

The Effect of Brand Trust and Endorsement on Consumer Purchase Intention on PT Unilever Products among Gen Z in Jabodetabek

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Abstract. This study aims to characterize the influence of brand and endorsement on Gen Z consumers' purchasing interest in PT Unilever Products in the Jabodetabek region. Given their reputation for technological prowess and obsession with social media, Generation Z has a significant impact on the state of the industry. Because of this, understanding the elements influencing consumers' purchasing decisions is a crucial ability for company owners. According to the findings, the brand trust variable affects consumer buying interest. Endorsement variables affect consumer buying interest. Then the F test states that brand trust and endorsement have a significant effect together on buying interest. This research was conducted to see how influential Brand Awareness and Endorsement are on Consumer Purchase Interest at PT Unilever. This study used a questionnaire as a data collection method. The sample of this study was Gen Z in the Greater Jakarta area. The collected information is analyzed using appropriate statistical methods. The data will be processed using SPSS. The hypothesis of this study's results shows a positive relationship between brand trust and endorsement on consumer purchase intention during the boycott case on PT Unilever products. The impact on brand trust is greater than the impact of endorsements. The difference between this research and previous research lies in the use of variables, namely Brand Trust and Endorsement at PT Unilever Company.

Keywords: Brand Trust, Endorse, Consumers, PT. Unilever

1 Introduction

Unilever is one of the greatest companies in Indonesia that has issued modest bunches of brands which in truth have been successfully recognized by the open. Based on the official location www.unilever.co.id in [1] around 2 billion Unilever things are utilized by people around the world each day. PT Unilever Indonesia Tbk is one of the companies bolted in in retail. With predominant things inside the household care, person care and food divisions. With well-known brands, Unilever persistently gives advanced advancements to its things, both in quality and displaying strategies. The displaying strategy carried out by PT Unilever Indonesia Tbk is exceptionally innovative, tallying many unilever events that can draw in open thought. For-example inside the dental prosperity month event with Pepsodent, world hand washing day with lifebuoy, shinning future campaign with Sunshine, archipelago snack celebration with Bango, Ice Cream day with Dividers, and various more [2]

Brand accept can develop in case some person has bought a thing contained in a company and feels the central focuses of the thing, at that point a buyer spreads consumer-related information to his relatives or relatives with regard to the brand conjointly the thing they bought and acknowledges that other people need to in addition have the thing since of the focuses of intrigued gotten by him. Accept as a preparation to depend on other parties who have been trusted. Based on these two definitions of accept, it can be concluded that accept is the energy of customers to depend on a thing or advantage from a particular company that they acknowledge can meet their needs. Brand accept as a consumer's pine for to depend on a brand with the threats they will stand up to since of the crave that the brand will cause positive comes almost. [3]

Purchase interested is gotten from a learning plan and a thought handle that shapes a acumen. This buying captivated makes a motivation that proceeds to be recorded in his judgment skills and gets to be an terribly strong crave, which inside the conclusion when a customer has need to meet his needs, he will actualize what is in his judgment skills. Clients who are mixed by their needs will be impelled to seek for help information. This information can come from references from companions / relatives, advancements from companies, and so on. [4]

Concurring to [5], purchase intrigued is the need of customers to have a thing, where this purchase captivated will rise in case a client has been influenced by the quality and quality of the thing, the inclinations or disadvantages of the thing from its competitors, and the taken a toll publicized. Purchase charmed comes when clients get shocks from the thing, until at final the need to buy develops in organize to claim it [6] With that, it can be concluded that buying intrigued may be a motivation gotten by a thought handle that can lead to a strong need to in the long run buy a thing.

The age of progressed media has brought nearly changes past buyer behavior, and not various populaces are more careful of these headways than Period Z (Gen Z). Gen Z, which routinely insinuates to individuals born between 1999 to 2005, developed up in a world where development and web affiliations run the show society. They consolidate energetic social media customers who pay thought to social issues and have curiously buying and shopper slants.

Unilever is one of the biggest companies in Indonesia that has issued handfuls of brands which in reality have been effectively acknowledged by the open. Based on the official website www.unilever.co.id in about 2 billion Unilever items are utilized by individuals around the world each day. PT Unilever Indonesia Tbk is one of the companies locked in in retail. With

prevalent items within the domestic care, individual care and nourishment divisions. With well-known brands, Unilever continuously gives modern advancements to its items, both in quality and promoting methodologies. The promoting methodology carried out by PT Unilever Indonesia Tbk is very imaginative, counting a few unilever occasions that can attract public consideration. For-example within the dental wellbeing month occasion with Pepsodent, world hand washing day with lifebuoy, shining future campaign with Daylight, archipelago nibble celebration with Bango, Ice Cream day with Dividers, and numerous more.

