

The Effect of Celebrity Endorsement on Purchase Intention With Brand Awareness as a Mediating Variable on MS GLOW BEAUTY Products

(Case Study on MS GLOW BEAUTY Customers at msglowbeauty27 Purwantoro Official Store, Wonogiri)

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Abstract

This research aims to determine and analyze whether Celebrity Endorsement has an influence on Purchase Intention, taking into account the factor of Brand Awareness. The method used in this research is a quantitative method. The population and sample in this research are customers of the msglowbeauty27 store in Purwantoro who have purchased Ms Glow Beauty skincare products, and the number of respondents as the sample in this research is 105 people. The data source used in this research is primary data. The data analysis uses Warp PLS version 7.0. The results of this research conclude that there is a positive influence between Celebrity Endorsement and Purchase Intention. There is a positive influence between Celebrity Endorsement and Brand Awareness. There is a positive influence between Brand Awareness and Purchase Intention. Good Brand Awareness of the Ms Glow Beauty brand will further strengthen the Purchase Intention of the Ms Glow Beauty brand in the minds of consumers.

Keywords: Celebrity Endorsement; Purchase Intention; Brand Awareness

1. Introduction

Social media is not a new thing in everyday life, especially for teenagers who are active and familiar with internet usage. Along with the development of technology and globalization, various modern findings emerged such as social media which was initially designed as a means of communication between individuals through the internet. However, over time, social media users started to find new purposes that came from their own thoughts or creativity. The function of social media is no longer just limited to being a means of communication, but also as a means of learning, entertainment, and even finding income. (Ramadhan et al., 2020).

The emergence of celebrities on social media platforms such as Instagram, Twitter, and TikTok is undeniable. People are certainly familiar with the term "Selebgram" or celebrities known for Instagram, "Selebtwit" or celebrities known for Twitter, and "Seleb Tiktok" or celebrities known for TikTok. These terms are often associated with people who are artists or popular and are used to refer to actors, actresses, singers, comedians, models, and even influencers. These celebrities have a creative side, both in packaging a field in the form of photo or video content and conveying an opinion. Not only that, a celebrity on social media platforms must also be able to take advantage of the sophistication and convenience of social media technology.

The emergence of celebrities on various social media platforms has led to the popularity of the term Celebrity Endorsement. Celebrity Endorsement has a significant influence due to the large number of celebrities who become brand ambassadors on social media. These celebrities have achievements in a particular field and are able to deliver informative advertising messages that can influence and attract consumers. This makes celebrities who become brand ambassadors seen as advertising stars. Celebrity Endorsement is a crucial part of a product's promotional strategy and marketing campaign. The hope is that the image or quality of the celebrity will be transferred to the product and stimulate sales. (Dina Fitriani, 2021).

Indonesia is one of the countries in the world with a relatively large population, making it a

potential market for marketing and selling products. In addition, the Power Distance culture, which reflects self-actualization in the environment, makes it easier for product manufacturers to reach consumers as they may not carefully consider their product choices. With many manufacturers and a large population in Indonesia, researchers are interested in conducting research on Celebrity Endorsement. (Darmansyah et al., 2014)

The Celebrity Endorsement dimensions used in this study are the Vis Cap model, namely visibility, credibility, attraction, power, and their influence on Brand Awareness and Purchase Intention of MS GLOW BEAUTY products will be examined among consumers in Purwantoro, Wonogiri.

2. Literature Review

Celebrity Endorsement

Celebrity endorsement refers to the use of well-known public figures, such as actors, sports personalities, or entertainers, who are recognized for their achievements in areas unrelated to the promoted product. Typically, celebrities have a fan base or target audience that can interpret, transform, or even create a target market. They can provide valuable information when celebrity attributes align with the product, and their likable and relatable attitude or unique qualities can lead to consumer identification and persuasion, which can result in a positive relationship between the product and celebrity influence. (Darmansyah et al., 2014).

By using this Celebrity Endorsement strategy, it is hoped that it can increase the image and number of a product. Currently, there are many product manufacturers who use Celebrity Endorsement as a way to make their products marketable, such as Yamaha using their icons Valentino Rossi and Jorge Lorenzo, Christian Ronaldo as ambassadors for clear shampoo products, and many more manufacturers who use the services of artists and even athletes as their product icons (Darmansyah et al., 2014).

