


Consumer Trust in Mediating the Influence of Brand Image and Celebrity Endorse on Purchase Decisions

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Article Info	ABSTRACT
Keywords: Brand Image Purchasing Decisions Celebrity Endorsers Consumer Trust	This research was conducted on the Kazami Brand, with a sample of 50 Kazami consumer respondents and processed using SEM SmartPLS 4.0. The results of the research show that there is a significant influence of brand image on purchasing decisions, there is a significant influence of celebrity endorsers on purchasing decisions, there is a significant influence of brand image on consumer trust, there is a significant influence of celebrity endorsers on consumer trust, there is a significant influence of consumer trust on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of brand image on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of celebrity endorsers on purchasing decisions for Kazami products.
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INTRODUCTION

The Muslim fashion industry in Indonesia has experienced rapid growth in recent years. A 2023 survey found that fashion purchases reached 88%, the highest among other types of consumption. (Nazir, 2025) This is supported by data from the Central Statistics Agency (BPS), which reported that the growth rate of the textile and apparel industry, as well as the leather and derivatives industry, increased by 7.43% and 10.15% year-on-year in the third quarter of 2024, respectively (BPS, 2024).

Muslim consumers, including women who desire to wear clothing that aligns with Islamic principles, are increasingly interested. This growing interest in Muslim fashion has prompted local brands to compete to contribute to the ongoing trend by innovating and presenting products that follow fashion while remaining aligned with religious values.

The modern marketing concept holds that producers should focus on how they influence consumers when choosing products. Purchasing decisions must consider all aspects, especially people's habits in purchasing goods or services to fulfill needs, including desires and needs, information on payment assessments for purchase substitutes, purchasing decisions, and post-purchase attitudes. (Putra & Bahrin, 2024)

Purchasing decisions are driven not only by the functional factors of a product or service, but also by affective factors, such as the image of a product or service and the emotional connection it creates with consumers. Brand image conveys not only the visual or

aesthetic aspects of a product but also how consumers associate the brand with certain values that are important to them. (Putra & Bahrin, 2024)

One effective strategy for strengthening brand image is using celebrity endorsers. A celebrity endorser is defined as a well-known figure who portrays the role of a consumer in an advertisement. Celebrity endorsers are chosen to represent a brand in the hope of influencing consumers' perceptions of the brand. Selecting a celebrity who aligns with the brand's image can create appeal and build credibility because they are perceived to have significant influence on their followers. This, in turn, fosters trust in the brand whose celebrity they follow. (Firdaus et al., 2023)

Trust is a fundamental element in the relationship between consumers and brands. Brand trust stems from several factors, including perceived consistent quality, good communication, and external factors, such as the influence of a credible endorser. (Pudianingsi et al., 2022)

Kazami is a Muslimah clothing brand that has successfully capitalized on opportunities by creating fashion models that have many fans by providing trendy designs while still meeting Muslimah clothing standards. Founded in 2019, Kazami stated that it is not only developing as a Muslim fashion brand, but also forging ties with business partners at 172 distribution points and spread across several Asian markets. Kazami is a fashion brand owned by influencers Kayla and Zam Zam who have a large following on social media, with high interest among women or consumers in products issued by the Kazami brand, so that products from this brand often run out in a short time. One strategy used is to collaborate with a number of celebrities to use their products, so that they can attract the attention of fans or followers of these celebrities. (Burhanudin, 2024)

Based on research conducted by Rihayana et al., (2022), their research shows that brand image influences purchasing decisions. This is supported by research conducted by Suhaily & Darmoyo, (2017) , which shows that brand image significantly influences consumer purchasing decisions. This is in contrast to the results of research conducted by Putri & Harti, (2022) , which in their research showed that brand image is positive but not significant in influencing consumer decisions.

A study by Wijyaningrum, (2018) shows that celebrity endorsers influence purchasing decisions, in contrast to research by Resti Rahmadani et al., (2023) which shows that celebrity endorsers have no significant influence on purchasing decisions.

The differences in the research results in this study are added by the presence of a mediating variable in the form of consumer trust, based on research by Pudianingsi et al., (2022) showing that consumer trust is able to mediate the influence of brand image and celebrity endorsers on purchasing decisions.

METHOD

The research method used a quantitative approach using a survey. The survey was supplemented by distributing forms to Kazami consumers. Sampling was obtained using

judgmental sampling with purposive sampling, where samples were drawn based on predetermined criteria. The total sample size was 50 respondents.

Data collection techniques using closed questionnaires/surveys using a 1-5 Likert scale instrument to measure: Brand Image, Celebrity Endorser, Consumer Trust, Purchasing Decisions. The scoring is given to each respondent's answer with the assumption of (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree. Which will then be processed using path analysis techniques with SmartPLS 4.0.

RESULTS AND DISCUSSION

Convergent Validity

Convergent Validity Results : Individual reflexivity measures can be considered high if they correlate more than 0.70, or the often-used limit of 0.60 as the minimum limit for factor loading (Haryono, 2016).