Brand believe can emerge in case somebody has bought a item contained in a company and feels the focal points of the item, at that point a buyer spreads consumer-related data to his relatives or relatives with respect to the brand conjointly the item they bought and accepts that other individuals ought to moreover have the thing since of the points of interest gotten by him. Believe as a eagerness to depend on other parties who have been trusted. Based on these two definitions of trust, it can be concluded that believe is the eagerness of shoppers to depend on a item or benefit from a specific company that they accept can meet their needs. Brand believe as a consumer's crave to rely on a brand with the dangers they will confront since of the desire that the brand will cause positive comes about.

Buy intrigued is gotten from a learning prepare and a thought prepare that shapes a recognition. This buying intrigued makes a inspiration that continues to be recorded in his intellect and gets to be a really strong want, which in the end when a buyer must meet his needs, he will actualize what is in his intellect. Shoppers who are stimulated by their needs will be persuaded to look for encourage information. This data can come from references from companions / relatives, advancements from companies, and so on

Agreeing to, buy intrigued is the want of buyers to claim a item, where this buy intrigued will emerge on the off chance that a customer has been affected by the quality and quality of the item, the points of interest or drawbacks of the item from its competitors, and the cost advertised. Buy intrigued comes when buyers get boosts from the item, until at long last the want to purchase emerges in arrange to claim it [7] With that, it can be concluded that buying interest may be a inspiration gotten by a thought handle that can lead to a solid crave to eventually purchase a item.

The age of computerized media has brought approximately changes past customer behavior, and not numerous populace are more mindful of these advancements than Era Z (Gen Z). Gen Z, which frequently alludes to individuals born between 1999 to 2005, grew up in a world where innovation and web associations overwhelm society. They incorporate dynamic social media buyers who pay consideration to social issues and have one of a kind buying and buyer inclinations.

Taking into account today's complex market dynamics, the question arises: What affects Gen Z consumers' confidence? In this study, they will emphasize two important factors that negatively impact Gen Z's willingness to buy: "brand awareness" and "endorsement". Brand awareness refers to the level of understanding and trust of brands and products among Gen Z, while brand endorsement refers to the level of the brand.

At this time there is more and more competition between brands that have many similarities in the products they have, consumers have also begun to be selective in determining and choosing the products to be used. This is due to the rapid development of information technology, allowing consumers to obtain information and knowledge. Companies must be able to carry out attractive strategies in marketing products in order to get positive reviews from consumers. The

marketing strategy that can be used is endorsement. Endorsement aims to make people feel interested in the products offered. With the endorsement, it is expected to increase product awareness [8]. Endorsements relate to product endorsements made by influential individuals or celebrities through social media. Brand awareness relates to the threshold of understanding and understanding of Gen Z. Gen Z is an organization that has been identified as being on the younger spectrum due to their difficulties in digital information search and negotiation skills, which require them to consider more complex factors compared to individuals from previous generations. Characteristics that are capable of generating interest.

Currently, there is an escalation of the Palestinian-Israeli conflict that is heating up again, still accompanied by boycotts carried out by some of the global community against products that are considered pro-Israel. [9]. Unilever is one of the companies boycotted for being pro-Israel. The Indonesian Ulema Council (MUI) officially forbade products supporting Israel. There are approximately 45 Unilever products that are circulated and sold in Indonesia. The movement of people boycotting Unilever products is based on the assessment that Unilever is affiliated with Israel, and is one of the sources of funds for Zionism that commits acts of human rights violations in the Palestinian territories [10].

1.1 Literature review

Buying Interest

That buyer buying intrigued could be a shopper behavior where buyers have a want to select, utilize, and expend or indeed need a item advertised. It can be concluded that shopper buying intrigued is an deliberate that emerges from inside a individual to buy a item or benefit with thought some time recently the buying handle takes put.