Marketing management can be a solution for companies in attracting customers, especially through a promotional mix. The promotional mix is a combination of various forms of promotion used by the company, including advertising. The characteristics featured in the advertisement may be affected by the use of celebrity endorsements. Famous celebrities such as television stars, film actors, athletes, politicians, etc. are often used as advertising stars to support the product, either explicitly (by saying that the product is good) or implicitly (by only appearing in advertisements). Product marketing. The option to use Indonesian celebrities who are well-known and loved by the local community can help increase the attractiveness of advertising and make the product more visible in the market. (Okta et al., 2020)

Another definition of Celebrity Endorsement is one of the most popular methods in the world, which uses attractive celebrities who have high popularity and are trusted by the target audience. This method can make the promoted product become well-known, recognized, and in demand. (Ramadhani & Nadya, 2020).

The Celebrity Endorsement indicator in this study refers to research conducted by (Setiawan, 2018), which adopted the theory of (Percy & Rossiter, 1987). This theory measures the characteristics of Endorsement in communication using the VisCAP model (visibility, credibility, attraction, power).

1. Visibility

Endorsement is a person who has adequate character to be noticed by the audience. Generally, an endorser who is well-known and widely influential in the community is selected, so that the public's attention can be directed towards the advertised brand.

2. Credibility

Credibility includes a series of perceptions about the excellence possessed by a source so that it is recognized or followed by the audience. Endorser credibility plays an important role in this regard. The characteristics possessed by the endorser can influence the extent to which their credibility is accepted by the audience. Two factors that play a role in determining the credibility of an endorsement are:

- Expertise Skill character can reflect the extent to which the endorser's knowledge is possessed. Someone who scores high on this factor is considered smart, capable, expert, knowledgeable, experienced, or skilled. This skill reflects the communicator's ability to

- make an impression on the audience about their ability in the topic being discussed.
- Trustworthiness This character includes an assessment of how honest the endorser is in presenting advertisements. It considers how the endorser is perceived by the public regarding their honesty and integrity in delivering an advertisement.

3. Attractiveness

There are two characteristics of attraction, namely likability and similarity.

- Likability: This characteristic evaluates the physical appearance and personality of the endorser. The expectation is that with their charm, the endorser can have a positive influence on the advertised brand.
- Similarity: The emotional image match in advertising can be very helpful in achieving the desired advertising goals

4. Power

This characteristic is usually associated with the level of influence that a communicator has. The rank or popularity that a communicator possesses can affect this characteristic. The higher the rank or the more famous a communicator is, the greater their influence on this characteristic.

Purchase Intention

According to Kotler and Keller (2018), purchase intention is the decision-making process to choose a particular brand from various brand alternatives available. Santoso (2018) defines purchase intention as a consumer behavior that reflects the extent of their commitment to make a purchase of goods or services. Purchase intention is a component of consumer attitude and behavior towards consuming a product. Kinnear and Taylor also explain that purchase intention is the tendency of respondents to act before the actual purchase decision is made. Additionally, purchase intention refers to the level of customer confidence in buying a product or service from an organization or in making repeat purchases from the organization. Furthermore, purchase intention is essential in business because it is a factor that influences consumer purchase decisions

According to Keller's theory in (Sanad et al., 2018), Purchase Intention is the level of likelihood that consumers will make a purchase based on their buying interest. However, according to Kotler (2005), buying interest is an emotional response or process of liking a product but has not yet reached the stage of making a decision to buy. Buying interest usually arises when consumers feel the need for or like the product. Rossiter and Percy, as explained by (Sanad et al., 2018), also state that buying interest is an instruction to oneself to purchase a product, make plans, take relevant actions such as recommending or selecting, and ultimately make a decision to make a purchase.

