

# The Role of Celebrity Endorsers and Brand Awareness on Purchasing Decision through Trust in E-Commerce Consumers in Yogyakarta

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## ABSTRACT

This study aims to determine the effect of celebrity endorsers and brand awareness on purchasing decisions through trust in Tokopedia E-Commerce consumers in Yogyakarta. This research uses quantitative methods. The population is Tokopedia E-Commerec consumers in Yogyakarta. The sampling technique used is nonprobability sampling by distributing questionnaires to 100 respondents measured on a Likert scale. For data analysis techniques using multiple linear regression analysis methods. The results of this study indicate that celebrity endorsers (X1) have a positive and significant effect on purchasing decisions (Y) and trust (Z), brand awareness (X2) has a positive and significant effect on purchasing decisions (Y) and trust (Z), trust (Z) has a positive and significant effect on purchasing decisions (Y). And there is a positive and significant influence of celebrity endorsers and brand awareness on purchasing decisions through trust.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari celebrity endorser dan brand awareness terhadap keputusan pembelian melalui kepercayaan pada konsumen E-Commerce Tokopedia di Yogyakarta. Penelitian ini menggunakan metode kuantitatif. Populasi adalah konsumen E-Commerec Tokopedia yang ada di Yogyakarta. Teknik pengambilan sampel yang digunakan adalah nonprobability sampling dengan menyebarkan kuesioner kepada 100 orang responden yang diukur dengan skala likert. Untuk teknik analisis data menggunakan metode analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa celebrity endorser (X1) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) dan kepercayaan (Z), brand awareness (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) dan kepercayaan (Z), kepercayaan (Z) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y). Serta terdapat pengaruh positif dan signifikan dari celebrity endorser dan brand awareness terhadap keputusan pembelian melalui kepercayaan.



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## INTRODUCTION

Technological advances are now very developed, making it easy for people to get information and one of them is information about a good or service. The development of technology is also changing the trading system where in the past if you want to buy a consumer product will come directly on the spot, but now consumers can buy it through the internet or social media. Online shopping has become a habit for the people of Indonesia because it can save time and also make it easier for consumers to shop.

This change in consumer behavior makes many companies try to attract the attention of consumers. One of the e-commerce that is often used by the people of Indonesia is Tokopedia. There are several reasons consumers choose Tokopedia as a medium for shopping online and one of them is because of the encouragement of the need for a product/ service offered by e-commerce, so this can trigger/ influence the purchase decision of consumers. According to Kotler & Armstrong (2016), purchasing decisions are the study of how individuals, groups, and organizations choose, Buy, use, and how goods, services, or experiences can satisfy consumers ' needs and desires.

One factor that is thought to play a role in encouraging the purchase decision is celebrity endorser. Definition of celebrity endorser according to Biswas and Das (2017), consumer trust and confidence in celebrity endorser is considered to be able to provide a positive response in the eyes of consumers to the brand, then celebrity endorser is an attribute displayed on the product or service and the quality of the product. Therefore, companies should look for celebrities who are attractive and trustworthy by the public so that the products promoted can be known and known to consumers. According to A. Rosita et al., (2022) celebrity endorsers have a positive and significant influence on purchasing decisions, While according to Nggilu et al., (2019) states that celebrity endorsers have no significant effect on purchasing decisions.

The second factor that can drive purchasing decisions is Brand Awareness. According to Hasbun and Ruswanty (2016) Brand Awareness is the ability of a product brand that will be remembered by consumers every time consumers think about it. Consumers will be interested or have the intention to buy a product if consumers are well acquainted with the brand of the product, otherwise if consumers do not know the brand of a product then consumers will hesitate even do not want to buy the product. According to research conducted by Arianty Nel, (2020) Brand Awareness has a positive and significant influence on purchasing decisions, while according to research conducted by Sitompul, (2021) brand awareness has no significant effect on purchasing decisions.

The third factor that can encourage the purchase decision is trust. According to Malau (2017), trust is the desire of consumers to find their desires in exchange relations. Consumer confidence that the relationship will get what is expected and can be trusted is called Trust. According to research conducted by Wardani & Maskur, (2022) the trust variable has a positive and significant influence on purchasing decisions. While in research conducted by Devananda et al., (2023) states that trust has no significant effect on purchasing decisions.

