

# The Impact of Celebrity Endorser and Electronic Word of Mouth on Purchase Decision Through Brand Trust as an Intervening Variable (Study on Sajadah\_shop Consumer in Tasikmalaya City)

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**Abstract**— Marketing is rapidly evolving thanks to social media as its primary tool. Initially intended for social interaction, it is now effective in marketing at low costs. The support of social media features facilitates two-way communication between sellers and buyers. The COVID-19 pandemic has accelerated online purchases, with celebrity endorsers and e-WOM playing crucial roles. Instagram, with 2 billion active users, is particularly favored by young consumers. Brand trust also influences purchasing decisions. Sajadah\_Shop faces sales fluctuations, highlighting the importance of celebrity endorsers, e-WOM, and brand trust. This explanatory research analyzes the relationship between Celebrity Endorsers and e-WOM towards the Purchase Decision of Shopee fashion products. With a sample of 97 respondents, Non-Probability Sampling accidental method was utilized. Quantitative data was analyzed using Partial Least Square (PLS) Structural Equation Modeling (SEM). The results of this research indicate that the quality of celebrity endorsers and e-WOM positively impacts purchase decisions and brand trust. Companies are advised to focus on developing product and service quality and pay attention to celebrities with high engagement rates that align with the target market. Companies should also enhance product and service quality to garner better reviews.

**Keywords**— Celebrity Endorser, Electronic Word of Mouth, Brand Trust, Purchase Decision.

## I. INTRODUCTION

The development of marketing in Indonesia is currently carried out using social media. While buyers and sellers used to have to meet in person to complete a transaction, advance in technology, especially internet, have made it easier to overcome limitations time, distance and cost. One way businesses utilize internet technology is through social media. By building an online store, businesses can now operate more efficiently, allowing for widespread marketing and communication more quickly and easily.

Marketing activities aim to promote a product or service, often utilizing celebrity or famous individuals to endorse the product or service and attract potential customers.[1] Celebrity endorsers are used as endorsers in various types of media, including television, print, and social media. They are chosen for attractive qualities and characteristics that align with the image of the brand they are promoting. Many consumers are interested in this celebrity endorser where consumers can find out the benefits of the product they are going to buy. In addition,

currently consumers also check the products to be purchased. Different than the past, currently consumers tend to look for reviews on the internet rather than asking other consumers who have bought the product, these named electronic word of mouth. [2] Electronic word of mouth refers to the sharing of information about products or service through online platforms such as chat or forums. Electronic word of mouth has a very quickly, even uncontrollably, because it uses various media on the internet such as web, blogs, social media, e-commerce, youtube, and twitter. The existence of celebrity endorsers and e-wom is commonplace in Indonesian society, where it can be more convincing to make purchase decisions.

TABLE 1 Sales Target and Realization of Sajadah\_Shop

Year	Sales Targets (Rp)	Sales Realization (Rp)	Target Achievement (%)	Growth (%)
2018	2.300.000.000	2.000.000.000	86,96	-
2019	3.800.000.000	3.000.000.000	78,95	50,00
2020	3.200.000.000	64.000.000.000	2000,00	2033,33
2021	50.000.000.000	56.000.000.000	112,00	-12,50
2022	60.000.000.000	40.000.000.000	66,67	-28,57

Source: Primary data, 2023

Based on table 1, there was an increase in sales on 2020. According to the owner of Sajadah\_shop, this caused by Sajadah\_shop marketing through endorsement of several artists carried out on the Instagram application. But there was a very significant decrease caused by already had a many competitors with similar product and marketing system. The existence of brand trust also affect purchasing decisions. [3] Brand trust is the level of customer trust in brand, which is influenced by customer confidence that brand is reliable and cares about the welfare of its customers.

In addition, brand trust is also variable that influence purchasing decisions. [4] A study written by Jiyoung Kim and Brittany McKneely (2022) “The effects of Instagram social capital, brand identification, and brand trust on buying intention for small fashion brands: the generational differences” found that customer confidence in small brands has a significant impact on their purchase decision.