Table 1 SmartPLS 4.0 output results

	Brand Image	Celebrity Endorser	Buying decision	Consumer Trust	Information
X1.1	0.846				Valid
X1.2	0.759				Valid
X1.3	0.900				Valid
X2.1		0.881			Valid
X2.2		0.831			Valid
X2.3		0.757			Valid
Y1			0.920		Valid
Y2			0.880		Valid
Y3			0.815		Valid
Y4			0.896		Valid
Z1				0.775	Valid
Z2				0.764	Valid
Z3				0.812	Valid
Z4				0.876	Valid

Based on the data processing performed, the indicator output that had a loading factor coefficient below 0.7, namely X1.4 and X2.4, was dropped from the subsequent research diagram. Apart from these two indicators, all others have met the criteria for a loading factor value above 0.7.

AVE

Table 2. SmartPLS 4.0 Output Results

	(AVE)	INFORMATION
Brand image	0.701	Valid
Celebrity Endorser	0.680	Valid
Buying decision	0.772	Valid
Consumer Trust	0.652	Valid

Based on the test results, the AVE value was above 0.5 so that no variables had to be discarded because they met the convergent validity criteria.

Discriminant Validity

the Discriminant Validity Test can be seen from the Cross Loading between the indicator and its construct by comparing the correlation value on the intended construct which must be greater than the correlation value of the other construct.

Table 3. SmartPLS 4.0 Output Results

	Brand Image	Celebrity Endorser	Buying decision	Consumer Trust
X1.1	0.846	0.474	0.455	0.419
X1.2	0.759	0.366	0.304	0.286
X1.3	0.900	0.651	0.849	0.745
X2.1	0.633	0.881	0.758	0.602
X2.2	0.399	0.831	0.529	0.539
X2.3	0.521	0.757	0.522	0.430
Y1	0.685	0.645	0.920	0.753
Y2	0.629	0.653	0.880	0.743
Y3	0.661	0.762	0.815	0.590
Y4	0.604	0.553	0.896	0.657
Z1	0.537	0.575	0.675	0.775
Z2	0.638	0.537	0.658	0.764
Z3	0.488	0.478	0.648	0.812
Z4	0.409	0.453	0.499	0.876

In this study, the reference value used was above 0.7. The test results showed that all cross-loading values for each indicator were above 0.7.

Fornell-Larcker

Table 4. SmartPLS 4.0 output results

	Brand Image	Celebrity Endorser	Buying decision	Consumer Trust
Brand image	0.837			
Celebrity Endorser	0.636	0.825		
Buying decision	0.736	0.746	0.879	
Consumer Trust	0.657	0.643	0.783	0.808

Based on the test results, the square root value of each AVE construct above is greater than its correlation value with other constructs, so it is said to pass the test (Haryono, 2016).

Composite Reliability

The instrument used in the variable is said to be reliable if it has a Cronbach Alpha of more than 0.60. Meanwhile, if the rho c value is more than 0.70, it is said to be reliable.

Table 5. SmartPLS 4.0 Output Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Brand image	0.815	1,013	0.875	Reliable
Celebrity Endorser	0.766	0.797	0.864	Reliable
Buying decision	0.901	0.903	0.931	Reliable
Consumer Trust	0.822	0.820	0.882	Reliable

The Cronbach's alpha value was more than 0.6 and the rho c value was more than 0.7, so it can be concluded that all variables are reliable.

R-Square

This is done to determine the magnitude of the influence of each independent variable on the dependent variable. The higher the r-square value, the better the predictive model of the proposed research.

Table 6. SmartPLS 4.0 Output Results

	R-square	R-square adjusted
Buying decision	0.750	0.733
Consumer Trust	0.517	0.496

Based on the test results, the data shows that all independent and mediating variables have a 0.733 or 73.3% effect on purchasing decisions. Meanwhile, all independent variables have a 0.496 or 49.6% effect on consumer trust.

Hypothesis Testing

Table 7. SmartPLS 4.0 Output Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.272	0.276	0.100	2,722	0.007
X1 -> Z	0.416	0.421	0.117	3.552	0.000
X2 -> Y	0.315	0.305	0.099	3.173	0.002
X2 -> Z	0.379	0.383	0.102	3.710	0.000
Z -> Y	0.402	0.411	0.105	3.842	0.000

The probability value (p-value) is used to test the significance of the influence between variables. If the p-value is below 0.05, the variable is considered to have a significant influence. Conversely, if the p-value exceeds 0.05, the variable's influence is considered

insignificant. Based on the test results, all variables showed p-values below 0.05 and t-statistics exceeding 1.96. This indicates that all proposed hypotheses are acceptable.

Table 8. SmartPLS 4.0 Output Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Z -> Y	0.167	0.176	0.074	2,257	0.024
X2 -> Z -> Y	0.152	0.156	0.055	2,781	0.005

Based on the test results, the consumer trust variable is able to mediate the influence of brand image and celebrity endorsers on purchasing decisions by looking at the p-value below 0.05 and the t-statistic value more than 1.96.

