

## Celebrity Endorsement on Purchasing Decisions with Brand Trust as a Mediator

Nur Intan Mutiara Nandini<sup>1</sup>, Annisa Fajri<sup>2</sup>

<sup>1,2</sup> Faculty Economic and Business, Universitas Muhammadiyah Semarang  
Correspondence Email: [annisafajri@unimus.ac.id](mailto:annisafajri@unimus.ac.id)

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### ABSTRACT

This study aims to determine how much influence Celebrity Endorsement has on Purchasing Decisions with Brand Trust as a Mediator for X Skincare Product Users in Semarang City. This study uses a quantitative approach using primary data obtained from distributing written instruments or questionnaires and getting responses from respondents as many as 100 samples using the survey method. In this study, to evaluate the hypothesis using SmartPLS (Partial Least Square) V4.1 Analysis. Based on the results of the SmartPLS analysis test that has been carried out, the results show that Celebrity Endorsement (X) has a positive and significant effect on Purchasing Decisions (Y), Celebrity Endorsement (X) has a positive and significant effect on Brand Trust (Z), Brand Trust (Z) has a positive and significant effect on Purchasing Decisions (Y), Brand Trust (Z) has a positive and significant effect on mediating between Celebrity Endorsement (X) on Purchasing Decisions (Y).

**Keywords:** Celebrity Endorsement,  
Purchasing Decision, Brand Trust

## **INTRODUCTION**

In the midst of an increasingly advanced era, the growing demand for beauty products has become a basic need that must be fulfilled by society, especially women. Because this is the main goal of the beauty product business to continue to promote its products. According to Sari (2020) when a consumer studies an item and decides to buy it, they make a purchase decision. The process of buying goods starts from the consumer before deciding which product purchase option to buy. This is influenced by several factors such as celebrity endorsement, purchasing decisions, and brand trust.

Celebrity endorsement is used to attract consumers and increase brand awareness of a product. By cooperating with celebrities as endorsers, it is believed that consumers who buy will have the intention to repurchase the product in order to increase sales of the endorsed product. Wijaya (2020) revealed that using celebrity endorsement can increase consumer purchasing decisions and product sales.

Currently, celebrity endorsement is widely used by online marketers to promote products and services to increase brand trust. Brand trust from consumers to celebrities and brand reputation also plays an important role in influencing purchasing decisions. Brand trust refers to the ability of a brand to be relied on, which comes from consumer confidence that an item can fulfill the promises made by the brand with good intentions and prioritize the interests of buyers (Suhardi & Irmayanti, 2019) in (Rahmani, et al., 2022).

Consumer purchasing decisions are often influenced by celebrity endorsements, which have a significant impact on shopping behavior. When a famous or influential celebrity endorses a product, consumers are usually more interested in buying the product. Meanwhile, brand trust acts as a mediator between celebrity endorsement and purchasing decisions. When consumers trust the products recommended by celebrities, they tend to make more purchasing decisions. Celebrity endorsements can help increase consumer trust in product brands. Celebrity endorsement can help increase consumer confidence in product brands. Based on the background description above, the main problems in this study are 1). How does celebrity endorsement influence purchasing decisions for skincare X products. 2). How does celebrity endorsement affect brand trust for skincare X products. 3). How does brand trust influence purchasing decisions for skincare X products. 4). How does celebrity endorsement influence purchasing decisions with brand trust as a mediating variable for skincare product X?

## **LITERATURE REVIEW**

### **Celebrity Endorsement**

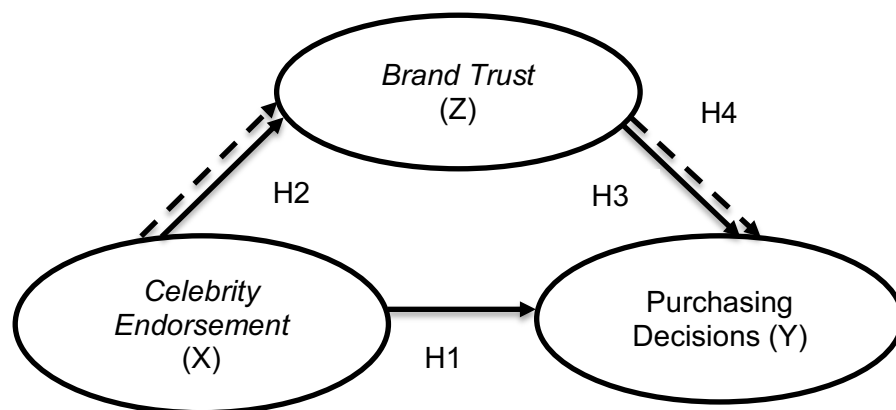
Celebrity endorsement is an endorsement of a celebrity by introducing or endorsing an item that attracts the attention of the public or customers (Sudirjo et.al., 2020) in (Kusdayanti, 2023). According to Religia et al., (2022) celebrity endorsement is based on a public figure who is known to many people because of his success in the field of endorsement. Meanwhile, according to Tabrani (2018) in (Nurjannah et al., 2023) celebrity endorsement is an endorsement of an advertisement or also called an advertising star who endorses the product being advertised. Celebrities are chosen by companies to support because they have more value in their industry. There are 4 indicators of celebrity endorsement according to Religia et al. (2022), namely: Visibility, Credibility, Attraction, and power.