Based on target and realization data of Sajadah\_shop in the last 5 years, there are problems that fluctuations or increases and decreases. Therefore, the authors raises the title “The

Impact Of Celebrity Endorser And Electronic Word Of Mouth On Purchase Decision Through Brand Trust As Intervening Variable (Study On Sajadah\_Shop Consumer In Tasikmalaya City)".

## II. MATERIAL & METHOD

### A. Celebrity Endorser

[1] Celebrity endorsers are used as endorsers in various types of media, including television, print, and social media. They are chosen for attractive qualities and characteristics that align with the image of the brand they are promoting. There are four item use to measure celebrity endorser [5]:

- Visibility
- Credibility
- Attraction
- Power

### B. Electronic Word of Mouth

[2] Electronic word of mouth refers to the sharing of information about products or service through online platforms such as chat or forums. There are four item use to measure electronic word of mouth [6]:

- Intensity
- Content
- Positive opinion
- Negative opinion

### C. Brand Trust

[3] Brand trust is the level of customer trust in brand, which is influenced by customer confidence that brand is reliable and cares about the welfare of its customers. There are four item use to measure brand trust [7]

- Brand credibility
- Brand competence
- Brand goodness
- Brand reputation

### D. Purchase Decision

[8] Purchase Decision is an integration process in which knowledge is used to select or assess available product to choose one among them. There are six item use to measure purchase decision [9]:

- Choice of product
- Brand choice
- Choice of dealer
- Purchase quantity
- Purchasing time
- Payment methods

## III. RESEARCH METHOD

The research uses quantitative research type by distributing questionnaires with Likert scale to 97 respondent who buy product of Sajadah\_shop in Tasikmalaya City. The sampling technique used is non-probability sampling with the sampling method used is purposive sampling and accidental sampling. The criteria for respondents are aged above 17, permanently or temporarily residing in Tasikmalaya City, already buy product

of Sajadahshop, and knowing Fadil Jaidi as an artist. Data analysis was carried out using SmartPLS 4.0 software which includes outer model analysis and inner model analysis. Outer model includes convergent validity, discriminant validity, and reliability test. Inner model analysis includes r-square, f-square and hypothesis testing.

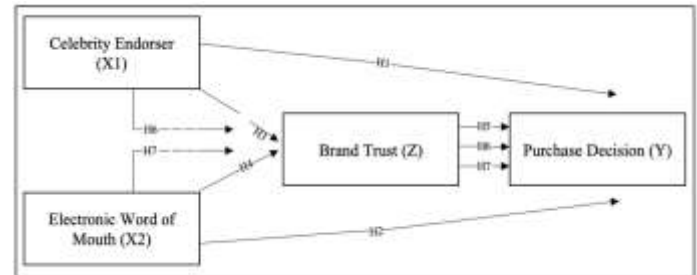


Figure 1 Hypothesis Model

### Hypothesis

#### A. The Effect of Celebrity Endorser on Purchase Decision

Research by Bobby Shandy (2018) entitled "The Effect of Celebrity Endorser and Wom on Yamaha Motorcycle Purchasing Decisions" shows the results that celebrity endorser has a positive and significant effect on purchase decision. [10]  
H1: It is suspected that there is an influence between celebrity endorser on purchase decision.

#### B. The Effect of Electronic Word of Mouth on Purchase Decision

Research by Lidyawati Munawaroh, Bayu Wijyantini, dan Wahyu Eko Setianingsih (2022) entitled "The Effect of Celebrity Endorsers, E-Wom and Competitive Prices on Online Purchasing Decisions" The results show that electronic word of mouth has a positive and significant effect on the purchase decision [11].

H2: It is suspected that there is an influence between electronic word of mouth on purchase decision.

#### C. The Effect of Celebrity Endorser on Brand Trust

Research by Rian Tanjung and Keni Keni (2022) entitled "The Effect of Celebrity Endorsement on Purchase Demand for Skin Care Products with Brand Trust and Brand Behavior as Mediating Variables" shows the results that celebrity endorser has a positive and significant effect on brand trust. [12]

H3: It is suspected that there is an influence between celebrity endorser on brand trust.

