

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND BRAND TRUST ON CONSUMER PURCHASING DECISIONS WITH CUSTOMER SATISFICATION AS A MODERATION VARIABLE

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Abstract

Beberapa faktor yang dapat mempegaruhi Customer Pruchasing Decisions adlah faktor promosi dan kepercayaan terhadap produk. Faktor promos dapat ditempuh dengan berbagai maca cara, salah satunya melalui endors oleh selebriti. Oleh karena itu, penelitian ini bertujuan meneliti pengaruh Celebrity Endorsment dan Brand Trust terhadap Consumer Pruchasing Decision. Penelitian ini merupakan penelitian kuantitatif dengan penelitian eksplanatori yang mendasarkan pada penelitian-penelitian sebelumnya. Berbeda dengan penelitian-penelitian sebelumnya, penelitian ini menambahkan variabel Consumer Satisfication yang peneliti yakini dapat memoderasi variabel Celebrity Endorsment dan Brand Trust terhadap Consumer Pruchasing Decision. Hasil penelitian menunjukkan variabel Celebrity Endorsment dan Brand Trust berpengaruh secara positif dan signifikan terhadap variabel Consumerr Pruchasing Decision. Variabel Customer Satisfication juga dapat memoderasi variabel Celbrity Endorsment dan Brnad Trust terhadap Consumer Pruchasing Decision.

Keywords : *Celebrity Endorsment, Brand Trust, Consumer Satsfication, Consumer Purchasing Decision*

1. INTRODUCTION

Purchasing decisions are a process where consumers evaluate various alternative choices and choose one or more alternative choices and choose one or more alternatives that are needed based on certain considerations (Hanif, 2021). Consumer purchasing decisions are often influenced by several things, some of which are trust in the brand purchased, promotion of goods using several methods, and satisfaction with the goods. One of the most effective methods in increasing consumer purchasing decisions is through promotions through celebrities, influencers and other public figures who have a larger and wider network reach, followers or followers.

According to (Shimp, 2011) a celebrity endorser is an advertisement that uses a famous person or figure to support an advertisement. So a celebrity endorser is a promotion carried out

by a company by releasing a product through advertising media and using a celebrity as an endorser for the advertisement. Shimp (2011) further stated that the measuring tool that can be used to measure endorsement success is by using indicators: a.) Trustworthiness, b.) Expertise, c.) Attractiveness, d.) Respect, (Quality is valued) e.) Similarity.

(Rahmani & Bursan, 2022) research revealed that celebrity-endorsed advertising is not only used to create brand awareness and brand recognition, but also helps companies to capture target audiences. Celebrities do not make advertising effective but other factors such as product performance, brand quality and image, celebrity personality and trustworthiness play a major role in making advertising successful and in influencing consumer purchasing behavior. (Anggraeni, 2017) in their research shows that Celebrity Endorsement which includes attractiveness and credibility has a positive and significant effect on purchase intention. The same thing in research by (Firmansyah et al., 2023) proves that celebrity endorsers influence purchase intentions. The better the role of celebrity endorsers in Clear shampoo advertisements, the more likely it is that purchasing decisions will increase. (Keller, 1993) also prove that celebrity endorsers have a positive and significant influence on purchasing decisions. Apart from that, according (Rahmani & Bursan, 2022), (Pratiwi & Setyaky, 2021), (Afandi et al., 2021), (Firmansyah et al., 2023) & (Hanif, 2021) show that Celebrity Endorsements have a positive and significant effect on Consumer Purchasing Decisions.

Apart from Celebrity Endorsements, the trust factor in the target brand will also influence consumer purchasing decisions. Customer trust in a brand (brand trust) is defined as the customer's desire to rely on a brand despite the risks they face because of the expectation that the brand will lead to positive results (Norawati, 2021), brand trust can be measured through viability and intentionality. a.) Viability Represents a perception that a brand can meet and satisfy consumer needs and values. Viability can be measured through sub-indicators of satisfaction and value. B). Intentionality Reflects an individual's feelings of security towards a brand. Intentionality can be measured through security and trust sub-indicators.

