

The Influence of Celebrity Endorsers on Purchasing Intention through the Shopee Application with Brand Trust as Mediation Variable

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Abstract

This study aims to determine the effect of celebrity endorsers on purchasing intention through the Shopee application with brand trust as a mediating variable. The variables in this study include celebrity endorsers, purchasing intention, and brand trust as mediating variables. The population in this study is people who have seen Shopee advertisements and become potential consumers of Shopee. The sample in this study amounted to 140 respondents determined by the purposive sampling method. The data analysis technique used is path analysis. Data was collected by distributing questionnaires. The results of the study show that celebrity endorser has a positive and significant effect on brand trust and purchasing intention. Brand trust has a positive and significant effect on purchasing intention. Brand trust can mediate the influence of celebrity endorsers on purchasing intention. It can be interpreted that if the brand trust variable increases, the influence of the celebrity endorser variable on purchasing intention also increases. The results of the study are intended for Shopee marketing actors to be more selective in choosing celebrity endorsers and this research can be used in future research.

Keywords: *celebrity endorser, brand trust, purchasing intention*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh celebrity endorser terhadap niat beli melalui aplikasi Shopee dengan kepercayaan merek sebagai variabel mediasi. Variabel dalam penelitian ini meliputi celebrity endorser, purchase intention, dan brand trust sebagai variabel mediasi. Populasi dalam penelitian ini adalah masyarakat yang pernah melihat iklan Shopee dan menjadi konsumen potensial Shopee. Sampel dalam penelitian ini berjumlah 140 responden yang ditentukan dengan metode purposive sampling. Teknik analisis data yang digunakan adalah analisis jalur. Pengumpulan data dilakukan dengan menyebarkan kuesioner. Hasil penelitian menunjukkan bahwa celebrity endorser berpengaruh positif dan signifikan terhadap kepercayaan merek dan niat beli. Kepercayaan merek berpengaruh positif dan signifikan terhadap niat beli. Kepercayaan merek dapat memediasi pengaruh celebrity endorser terhadap niat beli. Dapat diartikan bahwa jika variabel kepercayaan merek meningkat maka pengaruh variabel celebrity endorser terhadap niat beli juga meningkat. Hasil penelitian ini dimaksudkan agar pelaku pemasaran Shopee lebih selektif dalam memilih celebrity endorser dan penelitian ini dapat digunakan untuk penelitian selanjutnya.

Kata kunci: *electronic word of mouth, citra merek, keputusan pembelian.*

INTRODUCTION

Article info

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In the era of the development of technology and communication, one of which is the internet, people take advantage of this facility for their daily activities. This convenience is also felt in the business world. People change their way of shopping from shopping at conventional stores to using online stores. Based on the results of a survey conducted by APJII (Association of Indonesian Internet Service Providers) in the second quarter of 2019-2020, the results showed that there had been an increase of 73.7% of internet users from 266.91 million Indonesians, these results showed that there were 196.71 million people in Indonesia who uses the internet. The increase in internet users has become a business opportunity for business people to provide online stores. Based on the results of e-commerce surveyors from data from the Indonesian Central Statistics Agency, it was recorded that 50.87 percent of new businesses started operating in the 2017 - 2020 range. A total of 30.57% of businesses had started their business in the 2010 - 2016 range, and only 18.56 % of businesses have been operating for more than ten years. An interesting phenomenon that can be seen is that 50.71% of businesses immediately carry out E-Commerce activities when they just start operating. Shopee is part of e-commerce headquartered in Singapore. Shopee was first launched as a marketplace with a C2C (customer to customer) business model then switched to a C2C and business to consumer (B2C) hybrid model, Shopee in Indonesia was first present in De December 2015 under the control of PT. Shopee International Indonesia. The increasingly fierce competition due to the rapid development of the marketplace has become an obstacle for Shopee in attracting consumer buying interest. The latest data is sourced from Iprice's e-commerce map that Shopee is in second place based on monthly web visits of more than 126 million per month, defeated by its competitor, Tokopedia. Based on the transaction value sourced from the 2021 CLSA report, Shopee is also ranked second with a transaction value of US\$ 17.2 billion below its competitor, Tokopedia. This shows that there is a lack of consumer purchasing intention through the Shopee application. Purchasing intention will foster consumer thinking so that a desire arises to fulfill needs and realize them (Arista & Astuti, 2011). Changes in consumer purchasing intention can be influenced by advertising, brand trust, and consistent brand image (Natsir & Ernowati, 2020).