#### D. The Effect of Electronic Word of Mouth on Brand Trust

Research by Rian Tanjung and Keni Keni (2022) entitled "The Effect of Celebrity Endorsement on Purchase Demand for Skin Care Products with Brand Trust and Brand Behavior as Mediating Variables" shows the results that electronic word of mouth has a positive and significant effect on brand trust. [12]

H4: It is suspected that there is an influence between electronic word of mouth on brand trust.

#### E. The Effect of Brand Trust on Purchase Decision

Research by Ria Syafiti (2018) entitled "The Effect of Brand Image and Brand Trust on Purchasing Decisions for Brunbrun Paris Plaza Medan Fair Products" shows the results that brand trust has a positive and significant effect on purchase decision. [13]

H5: It is suspected that there is an influence between brand trust on purchase decision.

*F. The Effect of Celebrity Endorser on Purchase Decision Through Brand Trust*

Research by Glenntrico Kevin Eldwin Foeh (2022) entitled “The Effect of Celebrity Endorser and Electronic Word of Mouth on Purchase Intention with Brand Trust as an Intervening Variable” shows the results that celebrity endorser has a positive and significant effect on purchase decision through brand trust.[14]

H6: It is suspected that there is an influence between celebrity endorser on purchase decision through brand trust.

*G. The Effect of Electronic Word of Mouth on Purchase Decision Through Brand Trust*

Research by Glenntrico Kevin Eldwin Foeh (2022) entitled “The Effect of Celebrity Endorser and Electronic Word of Mouth on Purchase Intention with Brand Trust as an Intervening Variable” shows the results that electronic word of mouth has a positive and significant effect on purchase decision through brand trust.[14]

H7: It is suspected that there is an influence between electronic word of mouth on purchase decision through brand trust.

IV. RESULT

*A. Convergent Validity*

The outer loading analysis conducted shows the results of the loading factor numbers for all measuring items are above 0.7, which meets the validity requirements according to Fornell & Larcker (1981).[15]

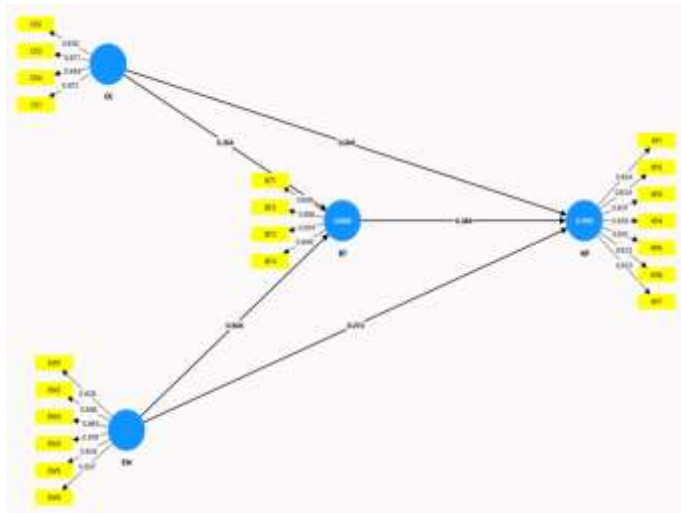


FIGURE 2 Path Analysis Model Diagram

Table 2 shows that each indicator has loading factor greather than 0.7. This indicates that each indicator is considered valid in measuring latent variables. To find out how well the research indicators correlate with the research constructs, convergent validity testing also produces an Average Variance Extracted (AVE) value. If the AVE value exceeds 0.5, the value is considered adequate. The results of measuring the AVE value are as follows.