## **THEORITICAL FRAMEWORK**

From the existence of the results of previous studies that have not been consistent, the researchers added a variable intervening confidence that there is a consistent research results.

### ***Celebrity Endorser***

According to Shimp (2014:167) an endorser, also known as an advertising star, is someone who gives their endorsement to a product. Celebrity endorser has indicators in

accordance with the theory put forward by John R. Rossiter, (1987) namely: visibility, credibility, attractiveness, and strength.

### **Brand Awareness**

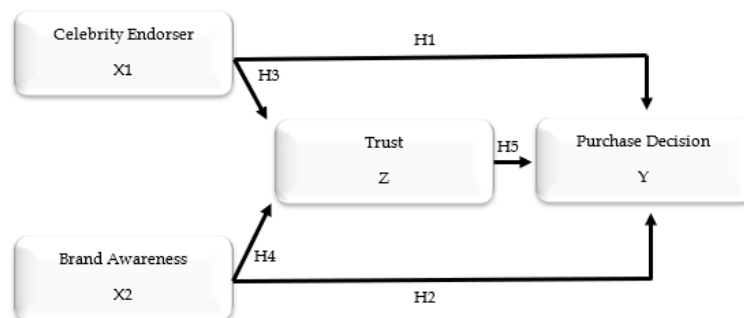
According to Cahyani (2016) brand awareness is the ability that allows consumers to recognize or remember a brand and associate it with a specific product category. According to Kotler dan Keller, (2016) there are several indicators of brand awareness, namely: Brand Recognition, Brand Recall and Top of Mind.

### **Trust**

Kotler & Armstrong (2016) defines trust as an organization's ability to create relationships and can depend on its business partners, which is influenced by interpersonal factors, integrity, kindness and honesty. There are five indicators of confidence according to Zulfa & Hidayati, (2018), namely: confidence in the ability to provide the goods needed, confidence in providing high-quality goods, confidence in keeping promises made, no doubt about the honesty of the company/seller and the belief to always put the consumer first.

### **Purchase Decision**

According to Kotler & Amstrong (2016:177), purchasing decision is part of consumer behavior that is the study of how individuals, groups, and organizations choose, Buy, use and how goods, services, ideas or experiences to satisfy their needs and desires. Kotler & Armstrong (2016), expressing a purchase decision has the following indicators : choice of product, choice of dealer, time of purchase, amount of purchase, payment method.



**Figure 1 Research Concept Framework**

### **Hypothesis Development**

H1: Celebrity endorsers have a positive and significant effect on purchasing decisions. Development of this hypothesis is based on research conducted by Arni & Nuraini (2022), Denny Pratama Putra, Lia Suprihartini (2021), Wardani & Maskur (2022), Waro & Widowati (2020), Audrey & Usman (2021) which states that celebrity endorsers have a positive and significant effect on purchasing decisions. While according to Nggilu et al., (2019) states that celebrity endorsers have no significant effect on purchasing decisions.

H2: Brand awareness has a positive and significant effect on purchasing decisions. Development of this hypothesis is based on research conducted by Astuti et al (2021), Rusmanida (2020), Tecolu et al (2021), Saragih & Surya (2018), Sinoka Ansari et al (2019)

which states that brand awareness has a positive and significant effect on purchasing decisions. While according to research conducted by Sitompul, (2021) indicates that brand awareness has no significant effect on purchasing decisions.

H3: Celebrity endorsers have a positive and significant effect on trust. Development of this hypothesis is based on research conducted by Denny Pratama Putra, Lia Suprihartini (2021), Arni & Nuraini (2022), Nurul Tamara (2021), Hasan (2023), Nuraida et al (2022) which states that celebrity endorser positive and significant effect on trust.

H4: Brand awareness has a positive and significant effect on trust. Development of this hypothesis is based on research conducted by Chusniartiningasih (2019), Febrin et al (2020), Rusmanida (2020), Pramudya et al (2018) which states that brand awareness has a positive and significant effect on trust. While according to research conducted by Nurul Tamara, (2021) states that brand awareness does not significantly affect trust.