The Influence of Brand Image on Purchasing Decisions

From the test results obtained a p value of 0.007 and a t statistic value of 5.866, these figures indicate that brand image has a significant effect on Kazami consumer purchasing decisions. This shows that the more positive the Kazami brand image in the eyes of consumers, the more likely they are to purchase products from that brand. A strong brand image reflects the quality, credibility, and value offered by Kazami, so that consumers feel confident in choosing the product compared to other brands. If Kazami is able to maintain its brand image through quality materials, product innovation and effective strategies, consumer purchasing decisions will continue to increase. The results of the study are in line with research conducted by Oktaviani et al., (2025) in their research showing that brand image has a significant effect on purchasing decisions.

The Influence of Celebrity Endorsers on Purchasing Decisions

From the test results obtained a p value of 0.002 and a t statistic value of 5.953. These figures indicate that celebrity endorsers have a significant influence on Kazami consumer purchasing decisions. This shows that Kazami's marketing strategy in the form of celebrity endorsers is able to influence emotional relationships with consumers. If the chosen celebrity has a lifestyle that is in line with the brand, consumers will be more confident and interested in purchasing the promoted product. Therefore, Kazami needs to be selective in choosing celebrities who are not only famous, but also have a positive influence on their target market. The results of the study are in line with research conducted by Lk et al., (2019) in their research showing that celebrity endorsers have a significant influence on purchasing decisions.

The Influence of Brand Image on Consumer Trust

The test results obtained a p-value of 0.000 and a t-statistic of 3.552. These figures indicate that brand image has a significant effect on consumer trust in Kazami. This shows that consumers believe Kazami is a brand with a good reputation, maintained product quality, and transparent communication. If Kazami is able to maintain its positive image in the eyes of consumers, their trust in the brand will be stronger, which ultimately has an impact on purchasing decisions. The results of the study are in line with research conducted by

Pramudya et al., (2018) in their research showing that Brand Image has a significant effect on Consumer Trust.

The Influence of Celebrity Endorsers on Consumer Trust

The test results obtained a p-value of 0.000 and a t-statistic of 3.710. These figures indicate that celebrity endorsers significantly influence consumer trust in Kazami. This shows that celebrities with high credibility and a positive image can increase consumer confidence in the brands they promote. If an endorser is known as an honest, inspiring figure, and in line with brand values, consumers will have more trust in the products they recommend. The results of this study are in line with research conducted by Ratnasari et al. (2023), whose research shows that celebrity endorsers have a significant influence on consumer trust.

The Influence of Consumer Trust on Purchase Decisions

The test results obtained a p-value of 0.000 and a t-statistic of 3.842. These figures indicate that consumer trust significantly influences Kazami consumer purchasing decisions. This shows that the higher the level of consumer trust in Kazami, the more likely they are to make a purchase. Consumers perceive that Kazami has built trust through good communication, excellent service, and maintaining the reputation of the Muslim fashion brand. The results of this study are in line with research conducted by Putri & Harti (2022), which showed that consumer trust significantly influences purchasing decisions.

The Influence of Consumer Trust in Mediating The Influence of Brand Image on Purchasing Decisions

The test results obtained a p-value of 0.024 and a t-statistic of 2.257, indicating a significant influence of consumer trust in mediating brand image on Kazami consumer purchasing decisions. This shows that consumer trust can strengthen the relationship between brand image and influencing consumers to make purchases. When trust in a brand increases, consumers are more likely to make purchases because they feel safe and comfortable with their choice. The results of this study are in line with research conducted by Arni & Nuraini, (2022) in their research, which showed that brand image has a significant influence on purchasing decisions through the mediation of consumer trust.

The Influence of Consumer Trust in Mediating The Influence of Celebrity Endorsers on Purchasing Decisions

The test results obtained a p-value of 0.005 and a t-statistic of 2.781, indicating a significant influence of consumer trust in mediating celebrity endorsers on Kazami's consumer purchasing decisions. This shows that consumer trust can strengthen the relationship between celebrity endorsers and consumers in influencing them to make purchases. The effectiveness of endorsers in driving purchasing decisions depends not only on their popularity but also on the level of trust they can instill in consumers. When this trust is formed, consumers will feel more confident that the products recommended by the celebrity are indeed of high quality and meet their needs. The results of this study are in line with research conducted by Pudianingsi et al., (2022) in their research showing that celebrity endorsers have a significant influence on purchasing decisions through trust mediation.

CONCLUSION

After testing the data using the SmartPLS 4.0 analysis tool, the results showed that: there is a significant influence of brand image on purchasing decisions, there is a significant influence of celebrity endorsers on purchasing decisions, there is a significant influence of brand image on consumer trust, there is a significant influence of celebrity endorsers on consumer trust, there is a significant influence of consumer trust on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of brand image on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of celebrity endorsers on purchasing decisions for Kazami products. After testing the data using the SmartPLS 4.0 analysis tool, the results showed that: there is a significant influence of brand image on purchasing decisions, there is a significant influence of celebrity endorsers on purchasing decisions, there is a significant influence of brand image on consumer trust, there is a significant influence of celebrity endorsers on consumer trust, there is a significant influence of consumer trust on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of brand image on purchasing decisions, there is a significant influence of consumer trust in mediating the influence of celebrity endorsers on purchasing decisions for Kazami products.

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