### Purchase Decision

The purchase decision is part of the purchasing decision-making method that occurs before consumer behavior after purchase. Consumers are faced with several alternative choices when entering the purchasing decision stage, so at this stage these comments make consumers make sure to buy the product based on what option they choose. According to Kotler & Keller (2016) in (Soegeng et al., 2022) say that purchasing decisions are an important psychological process to understand how customers make purchasing decisions, such as problems, seeking information, evaluating alternatives, making decisions, and acting after buying something. In previous studies, purchasing decisions are considered as a process in which a person chooses a product or service from a company that is more attractive than its competitors (Kim & Sung, 2009) in (Hanaysha, 2022). According to Kotler Philip (2021), there are several indicators that influence purchasing decisions: The existence of a product stability, buying habits, recommendations from others, repeat purchases.

### Brand Trust

Brand Trust is the belief of a brand to be trusted, starting with the buyer's belief that the product can provide the promised value and the brand has good intentions to prioritize consumer interests (Suhardi & Irmayanti, 2019) in (Rahmani et al., 2022). When consumer trust in brands increases in target markets, companies will be more effective in delivering the desired promotional messages and creating a positive impression in the minds of consumers (Ibrahim, 2020) in (Hanasya, 2022). According to Deodata and Soamole (2019) in (Devina et al., 2022) there are 4 indicators of brand trust, namely: Trust, Reliable, Honest, Security.



Source: Processed by researchers (2024)

H1 : Celebrity endorsement has a significant positive effect on purchasing decisions.

H2 : Celebrity endorsement has a significant positive effect on brand trust.

H3 : Brand trust has a significant positive effect on purchasing decisions.

H4 : Celebrity endorsement has a positive and significant effect on purchasing decisions through brand trust.

## RESEARCH METHOD

The type of research conducted using quantitative research. The population in this study consisted of 100 respondents from Semarang city who bought and used X skincare products. Identification of respondents (samples) was carried out using purposive sampling technique. This technique allows researchers to select

respondents based on criteria selected by the researcher (Sugiyono, 2016) in Wijaya (2020). The criteria in this study used to select respondents are as follows:

1. Respondents must be willing to be sampled and be over 17 years old.
2. Respondents who live or reside in Semarang.
3. Respondents who have bought and used skincare product X.

In this study, variable measurement was carried out using a Likert scale, which allowed researchers to find out how respondents viewed a matter. The data sources used are primary data and secondary data. Structural Equation Modeling (SEM) data analysis technique using SmartPLS (Partial Least Square) V4.1 software was used in this study. Smart PLS analysis uses two sub models, namely the outer model and inner model.

## RESULTS

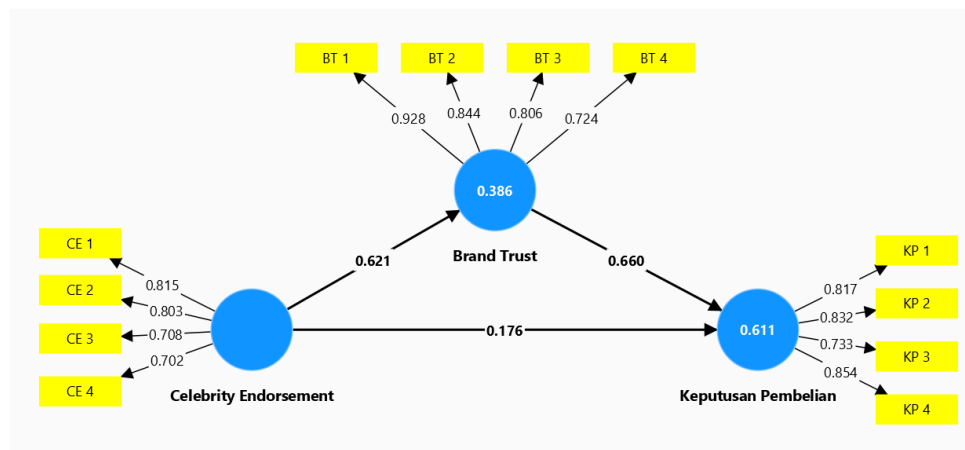


Figure 2. Outer Model Results  
Source: processed primary data, 2024

### Outer Model Analysis (Validity and Reliability Test)

Based on the construct model in Figure 2, the results of validity testing are depicted in the table below:

**Table 1. Outer Loading Result (Loading Factor)**

	Brand Trust	Celebrity Endorsement	Purchasing Decisions
BT 1	0.928		
BT 2	0.844		
BT 3	0.806		
BT 4	0.724		
CE 1		0.815	
CE 2		0.803	
CE 3		0.708	
CE 4		0.702	
PD 1			0.817
PD 2			0.832
PD 3			0.733
PD 4			0.854

Source: processed primary data, 2024

Judging from the loading factor results in Table 1, it is found that each variable statement in this study, including celebrity endorsement, purchasing decisions, and brand trust, has a loading factor value greater than 0.5. Therefore, all indicators are considered valid (Valentino Wijaya et al., 2022).

**Table 2. Cross Loading Result**

Item	Brand Trust	Celebrity Endorsement	Purchasing Decisions
BT 1	<b>0.928</b>	0.520	0.704
BT 2	<b>0.844</b>	0.553	0.764
BT 3	<b>0.806</b>	0.403	0.487
BT 4	<b>0.724</b>	0.559	0.538
CE 1	0.529	<b>0.815</b>	0.428
CE 2	0.518	<b>0.803</b>	0.492
CE 3	0.444	<b>0.708</b>	0.433
CE 4	0.380	<b>0.702</b>	0.424
PD 1	0.510	0.518	<b>0.817</b>
PD 2	0.744	0.556	<b>0.832</b>
PD 3	0.528	0.367	<b>0.733</b>
PD 4	0.667	0.441	<b>0.854</b>

Source: processed primary data, 2024

The test results show that the value of each question, including celebrity endorsement, purchase decision, and brand trust produces a cross loading value higher than 0.7 in comparing between the variables in the questions used to represent them, so it can be said that this research is valid.

**Table 3. Average Variant Extracted Result (AVE)**

Variabel	Average Variant Extracted (AVE)	Description
Brand Trust	0.687	valid
Celebrity Endorsement	0.576	valid
Purchasing Decisions	0.657	valid

Source: processed primary data, 2024

In table 3 the AVE value for each indicator is greater than 0.5. Thus, it can be assumed that each variable in this study, namely celebrity endorsement, purchase decisions and brand trust, has indicators that are suitable for use.

**Table 4. Composite Reliability dan Cronbach's Alpha Result**

Item	Cronbach Alpha	Composite reliability	Description
Brand Trust	0.846	0.897	Reliabel
Celebrity Endorsement	0.753	0.844	Reliabel
Purchasing Decisions	0.826	0.884	Reliabel

Source: processed primary data, 2024

Judging from the results of the reliability test shown in table 4, it shows that the composite reliability value obtained for each celebrity endorsement variable, purchasing decisions, and brand trust is greater than 0.7, so each variable is reliable. Reliability testing using composite reliability can be confirmed by the Cronbach's alpha value. Seen in table 1.4 the results of cornbach's alpha of all variables have a value > 0.7. Thus, it can be concluded that each research variable meets the requirements for the cornbach's alpha value, so that all variables have a high level of reliability.

**Inner Model Analysis (Structural Model)**

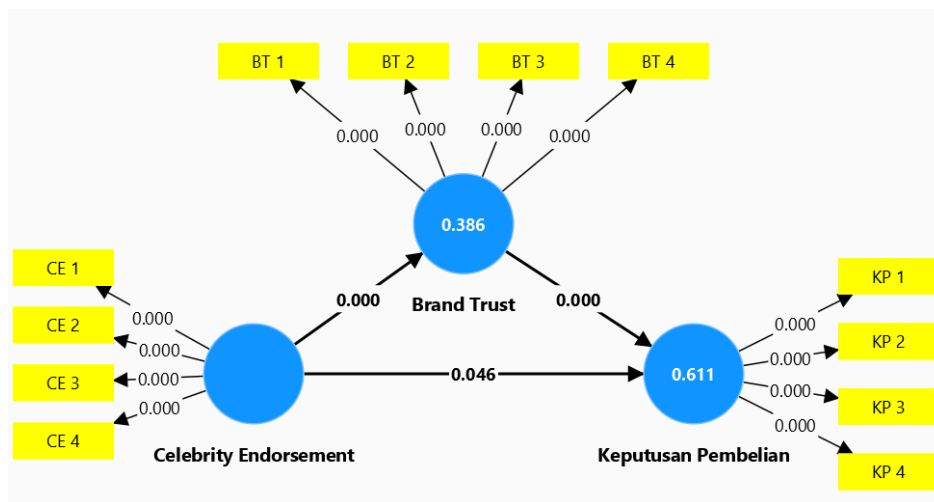


Figure 3. Internal Model Results  
 Source: processed primary data, 2024

**Table 5. Results of R-Square Analysis**

Variabel	R-Square	R-Square Adjusted
Brand Trust	0.386	0.379
Purchasing Decisions	0.611	0.603

Source: processed primary data, 2024

Table 5, the brand trust variable has an Adjusted R-Square value obtained, namely 0.379, in (Musyaffi et al., 2022) including moderate / moderate influence. Meanwhile, the R-Square Adjusted value of the purchasing decision variable is 0.603, in (Musyaffi et al., 2022) including a strong influence.