H5: Trust has a positive and significant effect on purchasing decisions. Development of this hypothesis is based on research conducted by Wardani & Maskur (2022), Arni & Nuraini (2022), Denny Pratama Putra, Lia Suprihartini (2021), Widhiaswara & Soesanto (2020), Simamora (2023) which states that trust has a positive and significant effect on purchasing decisions. While in research conducted by Devananda et al., (2023) states that trust has no significant effect on purchasing decisions.

## RESEARCH METHODS

This study used quantitative methods. This study uses primary data collected using a questionnaire instrument. Instagram and Whatsapp to 100 respondents of consumers in Yogyakarta who use Tokopedia E-Commerce with sampling techniques used are Non-probability sampling with purposive sampling techniques from as many as 100 Tokopedia e-Commerce consumer populations distributed through online media (google form) which is distributed through whatsapp and instagram social media applications. Instagram and Whatsapp application as a distribution to spread the questionnaire is because the application of Whatsapp and Instagram is the most widely used social media in every gadget user, from this researchers thought to use the media to distribute the research questionnaire link. Data collection via google Forms. From filling out questionnaires distributed, responded as many as 100 respondents. So that the 100 samples can be used in the study due to the absence of defects in the filling and also the absence of questionnaires that do not meet the criteria in the purpose of this study. The data of respondents' answers to the questionnaire using a likert scale of 1 (strongly disagree) to 5 (strongly agree) were then processed, analyzed and tested the hypotheses suspected in this study. From the results of these tests, the author gives an interpretation based on the theory or the results of previous research. In this study the analysis carried out is by using descriptive analysis methods. Data quality test method used in this study is a test of validity and reliability. Data analysis techniques used in this study include descriptive analysis and classical assumptions (normality test, multicollinearity Test, heteroscedasticity test, multiple linear regression, Partial Test (t), simultaneous test (F), coefficient of determination (R<sup>2</sup>), and sobel test).

## RESULTS and DISCUSSION

### Characteristics Of Respondents

Gender; out of 100 respondents, most of the respondents were male, namely 55 respondents (55.0%). Age; of the 100 respondents, most of the respondents were aged 23-26 years, namely 51 respondents (51.0%). Last education; out of 100 respondents, most respondents were last educated in high school, namely 49 respondents (49.0%). Employment; out of 100 respondents, most of the respondents work/work as students, namely as many as 56 respondents (56.0%). Consumer spending; of the 100 respondents, most respondents had an expenditure on Tokopedia e-Commerce of Rp 50,000 – 250,000, of which 71 respondents (71.0%).

### Validity Test

Validity according to Sugiyono, (2016) shows the degree of accuracy between the actual data on the object with the data collected by the researcher to find the validity of an item, we correlate the score of the item with the total of these items. It can be seen that each indicator of celebrity endorser variables (X1), brand awareness (X2), purchase decision (Y), and trust (Z) has a correlation value (r) above 0.197. It can be concluded that all indicators statements for all variables are declared valid.

### Reliability Test

Reliability test is the extent to which the measurement results using the same object will produce the same data (Sugiyono, 2016). Seen that all variables have a large enough cronbach Alpha coefficient is above 0.6 so it can be said that all measuring concepts of each questionnaire variable is reliable which means that the questionnaire used in this study is a reliable questionnaire.

### Classical Assumption Test

#### Normality Test

**Table 1 Result of Normality Test**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	4.79592522	3.22351256
	Absolute	.105	.106
Most Extreme Differences	Positive	.097	.090
	Negative	-.105	-.106
Kolmogorov-Smirnov Z		1.046	1.060
Asymp. Sig. (2-tailed)		.224	.211
Test distribution is Normal.			
Calculated from data.			

Source Primary Data Processed, 2024

Normality test with Kolmogorov-Smirnov test obtained value of asymmp.sig model equation 1 is 0.224 and model equation 2 is 0.211 where both have a sig value. greater than 0.05 (sig. > 0.05) so it can be concluded that the data normally distributed.