Agreeing to [11] “buying intrigued some time recently the buy of a shopper item must have an activity in choice making. Agreeing to Super & Crites in [12] there are a few variables that impact buying intrigued, to be specific:

- a. “Work contrasts, meaning that with contrasts in a person’s job, it can be evaluated that intrigued within the level of work he needs to realize, the exercises he does, the use of his free time, and others.
- b. Socio-economic contrasts, meaning that somebody who features a tall socio-economy will discover it less demanding to attain what he needs than those who have a moo socio-economy.
- c. Contrasts in leisure activities or interests, meaning how a individual employments his recreation time.
- d. Sexual orientation contrasts, meaning that children, youths, grown-ups and guardians will have distinctive interface in an thing, protest action and a individual.”

Purchase interest is imperative in understanding buyer behavior, buy intrigued is one of the stages of buying behavior. Agreeing to, the definition of buy intrigued is buy intrigued could be a behavior that emerges as a reaction to an protest that appears consumers’ want to form a buy. Concurring to [13] customer buy intrigued is the eagerness of buyers to purchase a item based on an appraisal to the choice to purchase a item. [14]

Endorsement

Endorsements from famous personalities, celebrities or influencers are also a significant factor in influencing consumer preferences. Endorsements can provide additional trust in a brand through the transfer of a positive image from the endorser to the brand. In the context of PT Unilever, the use of endorsements can have a positive impact on the purchase intention of Gen Z consumers, especially if the endorser has credibility in the eyes of the target market.

According to [15] in, endorsers are endorsers or also known as advertising stars to support a product. Celebgrams are individual social media users who have their own uniqueness that will attract social media users to become their followers.

Celebgram endorsement indicators are as follows:

- Visibility (the possibility of seeing the extent of its popularity);
- Credibility which includes expertise and trustworthiness;
- Attractiveness which includes politeness and cooperation;
- Power to influence consumers.

Brand Trust

Brand believe is buyer certainty within the notoriety of a brand. Brand believe emerges since of the commitment of buyers who have utilized and gotten satisfaction from a item which is able afterward result in devotion to the item [16]. The trust figure in a brand may be a significant angle within the arrangement of brand devotion. Brand believe is the brand's capacity to be trusted (brand unwavering quality), which is based on buyer certainty that the item is able to fulfill the guaranteed esteem and brand purposeful, which is based on customer certainty that the brand is able to prioritize shopper interface

Brand believe enormously impacts customer obtaining intrigued, since buyers have a more watchful state of mind towards obscure brands. So that the presence of brand believe will produce buying intrigued by buyers, [17] in [18]. The presence of a brand is considered a column of trade so that it can draw in buyers to utilize the item. Each brand advertised has its claim characteristics that separate it from competitors' items. Brand is one of the contemplations for buyers to utilize a item. To get it and influence acquiring choices, companies must have a solid brand picture within the minds of shoppers. [19]

PT Unilever Indonesia Tbk has been working since 1933 and has gotten to be a driving Quick Moving Consumer Products company within the Indonesian market. Unilever Indonesia has more than 40 brands separated into 2 commerce fragments; Domestic & Individual Care and Sustenance and Ice cream. Unilever Indonesia went open in 1982 and its offers are recorded and exchanged on the Indonesia Stock Trade. Unilever needs to do more for the planet and society, with the point of playing a part in making a difference to address the numerous social and natural issues confronting the world, and progressing people's lives through Unilever items. Unilever has been pioneering, improving and making the trade of long term for more than 120 a long time.

2. Method

This inquire about plan was carried out through a quantitative approach employing a survey. The information source is essential information gotten straightforwardly from respondents who fill out surveys online. This think about employments non-probabilty testing method with purposive examining strategy, hence respondents must meet certain foreordained criteria. The populace utilized in this consider is Gen Z aged 17-25 a long time who feel the affect of supports

and brand awareness at this time. In expansion, respondents must moreover meet the criteria of using products from Unilever.

The autonomous factors in this consider are underwriting and brand believe. Support may be a promotional method that chooses someone who can impact others to buy the products they present. Brand Believe may be a brand esteem that can be made through a few angles that can lead to shopper fulfillment, where each person buyer interfaces brand believe with the involvement of the brand [20] in [21]

Table 1. Operational Variables

Variable	Indicator	Source
Brand Trust (X1)	1. Satisfaction 2. Value 3. Trust 4. Security	[18]
Endorsement (X2)	1. Popularity 2. Credibility 3. Attraction 4. Power	[22]
Buying Interest (Y)	1. Attention 2. Interested 3. Desire 4. Action	[22]

Table 2. Measurement of Latent Constructs

Measurement of latent constructs.