The use of popular celebrities as endorsers is preferred because the messages conveyed by celebrities are easy to remember, so it is hoped that they will attract more attention (Purbohastuti & Hidayah, 2020). The attractive impression of a celebrity has more influence on potential consumers than using ordinary people (Ridha, Perdana, & As'ad, 2018). This statement is supported by research conducted by Algiffary *et al.* (2020) which states that the celebrity endorser variable can affect consumer buying interest. Putra (2017) Explaining the existence of brand trust will affect consumer purchasing intention because consumers will be more careful of unknown brands. This statement is supported by the results of research conducted by Suhardi & Irmayanti (2019) state that brand trust has a positive effect on buying interest. The above phenomenon researchers are interested in analyzing the influence of celebrity endorsers on purchasing intention through the Shopee application with brand trust as a mediating variable.

LITERATURE REVIEW

Kotler & Keller (2009) define consumer behavior as the study of how individuals, groups, organizations, choose, buy and use, and how goods, services, ideas or experiences to satisfy their needs and desires. The buyer behavior model is the starting point for how consumers respond to various marketing efforts.

According to Kotler & Amstrong (2008) the buying behavior model shows that marketing and other stimuli enter the consumer's black box and produce certain responses. Marketing stimuli consist of 4Ps, namely product, price, place, promotion. Other stimulus in the buying environment are economic,

technological, political, and cultural. Stimuli that enter the buyer's black box are then converted into a set of purchase responses that include product choice, brand choice, dealer choice, purchase time and purchase amount. The black box has two parts, first, the characteristics of the buyer affect how the buyer perceives and reacts to stimuli. The two parts of the buyer decision process that will influence buyer behavior.

The part of the purchasing decision process consists of 5 processes before the consumer makes a purchase, the first is the need recognition process, where the consumer is aware of the problems and needs. The second stage of the evaluation search process consumers want to find more information. The third stage of the alternative evaluation process, consumers use information to evaluate alternative brands with a logical mind and consumers will rank brands to form purchase intentions. The fourth stage of the buying decision process is where consumers will buy the most preferred brand. The five post-purchase behavioral processes in which consumers take action after purchase are based on satisfaction or dissatisfaction (Kotler & Armstrong, 2008).



Figure 1. The Five Stage Model of the Consumer Purchase Decision Process

Purchasing intention is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually implemented. Kotler & Keller (2016) explain that interest is an effective response or process of feeling or liking a product but has not decided to buy. According to Kotler & Keller (2009) there are several factors that shape consumer buying interest, namely the attitude of others and situational factors. There are 4 indicators of buying interest, namely exploratory interest, preferential interest, referential interest, and transactional interest (Ferdinand, 2014).

Natsir & Ernawati, (2020) argues that brand trust is a consumer's view of reliability created from experiences, transactions, or interactions with the fulfillment of expectations from product performance and satisfaction. According to Luarn and Lin in Ferrinadewi (2008) stated that trust is a number of specific beliefs about integrity, benevolence, competency and predictability. Consumer trust in the brand is obtained when marketers can create and maintain positive emotional relationships with consumers (Ferrinadewi, 2008). According to Lee & Lau (1999) there are 3 dimensions of brand trust, namely brand characteristic, company characteristic, and customer-brand characteristic.