## Multicollinearity Test Equation I

**Table 2** *Multicollinearity test equation I*

Model	Coefficients <sup>a</sup>				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Tolerance	VIF
	B	Std. Error						
1 (Constant)	4.549	2.469		1.842	.068			
Celebrity Endorser Brand Awareness	.341	.144	.260	2.371	.020	.287	3.490	
	.989	.185	.585	5.338	.000	.287	3.490	

a. Dependent Variable: Trust

Source Primary Data Processed, 2024

## Multicollinearity test equation II

**Table 3** *Multicollinearity test equation II*

Model	Coefficients <sup>a</sup>				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Tolerance	VIF
	B	Std. Error						
1 (Constant)	-1.066	1.697		-.628	.531			
Celebrity Endorser Brand Awareness Trust	.311	.100	.227	3.116	.002	.271	3.692	
	.306	.142	.173	2.147	.034	.222	4.515	
	.614	.069	.589	8.956	.000	.334	2.996	

a. Dependent Variable: Purchase Decision

Source Primary Data Processed, 2024

Multicollinearity test of the test results of all independent variables Equation 1 and Equation 2 above mimiliki tolerance value above 0.10 and VIF value below 10. It can be concluded that in this model multicollinearity does not occur.

The heteroskedasticity test conducted on equations 1 and 2 reveals points scattered both to the left and right of the point 0 on the X axis and spread beneath the Y axis. Additionally, there is no discernible pattern. This indicates the absence of heteroskedasticity symptoms in the regression analysis.

## Hypothesis Test

### Partial Test (t-test)

**Table 4** *Partial test results of equation I (T test)*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	1 (Constant)	4.549	2.469		
Celebrity Endorser	.341	.144	.260	2.371	.020

Brand Awareness	.989	.185	.585	5.338	.000
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*Dependent Variable: Trust*  
*Source Primary Data Processed, 2024*

$$Z = 0,260CE + 0,585BA$$

**Celebrity Endorser → Trust;**

T value calculate celebrity Endorser variable is 2,371 while T table is 1,984 (df = 100 - 2 - 1 = 97) which means t count > t table. Meanwhile, for the significance value of 0.020 which means smaller than 0.05 this shows that the celebrity Endorser variable has a positive and significant effect on the trust variable.

**Brand Awareness → trust;**

Value t calculate variable Brand Awareness of 5.338 while T table 1.984 (df = 100 - 2 - 1 = 97) which means t count > t table. Meanwhile, for the significance value of 0.000 which means less than 0.05 (0.000 < 0.05) this shows that the variable Brand Awareness has a positive and significant effect on the variable Trust.

**Table 5 Partial test results of Equation II (t-test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.066	1.697		-.628	.531
1 Celebrity Endorser	.311	.100	.227	3.116	.002
Brand Awareness	.306	.142	.173	2.147	.034
Trust	.614	.069	.589	8.956	.000

*Dependent Variable: Purchase Decision*

*Source Primary Data Processed, 2024*

$$Y = 0,227CE + 0,173BA + 0,589KC.$$

**Celebrity Endorser → purchase decision;**

T value calculate celebrity Endorser variable is 3.116 while T table is 1.984 (df = 100 - 3 - 1 = 96) which means t count > t table. Meanwhile, for the significance value of 0.002 which means less than 0.05 (0.002 < 0.05) this shows that the celebrity Endorser variable has a positive and significant effect on the purchase decision variable.

**Brand Awareness → purchasing decisions;**

Value t calculate variable Brand Awareness of 2.147 while T table 1.984 (df = 100 - 3 - 1 = 96) which means t count > t table. Meanwhile, for the significance value of 0.034 which means less than 0.05 (0.034 < 0.05) this shows that the variable Brand Awareness has a positive and significant effect on purchasing decision variables.

**Confidence in the purchase decision;**

Value t calculate the confidence variable of 8.956 while T table 1.984 (df = 100 - 3 - 1 = 96) which means t count > t table. Meanwhile, for the significance value of 0.000 which

means less than 0.05 ( $0.000 < 0.05$ ) this shows that the confidence variable has a positive and significant effect on the purchase decision variable.

### Simultaneous Test (F Test)

**Table 6 Simultaneous Test Results Equation I (Test F)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4545.661	2	2272.831	96.819	.000 <sup>b</sup>
Residual	2277.089	97	23.475		
Total	6822.750	99			

a. Dependent Variable: Trust

b. Predictors: (Constant), Brand Awareness, Celebrity Endorser

Source Primary Data Processed, 2024

From the results of the ANOVA test or F test produces a value of F count of 96.819 while F table of 3.09 ( $df = 100 - 2 - 1 = 97$ ) which means  $f \text{ count} > F \text{ table}$  and significance probability value of 0.000 ( $\text{sig. } 0,000 < 0,05$ ). So it can be concluded that "Celebrity Endorser and Brand Awareness simultaneously have a positive and significant effect on trust".