Consumer Purchase Intention, which is the consumer's purchasing decision, is influenced by consumer behavior. Therefore, marketers must focus on consumer Purchase Intention in developing marketing strategies. Buying interest occurs when consumers are interested in the product or service offered and plan to buy the product with a particular brand. This can be seen from the consumer's mental reflection on the plan to purchase the product. This can be seen from the mental reflection of the consumer on the plan to purchase the product. Purchase intention can be identified through indicators such as the following (Alatas & Tabrani, 2018) :

1. Transactional interest, transactional interest can be defined as a person's tendency to purchase a product or engage with a particular company. This can reflect how motivated the consumer is to transact with the company, either to fulfill personal needs or desires, or to obtain other benefits or advantages. Transactional interest can also be formed through positive past experiences in transacting with the company, or through the influence of external factors such as promotions, brand, or recommendations from others.
2. Referential interest, tendency of a person to recommend a product to others..
3. Preferential interest, Interest that will only change if there is a significant change in the product
4. Exploratory interest, this interest describes the behavior of a person who is always looking for information regarding the product he is interested in and looking for information to support the positive properties of the product.

Brand Awareness

Brand Awareness is the ability of a brand to come to mind for consumers when they think of

a specific product and how easily the brand comes to mind. Brands play an important role in increasing consumer purchase intention. The higher the consumer's awareness of a particular brand, the greater the potential for the company's products to be purchased by consumers. Creating and embedding brand memory in consumers' minds is crucial in efforts to increase consumers' purchase intention for a product. Brand awareness for a product can help consumers trust the product and encourage the creation of purchase intention for the product. (Pranata et al., 2018)

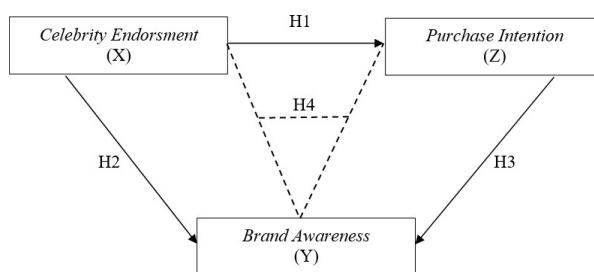
Brand Awareness can be defined as the ability or capability of potential buyers to recognize or recall that a brand is part of a certain product category. This also includes the ability of potential buyers to recognize or recall the brand as part of a product category, both through the recognition process and the recall process. In addition, brand awareness can also influence consumer trust in a brand and ultimately affect consumer purchase intention towards the product. Therefore, increasing brand awareness in the minds of consumers is crucial in influencing consumer purchase intention. (Damayanti et al., 2022)

Another definition of Brand Awareness is that it is an important asset because it is one of the factors that influences purchasing decisions. Recognizing the importance of Brand Awareness in influencing consumer purchasing intentions and decisions has caused many companies to compete to achieve top-of-mind awareness in consumers' minds. As a result, consumers are bombarded with marketing messages in various media every day, all with the aim of building Brand Awareness (Ridwan et al., 2018).

Every marketing strategy aims to increase the level of brand awareness that reaches the top of mind in the consumer's mind. If a brand is not known by consumers, then the brand will not be considered in the purchase decision. Brands that are remembered by consumers are usually brands that are liked or disliked. Keller in his theory also states the importance of a brand as a business asset and that efforts to build brand awareness must be carried out continuously and consistently (Sari et al., 2021). According to Keller, there are four indicators that can be used to determine the level of brand awareness among consumers. They are:

1. Recall, The ability of consumers to recall a brand when asked is an indicator of the level of brand awareness. A brand name that is simple, easy to pronounce, and has a clear meaning tends to be more easily remembered by consumers..
2. Recognition, The second indicator of brand awareness is the extent to which consumers can recognize that the brand belongs to a certain product category..
3. Purchase, which is how likely a consumer is to consider a particular brand as an option when making a purchase decision for a product or service.
4. Consumption, How easily consumers can identify a brand when they are using a competing brand.