Celebrity endorser is the use of sources (sources) as attractive or popular figures in advertisements, this is one of the creative ways of delivering messages so that the messages conveyed can achieve higher attention and can be remembered (Kotler & Keller, 2016). Celebrity endorsers (advertising stars) are famous people such as television stars, film actors/actresses, athletes, or others who can influence the trust of others through the information conveyed. There are 3 dimensions of celebrity endorsers, namely

trustworthy, expertise, and attractiveness. There are previous studies that are used as references in conducting research, namely, research by Algiffary *et al.* (2020) and Gupta *et al.* (2015) explaining that celebrity endorsers have a significant positive effect on buying interest. In research Reginaldo & Chairy (2017) and Suhardi & Irmayanti (2019) it is explained that brand trust has a positive and significant effect on buying interest. Research conducted by Khan & Zaman (2021) and Sambath & Jeng (2015) explains that celebrity endorsers have a significant positive effect on brand trust. Research by Sumartini *et al.* (2021) and Firman *et al.* (2021) explains that brand trust is able to mediate the effect of celebrity endorsements on purchase intentions.

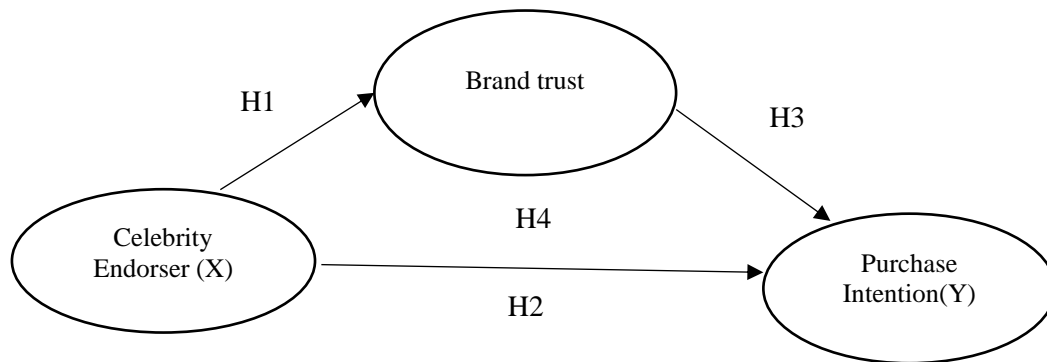


Figure 2. Research Framework

The hypothesis based on the above framework is as follows:

H1 = Celebrity endorser has a positive and significant effect on brand trust.

H2 = Celebrity endorser has a positive and significant effect on purchase intention.

H3 = Brand trust has a positive and significant effect on purchase intention.

H4 = Brand trust can mediate the influence of celebrity endorsers on purchase intention.

RESEARCH METHODS

This type of research is quantitative research using primary data types. Primary data was obtained from distributing questionnaires to respondents using google forms. The population in this study is people who have seen shopee advertisements and become potential consumers of Shopee. The technique used in sampling is a non-probability sampling technique with purposive sampling method to determine the sample using certain criteria. The criteria are consumers who are more than 17 years old because they are considered more rational in making decisions, use the Shopee application, and consumers who have seen Shopee advertisements using celebrity on Instagram social media. The number of samples in this study was determined using the Ferdinand (2014) which is the number of indicators multiplied by 5, in this study there were 28 indicators so that the total sample was 140 respondents. The measurement scale of respondents' answers used in this study is the likert scale.

The operational definition of the variable celebrity endorser is an attractive or popular figure in advertising, to convey a message to achieve higher attention and be remembered. The dimensions used in the celebrity endorser variable consist of attractiveness, expertise, and trustworthiness (Sumartini *et al.*, 2021). The brand trust variable is the willingness of consumers to trust the brand for the reliability of the brand with the fulfillment of expectations that the brand can provide positive results. The dimensions used in the study are brand characteristic, company characteristic, and customer-brand characteristic (Lee & Lau,

1999). The purchasing intention variable is part of consumer behavior in consuming attitudes, respondents act on the occurrence of purchasing decisions. The dimensions used in the core research come from Ferdinand (2014) namely exploratory interest, preferential interest, referential interest and transactional interest. The analysis in this study consists of instrument tests, namely validity and reliability tests, classical assumption tests, namely normality tests, linearity tests, heteroscedasticity tests, and multicollinearity tests, for the data analysis technique used in this study is path analysis, hypothesis testing, namely t test and Sobel test.