TABLE 2. Outer Loading Results

	BT	CE	EW	KP
BT1	0.889			
BT2	0.856			
BT3	0.834			
BT4	0.846			
CE1		0.872		
CE2		0.858		
CE3		0.877		
CE4		0.848		
EW1			0.828	
EW2			0.886	
EW3			0.865	
EW4			0.818	
EW5			0.804	
EW6			0.837	
KP1				0.834
KP2				0.824
KP3				0.831
KP4				0.855
KP5				0.910
KP6				0.823
KP7				0.823

Source: SmartPLS data processing result, 2024

TABLE 3. Number of Average Variance Extracted

Indicator	Average variance extracted (AVE)
Brand Trust (BT)	0.738
Celebrity Endorser (CE)	0.746
E-WoM (EW)	0.706
Purchase Decision (KP)	0.711

Source: SmartPLS data processing result, 2024

*B. Discriminant Validity*

The discriminant validity of the constructs can be seen from the cross-loading result. The cross-loading value for each variable must be greater than 0.7, then the discriminative validity is good. [16]

TABLE 4. Cross Loading Results

	BT	CE	EW	KP
BT1	0.889	0.637	0.689	0.720
BT2	0.856	0.607	0.670	0.715
BT3	0.834	0.672	0.669	0.669
BT4	0.846	0.685	0.682	0.708
CE1	0.664	0.872	0.639	0.707
CE2	0.641	0.858	0.705	0.666
CE3	0.660	0.877	0.723	0.721
CE4	0.650	0.848	0.676	0.659
EW1	0.684	0.683	0.828	0.700
EW2	0.702	0.713	0.886	0.762
EW3	0.709	0.655	0.865	0.676
EW4	0.615	0.641	0.818	0.662
EW5	0.625	0.620	0.804	0.587
EW6	0.636	0.684	0.837	0.664
KP1	0.701	0.692	0.728	0.834
KP2	0.766	0.682	0.731	0.824
KP3	0.750	0.756	0.783	0.831
KP4	0.639	0.602	0.640	0.855
KP5	0.725	0.680	0.694	0.910
KP6	0.619	0.642	0.570	0.823
KP7	0.663	0.624	0.565	0.823

Source: SmartPLS data processing result, 2024

Table 4 illustrates this cross-loading, showing that each indicator has a higher correlation with the corresponding construct.

C. Reliability Test

Reliability assessment is seen through Cronbach's alpha and composite reliability. Constructs are considered reliable if the Cronbach's alpha and composite reliability scores exceed 0.07 (22). The results of data analysis show that the Cronbach's alpha and composite reliability values have exceeded 0.7 as shown in Table 5.

TABLE 5. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
BT	0.881	0.882	0.918
CE	0.887	0.887	0.922
EW	0.916	0.919	0.935
KP	0.932	0.935	0.945

Source: SmartPLS data processing result, 2024

D. R-Square

In this research model, R-Square is used to measure how much influence exogenous variables have on endogenous variables. The following R-Square table displays the results of this evaluation in this study:

The r-square criteria are said to be strong if > 0.75, moderate at 0.33-0.74 and weak at 0.19- 0.32[17]. According to the R-

Squares results shown in Table 6, the R-Squares values are 0.717 and 0.669 respectively, which means they have a moderate influence.

TABLE 6. R-Square

	R-Square	R-Square Adjusted
BT	0.669	0.662
KP	0.766	0.758

Source: SmartPLS data processing result, 2024

E. F-Square

The F-Square effect size value categories are weak (0.02), medium (0.15), and strong (0.35)

TABLE 7. F-Square

	BT	CE	EW	KP
BT				0.209
CE	0.140			0.116
EW	0.289			0.092
KP				

Source: SmartPLS data processing result, 2024

Based on Table 7 above, it can be seen that there is a medium influence. It caused all variable have result between 0.15 – 0.34.

F. Hypothesis Testing

TABLE 8. Direct Effect and Indirect Effect Path Coefficient Input

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Description
<b>Direct Effect</b>						
Celebrity Endorser -> Brand Trust	0.354	0.357	0.134	2.638	0.008	H1 Accepted
Celebrity Endorser -> Purchase Decision	0.289	0.288	0.113	2.571	0.010	H2 Accepted
E-WoM -> Brand Trust	0.508	0.507	0.129	3.952	0.000	H3 Accepted
E-WoM -> Purchase Decision	0.273	0.272	0.112	2.429	0.015	H4 Accepted
Brand Trust -> Purchase Decision	0.384	0.384	0.102	3.771	0.000	H5 Accepted
<b>Indirect Effect</b>						
Celebrity Endorser -> Brand Trust -> Purchase Decision	0.136	0.139	0.067	2.026	0.043	H6 Accepted
E-WoM -> Brand Trust -> Purchase Decision	0.195	0.195	0.072	2.696	0.007	H7 Accepted

Source: SmartPLS data processing result, 2024

H1: The celebrity endorser construct on purchasing decisions has a t-statistic value of 2.571 > 1.96, and a p-value of 0.010 < 0.05. Therefore, H1 is accepted.