**Table 7 Simultaneous test results equation II (test F)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6395.398	3	2131.799	198.941	.000 <sup>b</sup>
Residual	1028.712	96	10.716		
Total	7424.110	99			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Trust, Celebrity Endorser, Brand Awareness

Source Primary Data Processed, 2024

From the results of the ANOVA test or F test produces a value of F count of 198.941 while F table of 2.70 ( $df = 100 - 3 - 1 = 96$ ) which means  $f \text{ count} > F \text{ table}$  ( $198.941 > 2.70$ ) and the value of the probability of significance of 0.000 ( $\text{sig. } 0,000 < 0,05$ ). So it can be concluded "Celebrity Endorser, Brand Awareness and trust simultaneously have a positive and significant effect on purchasing decisions".

### Coefficient of Determination ( $R^2$ )

**Table 8 Result Of Coefficient Of Determination Equation I ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 <sup>a</sup>	.666	.659	4.845

a. Predictors: (Constant), Brand Awareness, Celebrity Endorser

From the test results showed that the coefficient of determination is 0.666 which is almost close to the number 1, meaning that the variable celebrity endorser and brand awareness is able to explain the trust variable of 66.6% the remaining 33.4% are influenced by other variables that are not included in the research model.



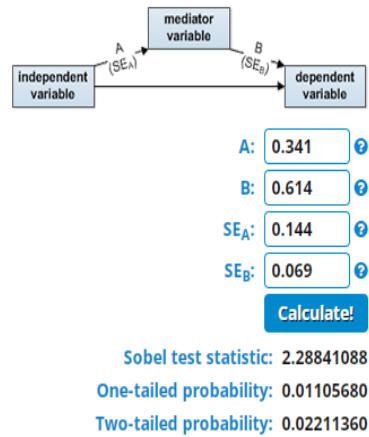
**Table 9 Result of coefficient of determination equation II ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 <sup>a</sup>	.861	.857	3.273

a. Predictors: (Constant), Trust, Celebrity Endorser, Brand Awareness.

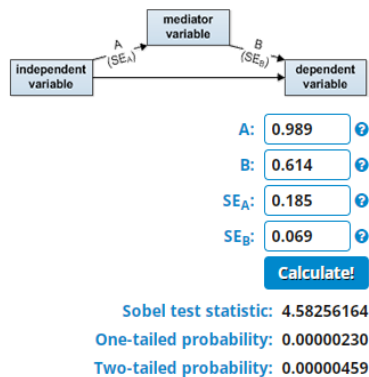
From the test results showed that the coefficient of determination is 0.861 which is almost close to the number 1, meaning that the variable celebrity endorser, brand awareness and trust are able to explain the purchase decision variables of 86.1% the remaining 13.9% are influenced by other variables that are not included in the research model.

**Sobel Test**



**Figure 2 Sobel variable celebrity Endorser test results**

From the calculation results produce one-tailed probability and two-tailed probability of 0.01105680 and 0.02211360 < 0.05, it can be concluded that trust is able to mediate the influence of celebrity endorser on purchasing decisions in consumers in Yogyakarta who use Tokopedia E-Commerce to shop.



**Figure 3 Sobel Variable Brand Awareness Test Results**

From the calculation results produce one-tailed probability and two-tailed probability of 0.00000230 and 0.00000459 < 0.05, it can be concluded that trust is able to mediate the

influence of brand awareness on purchasing decisions on consumers in Yogyakarta who use Tokopedia E-Commerce to shop.

## **Discussion**

### **Influence Of Celebrity Endorsers On Purchasing Decisions**

Influence of Celebrity Endorse on purchasing decisions based on the results of the test persial (t count) varaibel Celebrity Endorser of 3.116 while T table 1.984 ( $df = 100 - 3 - 1 = 96$ ) which means  $t \text{ count} > t \text{ table}$  ( $2,371 > 1,984$ ). Meanwhile, for the significance value of 0.002 which means less than 0.05 ( $0.002 < 0.05$ ) this shows that the Celebrity Endorser variable has a positive and significant effect on the purchase decision variable, so it can be concluded that  $H_0$  is rejected. So the hypothesis that "Celebrity Endorser has a positive and significant effect on purchasing decisions" is accepted. The results of this study also support research conducted by Putri et al., (2021), Wardani & Maskur, (2022), Waro & Widowati, (2020), Kadafi et al., (2023), Waworuntu & Hasan, (2021), Mandalika et al., (2024) and Rosita et al., (2022) states that celebrity endorsers have a positive and significant effect on purchasing decisions. While according to Nggilu et al., (2019) states that celebrity endorsers have no significant effect on purchasing decisions.