**Table 6. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV)	P Values
Celebrity Endorsement → Purchasing Decisions	0.176	0.177	0.088	1.996	0.046
Celebrity Endorsement → Brand Trust	0.621	0.606	0.110	5.636	0.000

<b>Brand Trust → Purchasing Decisions</b>	0.660	0.670	0.069	9.595	0.000
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Source: processed primary data, 2024

Table 6 shows the results of the path coefficient / path coefficient seen from the bootstrapping results that directly, brand trust has an influence on purchasing decisions of 0.660. Celebrity endorsement affects brand trust by 0.621. And celebrity endorsement affects purchasing decisions by 0.176.

**Table 7. Indirect Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P Values</b>
CE → BT → PD	0.410	0.407	0.090	4.571	0.000

Source: processed primary data, 2024

Judging from the results of the mediation test analysis in table 7, it can be concluded that indirectly, brand trust mediates the effect of celebrity endorsement on purchasing decisions with a mediation path coefficient of 0.410 and significant with t statistics (4,571 > 1.96), p-value 0.000 < 0.05. Judging from this value, it can be concluded that brand trust has a positive and significant influence between celebrity endorsement on purchasing decisions.

## **DISCUSSION**

### **The Role of Celebrity Endorsement on Purchasing Decisions**

In the research that has been conducted, it is found that celebrity endorsement has a significant influence on purchasing decisions. Celebrity endorsement has an influence of 0.176 with the results of t statistics 1.996 > 1.96 and p-values 0.046 < 0.05. It can be concluded that celebrity endorsement is trusted as a supporter of skincare X products. This study suggests that celebrity endorsement has a positive and significant influence on purchasing decisions, in accordance with previous research proposed by (Angelina & Osly Usman, 2021) that celebrity endorsement has a positive and significant influence on purchasing decisions.

### **The Role of Celebrity Endorsement on Brand Trust**

Based on the results of the study, it was found that celebrity endorsement has a significant influence on brand trust. The results showed that celebrity endorsement had an influence of 0.621 with the results of t statistics 5.636 > 1.96 and p-values 0.000 < 0.05. Celebrity endorsement has a direct influence on brand trust of 0.621. It can be concluded that celebrity endorsement has a positive and significant influence on brand trust. The results obtained in this study support the research of Dwivedi & Johnson (2012) in Wijaya and Keni (2022) that celebrity endorsement has a direct and significant relationship with brand trust.

### **The Role of Brand Trust on Purchasing Decisions**

Based on the results of the study, it was found that brand trust has a significant influence on purchasing decisions for skincare X products. The data shows that brand trust has an influence of 0.660 with a t-statistic of  $9.595 > 1.96$  and p-values of  $0.000 < 0.05$ . Brand trust has a direct influence on purchasing decisions of 0.660, where this value has an influence. It can be concluded that brand trust has a positive and significant influence on purchasing decisions. The results of this study are in line with previous research, research by (Angelina & Osly Usman, 2021) and (Shanfi Maylita Inggasari & Retno Hartati, 2022) say that brand trust has a positive and significant influence on purchasing decisions.

### **The Role of Brand Trust in Mediating Celebrity Endorsement on Purchasing Decisions.**

In this study, the results of data analysis showed that celebrity endorsement has a positive and significant indirect effect on purchasing decisions through brand trust of 0.410 with t statistics  $4.571 > 1.96$  with p values of  $0.000 < 0.05$ . This states that brand trust has a positive and significant effect as a variable that mediates the indirect effect of celebrity endorsement on purchasing decisions. The results obtained in this study support the research (Rahmawati & Widayanto, 2022) that there is an effect of celebrity endorsement on brand trust, which in turn affects purchasing decisions.

## **CONCLUSION**

Based on the results of the analysis and discussion above, researchers processed the data using the measurement model (outer model) and the structural model (inner model) with the help of the Smart Partial Least Square (PLS) version 4 application, it was found that the results of testing the first hypothesis, it was found that the brand trust variable had a positive and significant effect on purchasing decisions, the results of testing the second hypothesis showed that the celebrity endorsement variable had a positive and significant effect on brand trust, the results of testing the third hypothesis showed that the celebrity endorsement variable had a positive and significant effect on purchasing decisions, and the results of testing the fourth hypothesis showed that celebrity endorsement had an indirect, positive and significant effect on purchasing decisions through brand trust.

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