RESULTS AND DISCUSSION

Based on the results of distributing questionnaires to 140 respondents, it can be seen about the age characteristics which show that respondents are dominated by the age range of 18-25 years as many as 126 people with a percentage of 90%.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Percentage
Gender	Male	120 people	85.8%
	Female	20 people	14.2%
Age	18-25 years	126	90%
	26-32 years	9	6.4%
	33-40 years	3	2.1%
	>41 years	2	1.4%

Table 2. Validity Test Results

Variable	Indicator	r-count	r-table (sig. level 0,05)	Description
Celebrity Endorser (X)	X1	0.462	0.166	Valid
	X2	0.479	0.166	Valid
	X3	0.490	0.166	Valid
	X4	0.733	0.166	Valid
	X5	0.612	0.166	Valid
	X6	0.701	0.166	Valid
	X7	0.569	0.166	Valid
	X8	0.784	0.166	Valid
	X9	0.692	0.166	Valid
	X10	0.766	0.166	Valid
	X11	0.667	0.166	Valid
Brand trust (M)	M1	0.551	0.166	Valid
	M2	0.651	0.166	Valid
	M3	0.742	0.166	Valid
	M4	0.708	0.166	Valid
	M5	0.606	0.166	Valid
	M6	0.794	0.166	Valid
	M7	0.621	0.166	Valid
	M8	0.847	0.166	Valid
	M9	0.767	0.166	Valid
	M10	0.757	0.166	Valid
	M11	0.818	0.166	Valid
	M12	0.742	0.166	Valid
Purchase Intention (Y)	X1	0.700	0.166	Valid
	X2	0.647	0.166	Valid
	X3	0.852	0.166	Valid

Variable	Indicator	r-count	r-table (sig. level 0,05)	Description
	X4	0.817	0.166	Valid
	X5	0.796	0.166	Valid

Based on table 2, the overall indicator of each variable rcount value is more than 0.166 (r-table) then it is declared valid. The reliability test of this study used Cronbach Alpha. An instrument can be said to be reliable if the Cronbach Alpha value is more than 0.60. The results of the reliability test can be seen in the following table.

Table 3. Reliability Test

Variable	<i>Cronbach Alpha</i>	Standart <i>Cronbach Alpha</i>	Description
<i>Celebrity Endorser (X)</i>	0.850	0,60	Reliabel
Brand Trust (M)	0.914	0,60	Reliabel
Purchase Decision (Y)	0.821	0,60	Reliabel

Based on the table above, the value of each instrument is more than 0.060. It can be concluded that all instruments are reliable. Path analysis is used to test the effect of mediating variables based on regression coefficients, namely direct effect, indirect effect, and total effect. The results of path analysis can be seen in the following table.

Table 4. Results of e-WOM Path Analysis

Variable	Direct Effect	Indirect Effect Through Brand Trust	Total Effect
Celebrity endorser (X) on Brand trust (M)	0,539	-	0,539
Celebrity endorser (X) on purchasing intention (Y)	0,097	-	0,097
Brand trust on purchasing intention (Y)	0,315	-	0,315
Celebrity endorser (X) on purchasing intention (Y) through brand trust	-	0,097 + (0,539 x 0,315)	0,266

Based on table 8 it can be seen that there is a significant influence between the celebrity endorser variable (X) on brand trust of 0.539 with a significant value of 0.000 less than 0.05, brand trust variable has a significant effect on purchasing intention(Y) of 0.097 with a significant value of 0.000 less than 0.05 and the celebrity endorser variable (X) has a significant effect on purchasing intention(Y) of 0.315 with a

significant value of 0.04 less than 0.05 and the total influence of celebrity endorser (X) on purchasing intention(Y) through brand trust is 0.266.