Conceptual Framework



Pictures 1. Research framework

Description :

→ = has a direct influence
 - - - → = has an indirect influence

Hypothesis

The hypotheses proposed in this study are:

H1 : Celebrity Endorsement affects Purchase Intention on MS GLOW BEAUTY products
 H2: Celebrity Endorsement affects Brand Awareness of MS GLOW BEAUTY products

H3: Brand Awareness affects the Purchase Intention of MS GLOW products

3. Methodology

Population and Sample

In this research, the population studied are customers of Ms Glow Beauty's skin care products who have purchased from the agent msglowbeauty27 in Purwantoro, Wonogiri. To select the sample, this research uses probability sampling, ensuring that each member of the population has an equal chance of being chosen as a sample. The sample taken is a part of the characteristics possessed by the population and used in the research (Ernanda & Sugiyono, 2017). In research, sampling from the population needs to be done in a representative manner to ensure that the sample can represent the larger population. This is done because a study that is too large makes it impossible for researchers to study all members of the population due to limitations in funding, time, and human resources. Instead, researchers choose a sample that can represent the population and draw conclusions based on the results obtained from that sample. However, it is important to ensure that the sample is taken randomly and in a representative manner so that the results of the study can be generalized to the larger population with a high level of confidence.

This study used a sample of 105 respondents, based on considerations of a confidence level of 0.95 with a α of 0.05 and a possible error of no more than 10%.

Operational Definition of Variables

The operational definition of variables that will be used in this study consists of 3 variables, namely :

- Independent Variable, namely Celebrity Endorsement (X1) with dimensions: X1 : Visibility
Is a character that is sufficient to be noticed by the audience X2: Credibility
Credibility includes a series of perceptions about the excellence possessed by a source so that it is recognized or followed by the audience
X3 : Attractiveness
It is how attractive a sponsor is in the eyes of society, more associated with the personality of the sponsor
X4 : Power
It is the magnitude of influence that a communicator has.
- The mediation variable is Brand Awareness (Y2) with dimensions, as follows: Y2.1 : Recall
The ability of consumers to recall a brand when asked. Y2.2 : Recognition
- The second indicator of brand awareness is the extent to which consumers can recognize that the brand belongs to a certain product category
Y2.3 : Purchase
which is how likely a consumer is to consider a particular brand as an option when making a purchase decision for a product or service
Y2.4 : Consumption
How easily consumers can identify a brand when they are using a competing brand..
- The Endogenous Variable (Y1) is Purchase Intention, with dimensions:
Y1.1 : Transactional interest
transactional interest can be defined as a person's tendency to purchase a product or engage with a particular company
Y1.2 : Referential interests
Tendency of a person to recommend a product to others. Y1.3 : Preferential interests
Interest that will only change if there is a significant change in the product Y1.4 : Exploratory interest
This interest describes the behavior of a person who is always looking for information regarding the product he is interested in and looking for information to support the

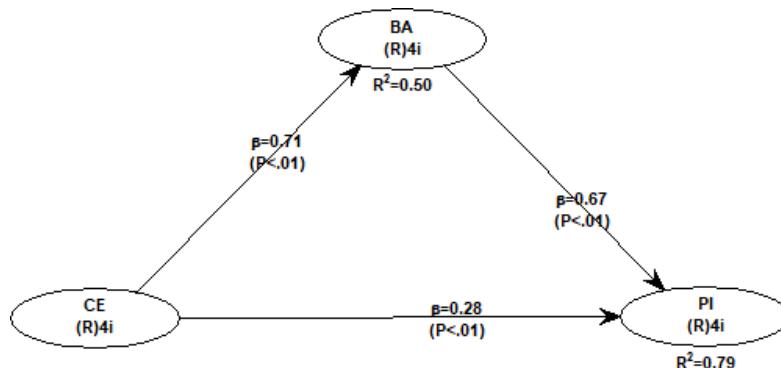
positive properties of the product.

Data Analysis Techniques

Choosing a statistical analysis technique is a crucial component in testing hypotheses, and one commonly used tool for analysis is SEM (structural equation marketing). In this research, the Warp PLS approach was used, which is a development of PLS (partial least square) analysis. This model was produced as an alternative when the underlying theory in designing a model or the available indicators do not meet the reflective measurement model. Therefore, the Warp PLS analysis method was chosen to address this problem.