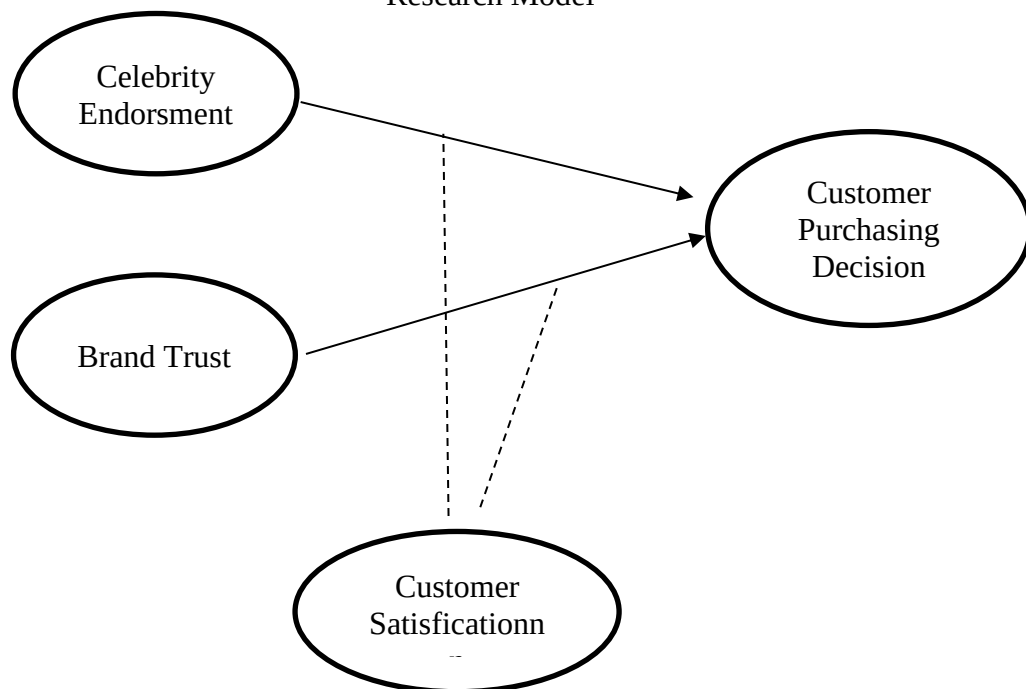
Based on the research results, brand image has a significant influence on purchasing decisions. This means that brand image has quite an influence because the T-statistic value is 6.291 which is more than 1.96. The loading score results from Brand Image with the statement "I have confidence in the Under Armor manufacturer because Under Armor sportswear products have a good image" with a score of 0.806. Under Armor has ensured that customers have trusted the good image of Under Armor sportswear products. The results of the statement that the brand image variable has a significant relationship with purchasing decisions. The score results from loading the Purchase Decision "I intend to buy this Under Armor brand sportswear product" has the highest value of 0.822. Under Armor has ensured that buyers definitely have the intention to purchase Under Armor sportswear products. The results of this research are in line with (Norawati, 2021) In line with Bramntya's research and Jafra's research (Nathaniel et al., 2020), Additionally, according to (Nurcahya, 2015), (Juliana & Johan, 2020), (Rahmani & Bursan, 2022), (Rinaldi et al., 2022), & (Adrian, J.A., & zeplin, 2017) stated that Brand Trust has a positive and significant influence on consumer purchasing decisions.

In contrast to the studies above, this study adds the consumer satisfaction variable as a moderating variable which researchers believe can strengthen the influence of Celebrity Endorsement and Brand Trust on consumer purchasing decisions. This research was conducted at sports station shops spread throughout Indonesia.