H2: The e-wom construct on purchasing decisions has a t-statistic value of 2.429 > 1.96, and a p-value of 0.015 < 0.05. Therefore, H2 is accepted.

H3: The celebrity endorser construct on brand trust has a t-statistic value of 2.638 > 1.96, and a p-value of 0.008 < 0.05. Therefore, H3 is accepted.

H4: The e-wom construct on brand trust has a t-statistic value of 3.952 > 1.96, and a p-value of 0.000 < 0.05. Therefore, H4 is accepted.

H5: The brand trust construct on Purchasing Decisions has a t-statistic value of 3.771 > 1.96, and a p-value of 0.000 < 0.05. Therefore, H5 is accepted.

H6: The celebrity endorser on Purchasing Decisions through brand trust has a t-statistic value of 2.026 > 1.96, and a p-value of 0.043 < 0.05. Therefore, H6 is accepted.

H7: The e-wom on Purchasing Decisions through brand trust has a t-statistic value of 2.696 > 1.96, and a p-value of 0.007 < 0.05. Therefore, H7 is accepted.

TABLE 9. Total Effect

<b>Direct Effect</b>	
Celebrity Endorser -> Keputusan Pembelian	0.289
E-WoM -> Keputusan Pembelian	0.273
Celebrity Endorser -> Brand Trust	0.354
E-WoM -> Brand Trust	0.508
Brand Trust -> Keputusan Pembelian	0.384
<b>Indirect Effect</b>	
Celebrity Endorser -> Brand Trust -> Keputusan Pembelian	0.738
E-WoM -> Brand Trust -> Keputusan Pembelian	0.892
<b>Total Effect</b>	
Celebrity Endorser -> Brand Trust -> Keputusan Pembelian	1.027
E-WoM -> Brand Trust -> Keputusan Pembelian	1.165

Source: SmartPLS data processing result, 2024

The total effect of e-wom on purchasing decisions through brand trust is greater with a path coefficient value of 1.165 compared to celebrity endorsers on purchasing decisions

through brand trust, which is 1.027. Therefore, the Sajadah\_shop company must be superior to improving quality through E-WOM compared to increasing promotion through celebrity endorsers.

## V. DISCUSSION

The results of direct effect showed that celebrity endorsers have a positive and significant impact on consumer purchasing decisions. Kotler (2009) explains that there are four factors that influence purchasing decisions: environmental factors, including cultural factors such as values, norms, perceptions, preferences, and actions or habits; social or group factors that influence individual or community purchasing decisions for certain products or services; technological factors such as personal transportation, household devices, audio-visual devices, the internet, and the like; and personal factors such as age, occupation, financial situation, lifestyle, personality, and psychological factors such as motivation, perception, beliefs, and behavior, which also influence consumer behavior in purchasing goods or services.[9]

The results of direct effect showed that electronic word-of-mouth (e-WOM) has a positive and significant influence on purchasing decisions. Similar findings are also reinforced by previous research by Lidyawati Munawaroh et al. (2022), which states that e-WOM has a positive and significant effect on purchasing decisions, Sajadah\_shop already has complete information about its products on the internet page provided by Sajadah\_shop consumers. However, Sajadah\_shop must improve the quality of products and services to have better reviews of products provided by consumers to increase sales of Sajadah\_shop products.[11]

The results of direct effect showed that celebrity endorsers have a positive and significant influence on brand trust. Lau & Lee (1999) emphasize that brand, company, and consumer characteristics are factors that influence the level of brand trust.[2]