4. Results of Research and Discussion

Path Analysis Warp PLS



From these results, it can be said that Celebrity Endorsement (X) has a significant influence on Purchase Intention (Y1) and Brand Awareness (Y2). The path coefficient value for Celebrity Endorsement (X) to Purchase Intention (Y1) is significant ($p < 0.01$) with a path coefficient of 0.28. The path coefficient value for Celebrity Endorsement (X) to Brand Awareness (Y2) is significant ($p < 0.01$) with a path coefficient of 0.71. Furthermore, the path coefficient value for Brand Awareness (Y2) to Purchase Intention (Y1) is significant ($p < 0.01$) with a path coefficient of 0.67. Therefore, it can be concluded that Celebrity Endorsement (X) has a significant influence on Purchase Intention (Y1) through Brand Awareness (Y2), indicating that brand awareness plays an important role in influencing consumers' purchase intention.

$$\begin{aligned} \text{total path coefficients} &= 0.28 + 0.71 \times 0.67 \\ &= 0.23 + 0.475 \\ &= 0.755 \end{aligned}$$

Composite Reliability

Table 1.

Variabel	CompositeReliability	Description	Cronbach'sAlpha	Description
CE	0.949	Satisfy	0.929	Very reliable
PI	0.947	Satisfy	0.925	Very reliable
BA	0.916	Satisfy	0.876	Very reliable

To determine the reliability of a variable, we can refer to the Composite Reliability and Cronbach's Alpha values in the table above. Overall Composite Reliability values above

0.70 indicate that all variables meet the reliability requirements. Additionally, the Cronbach's Alpha values also demonstrate that all variables are highly reliable.

All variables in the model have positive path coefficients. Thus, the larger the path coefficient value from the independent variable to the dependent variable, the stronger the relationship between the two variables.

Discriminant Validity

Tabel 2.

	CE (X)	BA (Y2)	PI (Y1)
CE	(0.908)	0.747	0.704
PI	0.747	(0.904)	0.865
BA	0.704	0.865	(0.855)

Based on the table above, the CE (X) variable has discriminant validity that meets the requirements of 0.908, because the square root of its AVE is smaller than 0.747 and 0.704. The same goes for the BA (Y2) variable, which has discriminant validity that meets the requirements of 0.904 because the square root of its AVE is smaller than 0.747 and 0.865. However, the PI (Y1) variable has not met the discriminant validity requirement of 0.855, because the square root of its AVE is larger at 0.865 despite being smaller than 0.704. It can be seen that the AVE of Purchase Intention (Y1) is not valid. However, the data in the Cross Loading has higher values and serves to strengthen the relationships between variables.

5. Discussion

Cross Loading Factor CE, BA, PI

Table 3. Cross Loading Factor Celebrity Endorsement

Hypothesis	Path	β	p-value	Description
H_1	CE ke PI (Y1)	0.28	<0.01	Significant
H_2	CE (X) ke BA (Y2)	0.71	<0.01	Significant
H_3	BA(Y2) ke PI (Y1)	0.67	<0.01	Significant

Based on the table above, the Cross Loading of Celebrity Endorsement (CE) appears stronger than the indicator of other variables. From the table, it is also known that the indicators of variable CE are already able to represent the variable CE well and better than the indicators of other variables.

Table 4. Cross Loading Factor Brand Awareness

	Cross Loading Factor		
	CE	PI	BA
Y1.1	0.388	-0.632	(0.800)
Y1.2	0.190	-0.837	(0.869)
Y1.3	-0.204	0.549	(0.916)
Y1.4	-0.346	0.877	(0.882)

As can be seen from the table above, the cross loading of the Brand Awareness variable has a higher value compared to the indicators of other variables. This indicates that the indicators of the Brand Awareness variable are able to represent and describe the Brand Awareness variable well.

Table 5. Cross Loading Factor Purchase Intention

	Cross Loading Factor		
	CE	PI	BA
Y2.1	-0.072	(0.895)	-0.168

Y2.2	0.164	(0.926)	-0.188
Y2.3	-0.258	(0.926)	0.022
Y2.4	0.174	(0.869)	0.350

From the table, it can be seen that the cross loading of the Purchase Intention indicator has a higher value compared to the other indicators. This indicates that the indicator of the Purchase Intention variable is good enough in describing the Purchase Intention variable itself.

