, and liked by many consumers, the company can build strong trust in Arei products. The advertising message conveyed by the celebrity will be more easily accepted and remembered by consumers, thus potentially increasing purchasing decisions. Arei Outdoor Gear Bogor creates clear standard procedures for handling each case, so as to provide consistent service, set realistic response time targets for each communication channel. Arei Outdoor Gear Bogor continues to develop new products that meet customer needs and desires, provide offers of various product variants with different features and prices to meet the needs of various market segments, actively interact with customers on social media, provide solutions that truly solve customer problems, follow up after the

problem is resolved to ensure customer satisfaction.

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