### **The Influence Of Brand Awareness On Purchasing Decisions**

The effect of Brand Awareness on purchasing decisions based on the results of the test persial (t count) variable Brand Awareness of 2.147 while T table 1.984 ( $df = 100 - 3 - 1 = 96$ ) which means  $t \text{ count} > t \text{ table}$  ( $2,147 > 1,984$ ). Meanwhile, for the significance value of 0.034 which means less than 0.05 ( $0.034 < 0.05$ ) this shows that the variable Brand Awareness has a positive and significant effect on the purchase decision variables so it can be concluded that  $H_0$  is rejected. So that the hypothesis that "Brand Awareness has a positive and significant effect on purchasing decisions" is accepted. The results of this study also support research conducted by Astuti et al., (2021), Tecoalu et al., (2021), Cahyani et al., (2022) and Sinoka Ansari, Ghishwa Ansari, Muhammad Umar Ghorri, (2019) states that brand awareness has a positive and significant effect on purchasing decisions. While according to research conducted by Sitompul, (2021) indicates that brand awareness has no significant effect on purchasing decisions.

### **The Influence Of Celebrity Endorsers On Trust**

Influence of Celebrity Endorser on trust based on the results of the test persial (t count) variable Celebrity Endorser of 2.371 while T table 1.984 ( $df = 100 - 2 - 1 = 97$ ) which means  $t \text{ count} > t \text{ table}$  ( $2,371 > 1,984$ ). Meanwhile, for the significance value of 0.020 which means less than 0.05 ( $0.020 < 0.05$ ) this shows that the celebrity Endorser variable has a positive and significant effect on the trust variable so that it can be concluded that  $H_0$  was rejected. So the hypothesis that states "celebrity endorser has a positive and significant effect on trust" is accepted. The results of this study also support research conducted by Nuraida et al., (2022), Mandalika et al., (2024), Arni & Nuraini, (2022), Denny Pratama Putra, Lia Suprihartini, (2021) states that celebrity endorser variables have a positive and significant effect on trust.

## **The Influence Of Brand Awareness On Trust**

The effect of Brand Awareness on trust based on the test results persial (t count) variable Brand Awareness of 5.338 while T table 1.984 (df = 100 - 2 - 1 = 97) which means t count > t table (5,338 > 1,984). Meanwhile, for the significance value of 0.000 which means less than 0.05 (0.000 < 0.05) this shows that the brand Awareness variable has a positive and significant effect on the trust variable so that it can be concluded that Ho is rejected. So the hypothesis that states "brand awareness has a positive and significant effect on trust " is accepted. The results of this study also support research conducted by Febrin et al., (2020), Fatikasari, (2018), Rusmanida, (2020) and Chusniartiningasih, (2019) stated that the variable brand awareness has a positive and significant effect on trust. While according to research conducted by Nurul Tamara, (2021) states that brand awareness does not significantly affect trust.

## **The Influence Of Trust On Purchasing Decisions**

The effect of confidence in the purchase decision based on the results of the test persial (t count) variable confidence of 8.956 while T table 1.984 (df = 100 - 3 - 1 = 96) which means t count > t table (8,956 > 1,984). Meanwhile, for the significance value of 0.000 which means less than 0.05 (0.000 < 0.05) this shows that the confidence variable has a positive and significant effect on the purchase decision variable so that it can be concluded that Ho is rejected. So the hypothesis that states "trust has a positive and significant effect on purchasing decisions" is accepted. The results of this study also support research conducted by Natasiah, (2024) Maulana et al., (2021), Wardani & Maskur, (2022), Wadi et al., (2021) Mandalika et al., (2024), and Widhiaswara & Soesanto, (2020) states that trust has a positive and significant effect on purchasing decisions. While in research conducted by Devananda et al., (2023) states that trust has no significant effect on purchasing decisions.