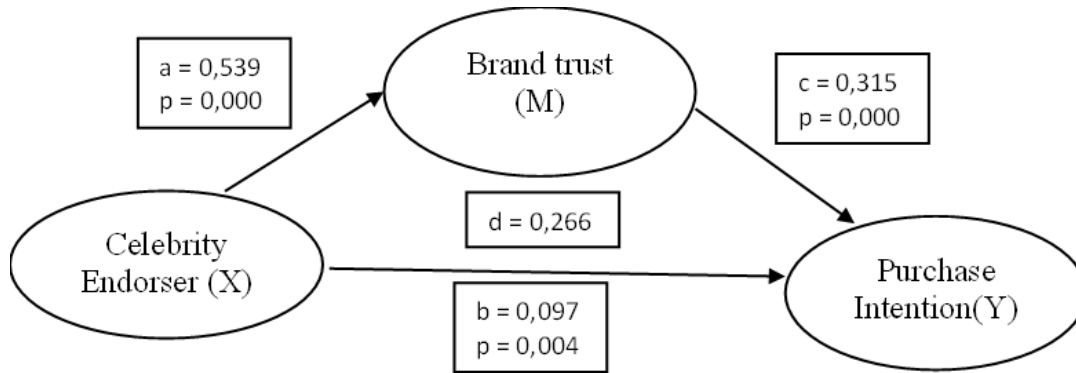


Figure 3. Path Analysis Model of the Effect of Celebrity Endorsers on Purchase Intention through Brand Trust

The t-test shows a significant influence between the independent variables individually (partial). If the t-count t-table or if the significant value 0.05 then it is declared to have a significant effect, the results of the t-test can be seen in the following table.

Table 1. Results of the t test hypothesis

Variable	Significant	α value	T count	T table	Description
X-M	0,00	0,05	5.370	1.977	Significant
X-Y	0,04	0,05	2.970	1.977	Significant
M-Y	0,00	0,05	12.525	1.977	Significant

Source: Own Primary Data

Based on table 4 shows the results of the t test that the influence of the celebrity endorser variable (X) on brand trust (M) has a significant value of $0.00 < 0.05$ and the t-count value of $5.370 > t$ -table of 1.977. This study proves that if the celebrity endorser variable (X) increases, the brand trust variable (M) will also increase. Shows that the better the expertise of the celebrity endorser chosen by Shopee in conveying information, the more trust the Shopee brand has. These results support the first hypothesis testing of the study, namely celebrity endorser (X) has a positive and significant effect on brand trust (M) so that it is stated that H1 is accepted. This shows that the better the expertise of the celebrity endorser chosen by Shopee in conveying information, the more trust the Shopee brand has. The results of this study are supported by the research of Khan & Zaman (2021); Sambath & Jeng (2015) which states that celebrity endorsers have a significant effect on brand trust. It can be concluded that hypothesis 1 (H1) which states that celebrity endorser (X) has a positive and significant effect on brand trust (M) can be accepted.

The influence of the celebrity endorser variable (X) on purchasing intention (Y) has a significant value of $0.04 < 0.05$ and the t-count value of $2.970 > t$ -table of 1.977. This study proves that if the celebrity endorser variable (X) increases, the purchasing intention variable (Y) will also increase. Shows that the better the expertise possessed by celebrity endorsers in conveying information, the more consumers buy interest through Shopee. These results support testing the hypothesis of the study, namely celebrity endorser (X) has a positive and significant effect on purchasing intention(Y) so it is stated that H2 is accepted. This shows that the better the expertise possessed by celebrity endorsers in conveying information, the more

consumers buy interest through Shopee. The results of this study are supported by research by Algiffary *et al.*, (2020); Gupta *et al.*, (2015) which states that celebrity endorsers have a significant effect on buying interest. It can be concluded that hypothesis 2 (H2) which states that celebrity endorser (X) has a positive and significant effect on buying interest (Y) can be accepted.