Hypothesis Test

Table 6. Hypothesis Conclusion

	Cross Loading Factor		
	CE	PI	BA
X1.1	(0.884)	-0.289	0.355
X1.2	(0.944)	-0.012	-0.077
X1.3	(0.898)	0.174	-0.118
X1.4	(0.904)	0.122	-0.150

a. The hypothesis is about the influence of Celebrity Endorsement (CE) on Purchase intentions (PI)

H1: There is a relationship between Celebrity Endorsement (X) and Purchase Intentions (Y1) among the people who view the Ms Glow Beauty product Celebrity Endorsement advertisement on the Instagram social media platform.

Based on the calculation results shown above, the path coefficient value from CE (X) to PI (Y1) > 0.100 ($\beta = 0.75$) with p -value < 0.05 (p -value < 0.01). Therefore, it can be concluded that Celebrity Endorsement (CE) has a significant and positive effect on Purchase Intentions (PI) among people who view the Ms Glow Beauty product Celebrity Endorsement advertisement on Instagram social media.

b. The hypothesis is about the effect of Celebrity Endorsement (CE) on BrandAwareness (BA).

H2: There is an influence of Celebrity Endorsement (X) on Brand Awareness (Y2) among people who have seen the Celebrity Endorsement advertisement for Ms Glow Beauty products on Instagram social media, and it has been proven to be significant and positive.

The coefficient value of CE (X) to BA (Y2) is > 0.100 ($\beta = 0.13$) with a p - value < 0.05 (p -value < 0.01). It can be concluded that Celebrity Endorsement (CE) has a significant and positive influence on Brand Awareness (BA) among people who have seen Celebrity Endorsement ads for Ms Glow Beauty products on social media Instagram.

c. Hypothesis of the influence of Brand Awareness (BA) on Purchase Intentions (PI).

H3: There is an influence of Brand Awareness (Y2) on Purchase Intentions (Y1) among people who have seen Advertising Celebrity Endorsement of Ms Glow Beauty products on Instagram social media.

Based on the calculation results as stated above, the path coefficient from BA (Y2) to PI (Y1) is > 0.100 ($\beta = 0.78$) with a p -value < 0.05 (p -value < 0.01). Therefore, it can be concluded that Brand Awareness (BA) has a significant and positive effect on Purchase Intention (PI) among people who have seen Advertising Celebrity Endorsement of Ms Glow Beauty products on Instagram social media.

6. Conclusions and Suggestions

Conclusion

The results of the study on the influence of Celebrity Endorsement on Purchase Intentions with Brand Awareness as a mediating variable on Ms Glow Beauty products reveal a positive

influence between Celebrity Endorsement and Purchase Intentions. According to consumers, Celebrity Endorsement by Ivan Gunawan, Nagita Slavina, Keanu, and Raffi Ahmad, who are associated with Ms Glow Beauty products, can increase their Purchase Intentions to buy the product. There is also a positive influence between Celebrity Endorsement and Brand Awareness. Celebrity Endorsement, as mentioned earlier, greatly helps the Ms Glow Beauty brand in shaping their Brand Awareness, i.e., how consumers understand the brand, recognize it from competitors, are aware of its existence, and know its characteristics. Therefore, a good Brand Awareness will strengthen the Purchase Intentions of the Ms Glow Beauty brand

Suggestion

A more effective Celebrity Endorsement strategy has a satisfying impact on consumers and can be measured through one of its dimensions, which is the level of trust. Trust is one of the indicators in evaluating Celebrity Endorsement.

A more effective, trustworthy, and impactful Celebrity Endorsement strategy is closely related to one of the dimensions of Celebrity Endorsement. Trust is one of the important factors in evaluating Celebrity Endorsement.

The use of a more effective Celebrity Endorsement can be achieved by paying attention to one of its dimensions, which is trustworthiness. Consumers will be more influenced and trust more if Celebrity Endorsement has a high level of trust, which is one of the important indicators in evaluating the success of Celebrity Endorsement.

More effective and trustworthy Celebrity Endorsement strategies have a more satisfying impact on consumers. This is related to one aspect of Celebrity Endorsement, where trust is one of the indicators in evaluating the success of Celebrity Endorsement.

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