## **Influence Of Celebrity Endorsers On Purchasing Decisions Through Trust**

From the calculation of the above data, it produces one-tailed probability and two-tailed probability of 0.01105680 and 0.02211360 < 0.05, it can be concluded that trust is able to mediate the influence of celebrity endorser on purchasing decisions in consumers in Yogyakarta who use Tokopedia E-Commerce to shop.

## **The Influence Of Brand Awareness On Purchasing Decisions Through Trust**

From the calculation of the above data, it produces one-tailed probability and two-tailed probability of 0.00000230 and 0.00000459 < 0.05, it can be concluded that trust is able to mediate the influence of brand awareness on purchasing decisions in consumers in Yogyakarta who use Tokopedia E-Commerce to shop.

## **CONCLUSIONS**

Based on the findings of the study, it can be concluded that several key variables significantly influence purchasing decisions within the e-commerce platform of Tokopedia. This research holds particular urgency in the rapidly evolving landscape of e-commerce, where understanding the factors driving consumer behavior is essential for businesses to

thrive. Firstly, the presence of a celebrity endorser has been found to exert a positive and significant impact on purchasing decisions. This effect is particularly pronounced with higher levels of celebrity endorsement, which correlate with increased purchase decisions. Similarly, brand awareness emerges as another influential factor, with higher levels of brand recognition leading to more favorable purchasing decisions. Moreover, both the celebrity endorser and brand awareness variables contribute positively to the establishment of trust within the Tokopedia e-commerce platform. Specifically, as celebrity endorsement and brand recognition increase, so does the level of trust among consumers. Furthermore, trust itself emerges as a significant determinant of purchasing decisions within Tokopedia's e-commerce environment, with higher levels of trust associated with increased purchasing behavior. Notably, the influence of celebrity endorsers and brand awareness extends beyond their direct impact on purchasing decisions, as these variables also indirectly influence consumer behavior through the establishment of trust. In summary, the study underscores the importance of celebrity endorsement, brand awareness, and trust in shaping consumer purchasing decisions within the context of Tokopedia's e-commerce platform, highlighting the urgent need for businesses to strategically leverage these factors to remain competitive in the digital marketplace.

## RECOMMENDATIONS

Based on the significant findings of this study, several recommendations can be made to enhance the effectiveness of marketing strategies within the Tokopedia e-commerce platform. Firstly, it is advisable for businesses to invest in celebrity endorsement initiatives. The research demonstrates that celebrity endorsers have a notable impact on purchasing decisions, particularly when their endorsement is aligned with the brand's values. Therefore, collaborating with influential personalities who resonate with the target audience can significantly boost product visibility and credibility on Tokopedia.

Secondly, a focus on building brand awareness is crucial. The study underscores the importance of brand recognition in influencing purchasing decisions. To this end, businesses should prioritize efforts to increase visibility and strengthen brand recall among consumers on Tokopedia. This can be achieved through targeted advertising campaigns, strategic social media engagement, and partnerships with popular online influencers who can effectively amplify brand messaging.

Furthermore, emphasizing trust-building initiatives is essential for fostering long-term customer loyalty and driving sales. Businesses should implement strategies to enhance transparency, reliability, and customer service within the Tokopedia platform. Providing comprehensive product information, offering secure payment options, and promptly addressing customer inquiries can all contribute to building trust and confidence among consumers.

It is also recommended to integrate celebrity endorsement and brand awareness efforts into broader trust-building strategies. Leveraging the influence of celebrity endorsers and increasing brand visibility can complement initiatives aimed at strengthening consumer trust. For example, featuring endorsements from trusted celebrities can enhance the

credibility of the brand, while strategic brand awareness campaigns can further reinforce consumer confidence in the product or service offered.

Finally, businesses should adopt a proactive approach to monitoring and adapting their marketing strategies on Tokopedia. E-commerce trends and consumer preferences evolve rapidly, making it essential for businesses to stay agile and responsive. Regularly analyzing market trends, soliciting customer feedback, and staying abreast of industry developments can help businesses optimize their marketing efforts and stay ahead of the competition on Tokopedia. By implementing these recommendations, businesses can maximize their marketing impact on the Tokopedia e-commerce platform, ultimately driving customer engagement, loyalty, and sales.

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