The influence of the brand trust variable (M) on purchasing intention(Y) got a significant value of $0.00 < 0.05$ and the t-count value of $12,525 > t\text{-table of } 1,977$. This study proves that if the brand trust variable (M) increases, the purchasing intention variable (Y) will also increase. This shows that the higher the brand trust that Shopee has, the more consumers buy interest through Shopee. These results support the testing of the first hypothesis of the study, namely brand trust (M) has a positive and significant effect on purchasing intention(Y) so that it is stated that H3 is accepted. If the brand trust variable increases, the buying interest variable will also increase. This shows that the higher the brand trust that Shopee has, the more consumers buy interest through Shopee. The results of this study are supported by research by Reginaldo & Chairy (2017); Suhardi & Irmayanti (2019) which states that there is a significant influence of brand trust on buying interest. It can be concluded that hypothesis 3 (H3) which states that brand trust has a positive and significant effect on buying interest is acceptable.

The Sobel test aims to determine whether there is a mediating effect of the brand trust variable on the relationship between the celebrity endorser variable and the purchasing intention variable. Sobel test can be seen from the Z value which is greater than or equal to 1.96 (absolute Z value). Sobel test results can be seen in the following table.

Table 5. Sobel Test Result

Model	Coefficient	Std. Error
1	0.539	0.100
2	0.315	0.025
Z = 4,955		

Based on table 5, the results of the Z-value Sobel test are $4.955 > 1.96$ (absolute Z value). These results can be concluded that brand trust (M) can mediate the influence of celebrity endorser (X) on purchasing intention(Y). If the brand trust variable (M) increases, it will also increase the influence of the celebrity endorser variable (X) on the purchasing intention variable (Y). This shows that the higher the brand trust that Shopee has, the more influence the celebrity endorser gives on consumer purchasing intention through Shopee. This supports testing the fourth hypothesis, namely brand trust can mediate the influence of celebrity endorsers on purchasing intention so that it can be stated that H4 is accepted. Based on the results of the study, it can be concluded that the brand trust variable is positively and significantly able to mediate the influence of celebrity endorsers on buying interest. Positive influence can be interpreted that has a unidirectional influence. If the brand trust variable increases, it will also increase the influence of the celebrity endorser variable on the buying interest variable. This shows that the higher the brand trust that Shopee has, the more influence the celebrity endorser has on consumer buying interest through Shopee.

The results of this study are supported by the research of Sumartini *et al.*, (2021); Firman *et al.*, (2021) which states that brand trust can mediate the effect of celebrity endorsements on purchase intentions. It can be concluded that hypothesis 4 which states that brand trust is able to mediate the influence of celebrity endorsers on buying interest is acceptable.

CONCLUSION

Based on the results of the study it can be concluded that: 1). Celebrity endorser has a positive and significant effect on brand trust. If the celebrity endorser variable (X) increases, the brand trust variable (M) will also increase. This shows that the better the expertise of the celebrity endorser chosen by Shopee in conveying information, the more trust the Shopee brand has. 2). Celebrity endorser has a positive and significant effect on buying interest. If the celebrity endorser variable (X) increases, the purchasing intention variable (Y) will also increase. This shows that the better the expertise possessed by celebrity endorsers in conveying information, the more consumers buy interest through Shopee. 3). Brand trust has a positive and significant effect on buying interest. If the brand trust variable (M) increases, the purchasing intention variable (Y) will also increase. This shows that the higher the brand trust that Shopee has, the more consumers buy interest through Shopee. 4). Brand trust can mediate the influence of celebrity endorsers on buying interest. If the brand trust variable (M) increases, it will also increase the influence of the celebrity endorser variable (X) on the purchasing intention variable (Y). This shows that the higher the brand trust that Shopee has, the more influence the celebrity endorser has on consumer purchasing intention through Shopee.

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