2. RESEARCH METHOD

This research is quantitative research with an exploratory approach, namely research that compares with previous research by adding several elements of novelty such as novelty, strengthening research gaps, and so on which are different features from previous research (Sugiyono, 2019). This research uses two independent variables which include celebrity endorsement and brand trust, 1 dependent variable which includes the consumer purchasing decision variable, and 1 moderating variable namely consumer satisfaction (Jonathan Sarwono, 2016). The research used secondary data taken from questionnaires for 250 Alfamart employees spread throughout Indonesia, namely PS Palembang Sport Station as a representative of the island of Sumatra, Bandung Trade Center Sport Station, DP Mall Semarang Sport Station, DP Mall Semarang Sport Station, Icon Sport Station Gresik Mall is representative of the island of Java, Sport Station Samarinda Center Plaza East Kalimantan is representative of Kalimantan, Sport Station Mall Panakukang is representative of Sulawesi island, and Sport Station Ramayana Mall Sorong is representative of Papua island. The questionnaire distributed used a 1-5 Likert scale consisting of agree, strongly agree (Hair, 2010), normal, disagree and strongly disagree. The collected data was analyzed using PLS 3.0 software (Sarstedt et al., 2014).

Figure 1
Research Model



Hypothesis:

1. The relationship between Celebrity Endorsment to Customer Purchasing Decisions
2. The relationship between Brand Trust to Customer Purchasing Decisions
3. Customer can Satisfaction can moderates Celebrity Endorsment to Customer Purchasing Decisions
4. Customer Satisfaction can moderates Brand Trust to Customer Purchasing Decisions

3. RESULT AND DISCUSSION

3.1.Result

Convergen Validity

Convergent Validity is an instrument used to validate and confirm that one variable has a relationship with the indicators in each variable. In this research, there are 8 indicators in variable x1, 8 indicators in variable x2, 6 indicators in variable y, and 6 indicators in variable z.

Table 1
Convergen Validity

Variable	Indicators	Loading Factor
Celebrity Endorsment (X1)	Celebrity popularity	0.780
	The attractiveness of celebrity appearance	0.750
	Celebrity charisma	0.810
	The attractiveness of promotion methods	0.825
	Market suitability	0.850
	Celebrity insight into the product	0.842
	The success of each endorsement towards the target	0.795
	Conformity of the method with the requested template	0.815
Brand Trust (X2)	Customer trust in the product	0.878
	Product quality	0.815
	Honesty of product sellers	0.799
	Product conformity with customer expectations	0.817
	Employee trust in the product	0.825
	Supervisor's trust in the product	0.725
	Handling errors in product service	0.855
	Guaranteed customer satisfaction	0.862
Customer Satisfication (Z)	Satisfaction with the brand	0.910
	Enjoyment of the brand	0.905
	Satisfaction with brand services	0.922
	Satisfaction with employees	0.959
	Satisfaction with superior service	0.912
	Satisfaction in consulting on brand issues	0.878

Customer Purchasing Decisions (Y)	Variety of brands so you decide to buy	0.915
	The superiority of the product makes you decide to buy	0.887
	Feasibility of the product so that you decide to buy	0.878
	Product company employee service so they decide to buy	0.905
	Superior service	0.899
	Environmental comfort	0.879

Source: Data processed by researcher, 2023

Valid: > 0.60

Based on the results from the table above, it can be concluded that all the indicators in this variable are because the factor loading value is above 0.60. Thus, the statistical data in this research can be continued at the next stage.

Reliability Test

The reliability test is a method that measures the limit value of a construct or what is usually called Cronbach's Alpha and measures the actual value of a construct or what is usually called Composite Reliability. The minimum value that must be met in Cronbach Alpha and Composite Reliability to be said to be reliable is above 0.70.

Table 2
Reliability Test

Variable	Cronbach's Alfa	Composite Reliability
Celebrity Endorsment	0.880	0.840
Brand Trust	0.855	0.815
Customer Satisfactionnnn	0.950	0.915
Customer Purchasing Decision	0.915	0.876

Source: Data processed by researcher, 2023

Valid: > 0.70

Based on the statistical results above, the lower value of the construct and the actual value of the construct for each variable are above 0.70. Therefore, in reliability testing all variables are reliable and can be continued in path coefisien testing.