The results of direct effect showed that electronic word-of-mouth (e-WOM) has a positive and significant impact on brand trust. According to Lau & Lee (1999), factors such as brand characteristics, company characteristics, and consumer characteristics can affect the level of brand trust. [2]

The results of direct effect showed that brand trust has a positive and significant impact on purchasing decisions. According to Kotler (2009), factors that influence purchasing decisions include the environment such as culture, values such as norms, perceptions, preferences, and actions or habits. Social or group factors also influence individuals or communities in the decision to buy certain products or services. In addition, technological factors, such as personal transportation, household devices, audio-visual devices, the internet, and others, also play an important role. Personal factors such as age, occupation, financial circumstances, lifestyle, personality, self-concept, as well as psychological factors such as motivation, perception, beliefs, and behavior also influence consumer behavior in purchasing goods or services.[9]

The indirect effect results showed that celebrity endorsers have a positive, significant and partial mediating effect on purchase decisions through brand trust. The results of the

mediation test using the Variance Accounted For (VAF) method prove that the role of intervening variables in this study is partial mediation.

The results of indirect effect showed that electronic word of mouth on purchasing decisions through brand trust have a positive, significant, and partial mediation effect on purchasing decisions. The results of the mediation test using the Variance Accounted For (VAF) method prove that the role of intervening variables in this study is partial mediation.

## VI. CONCLUSION

- The results of research on the influence of celebrity endorsers on purchasing decisions for Sajadah\_shop products show that celebrities have a positive and significant influence on purchasing decisions. The more celebrities who endorse the product, the more people are interested in buying Sajadah\_shop products.
- The results of the analysis of the effect of electronic Word of Mouth (e-WOM) on consumer purchase decisions show that e-WOM has a positive and significant effect on purchase decisions. This indicates that better reviews on the Sajadah\_shop website will encourage customers to buy the product.
- The results of the analysis show that celebrity endorsers have a positive and significant influence on Sajadah\_shop brand trust. This suggests that the promotions provided to customers through celebrity endorsers have a positive and significant influence on brand trust.
- The more reviews given on the Sajadah\_shop website indicate that brand trust increases. The more reviews given on the Sajadah\_shop website indicate that brand trust increases.
- The results of the analysis show that brand trust has a positive and significant influence on purchasing decisions for Sajadah\_shop products. This means that the better the reputation of Sajadah\_shop, the more likely consumers are to decide to buy the product.
- Based on the results of a study on the indirect effect of celebrity endorsers on purchase decisions as a mediator of brand trust, celebrities have a positive and significant effect on purchase decisions when brand trust is the mediator. Where this convinces that the better the reviews on the internet page, the decision to purchase Sajadah\_shop products will increase. The effect of celebrity endorsers on purchasing decisions with brand trust results in partial mediation.
- Based on the results of the analysis of the indirect effect of electronic word of mouth on purchasing decisions through brand trust as an intervening variable, it is seen that celebrity endorsers have a positive and significant effect on purchase decisions when brand trust is medium. Where this convinces that the better the promotion given to customers through celebrities, the decision to purchase Sajadah\_shop products will increase. The effect of celebrity endorsers on purchasing decisions through brand trust results in partial mediation.

VII. SUGESSTION

- In Celebrity Endorser variable, there are several items that have a value below the average. The question items that still have below average are related to the attractiveness of the advertising concept carried out by Sajadah\_shop which states that the advertising concept carried out by Fadil Jaidi is less interesting.
- In Electronic Word Of Mouth variable, there are several items that have a value below the average. The question items that still have below average are related to reviews on internet pages that do not generate good opinions on the product, therefore companies must increase positive interactions with users to reduce the impact of negative reviews that can damage online reputation.
- In Purchasing Decision variable, there are several items that have a value below the average. Related to consumers tend to buy goods with a variety of choices, therefore companies must pay attention to product variations from various categories and brands are also important to provide sufficient options for consumers.
- In Brand Trust variable, there are several items that have a value below the average. The question items that still have below average are related to the assumption that the Sajadah\_shop brand is considered unfavorable, therefore, the company can change the company name so that the reputation among consumers is better.

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