3.2 Discussion

Path Coefisien

Path Coefficient is used to measure the influence of one variable on other variables, either directly or through mediating variables and moderating variables. In this study, 2 independent variables were used, 1 dependent variable, and 1 moderating variable. Every relationship between a variable and other variables must meet the significance level, namely 0.05.

Table 3
Path Coefisien

	Variable	T-Table	Information
Direct Influence	X1->Y	0.008	Accepted
	X2->Y	0.004	Accepted
Indirect Influence	Z->X1->Y	0.000	Accepted
	Z->X2->Y	0.000	Accepted

Source: Data processed by researcher, 2023

Significance Level : <0.05

H1: The relationship between Celebrity Endorsment to Customer Purchasing Decisions

Based on the statistical results above, it can be concluded that the Celebrity Endorsment variable has a positive and significant influence on consumer purchasing decisions because the t-table value is smaller than the significance level of 0.05. This is in line with (Anggraeni, 2017), (Rahmani & Bursan, 2022), (Keller, 1993), (Pratiwi & Setyaky, 2021), (Afandi et al., 2021), (Firmansyah et al., 2023) & (Hanif, 2021). These results indicate that more and more endorsements of qualified celebrities include the celebrity's appearance, the celebrity's understanding of the product, promotional methods, and so on can further increase consumers' decisions to buy the product. Thus, the first hypothesis in this research can be **accepted**.

H2: The relationship between Brand Trust to Customer Purchasing Decisions

Based on the results of the table above, it can be concluded that the Brand Trust variable has a positive and significant influence on Consumer Purchasing Decisions because the t-table value is smaller, namely 0.004 compared to the significance level of 0.05. This research is in line with (Norawati, 2021), (Nathaniel et al., 2020), Additionally, according to (Nurcahya, 2015), (Juliana & Johan, 2020), (Rahmani & Bursan, 2022), (Rinaldi et al., 2022), dan (Adrian, J.A., & zeplin, 2017). These results indicate that the better the brand of a product can increase product trust and ultimately improve consumer purchasing decisions. Thus, it can be concluded that the second hypothesis in this study is **acceptable**.

H3: Customer Satisfaction can moderates Celebrity Endorsment to Customer Purchasing Decisions

Based on the analysis results from the table above, it can be concluded that the Customer Satisfaction variable can moderate Celebrity Endorsement of Customer Purchasing Decisions because the t-table value of 0.000 is smaller than the significance level of 0.05. Interestingly, there was a quite significant shift after being moderated by the Customer Satisfaction variable from 0.008 from direct testing to 0.000 moderated by Customer Satisfaction. Thus, it can be concluded that the third hypothesis in this research can be **accepted**.

H4: Customer Satisfaction can moderates Brand Trust to Customer Purchasing Decisions

Based on the analysis results from the table above, it can be concluded that the Customer Satisfaction variable can moderate Brand Trust in Customer Purchasing Decisions because the t-table value of 0.000 is smaller than the significance level of 0.05. Interestingly, there was a quite significant shift after being moderated by the Customer Satisfaction variable from 0.004 from direct testing to 0.000 moderated by Customer Satisfaction. Thus, it can be concluded that the third hypothesis in this research can be **accepted**.

4. CONCLUSION

Based on the explanation above, it can be concluded that the Celebrity Endorsment and Brand Trust variables have a positive and significant effect on the Customer Pruchasing Decision

variable because each t-table value is below the 0.05 significance level, namely 0.008 for the Celebrity Endorsment variable and 0.004 for the Brand Trust variable. This means that by increasing the number of endorsements for celebrities who have good looks, good promotional methods, good product knowledge, market compatibility with celebrities, consumer trust in products, consumer comfort with product services, and so on, it can increase Customer Purchasing Decisions. Interestingly in this research, the Customer Satisfaction variable is able to moderate the Celebrity Endorsment and Brand Trust variables on the Customer Purchasing Decision variable. This is indicated by a quite significant shift in values from direct testing for each variable, 0.008 for the Celebrity Endorsement variable and 0.004 for the Brand Trust variable to 0.000 for each variable.

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