Constructs	Item	Source
Brand Trust	Satisfaction	X1.1 Are you more likely to choose PT Unilever products from well-known brands than lesser-known brands [18]
	Value	X1.2 How often do you follow popular brands on social media [18]
Trust		X1.3 Does the level of trust in the brand affect your purchase intention [18]
		X1.4 How important is it to you that the brands you buy have values that you support
Security		X1.5 Do you usually do research before buying PT. Unilever products to make sure the brand is trusted [18]

Endorsement	Popularity	X2.1 Have you ever seen a celebrity or influencer that you like advertise a product or brand that you like	[22]
		X2.2 Are you often tempted by advertisements or promotions through celebrities or endorsements	
	Credibility	X2.3 If your influencer promotes a PT Unilever product, would you be interested in buying it	[22]
	Attractiveness	X2.4 Have you ever switched from a certain brand to another because the new one is endorsed more often	[22]
	Power	X2.5 Do you believe that brands that are often endorsed by celebrities or influencers are of higher quality than those that are not endorsed	[22]
Purchase Interest	Attention	Y.1 You are interested in buying products from PT. Unilever	[22]
		Y.2 Are you more likely to buy PT Unilever products that often get positive reviews on social media	
	Interested	Y.3 Do you still buy if the celebrity or influencer you idolize promotes goods that you don't need	[22]
	Desire	Y.4 Do you feel that advertisements with celebrities or endorsements influence your buying interest more than regular advertisements	[22]
	Action	Y.5 Would you be interested in buying PT. Unilever products after getting information from friends or relatives	[22]

3. Results and Discussion

A. Analysis of Test Requirements

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test
 Unstandardized Residual

N		154
Normality Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.72141941
Most Extreme Differences	Absolute	.079

	Positive	.063
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.020 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The rationale for this data is that if the significant value is > 0.01 , it can be stated that the data is significant, but if the significant value is < 0.01 , the data is non-significant. It can be seen from the data above that $0.020 > 0.01$, so the data is significant or reliable.

Table 4. Reability Test

No	Variable	<i>Cronbach's Alpha</i>	r-table	Description
1	Brand Trust (X1)	.750	5	Reliable
2	Endorsement (X2)	.795	5	Reliable
3	Purchase Intention (Y)	.853	5	Reliable

Based on the data above, variables X1 and X2 and Y have a significant alpha coefficient, which is above 0.60 so it can be concluded that all variables in the questionnaire are reliable, which means that this questionnaire is suitable for use. (<https://onsuit.unismuhluwuk.ac.id/emor/article/view/506/pdf>).

Analysis of Multiple Linier Test

Table 5. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTALLY_Y *	Between	(Combined)	1391.306	16	86.957	6.944	.000
TOTALLY_X1	Groups	Linearity	988.050	1	988.050	78.900	.000
		Deviation from Linearity	403.256	15	26.884	2.147	.011
	Within Groups		1715.636	137	12.523		
	TOTALLY		3106.942	153			

The rationale for this data is that if the significant value is > 0.01 , it can be stated that the data has a linear effect, if the significant value is < 0.01 then the data does not have a linear relationship. It can be seen from the data above that $0.011 > 0.01$, which means that the brand trust variable has a reliable influence on purchase intention [23].

Table 6. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TOTALLY_Y *	Between Groups	(Combined)	1391.306	16	86.957	6.944	.000
TOTALLY_X2		Linearity	988.050	1	988.050	78.900	.000
		Deviation from Linearity	403.256	15	26.884	2.147	.011
Within Groups			1715.636	137	12.523		
TOTALLY			3106.942	153			

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B. Classic assumption test

1. Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of testing whether there are differences in variance or residues from one observation to another. The heteroscedasticity test is carried out to see if there is an imbalance between the variance of the residuals of one observation in the regression model and another observation. [24].

Table 7. Heteroscedasticity Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.225	1.015		2.192	.030
	TOTALLY_X2	.036	.054	.054	.662	.509

a. Dependent Variable: RES2

It can be seen from the results of the data above that the independent variable is $0.509 > 0.01$. So it can be concluded that the data does not occur disturbing assumptions on the independent variable.

Table 8. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.782	1.618		1.720	.087		
	TOTAL Y_X2	.727	.086	.564	8.419	.000	1.000	1.000

a. Dependent Variable: TOTAL_Y

The decision is based on tolerance and VIF. If tolerance > greater than 0.10, Multicol will not appear in the regression model. For regression models, if the value is > more than 10.00, multicol occurs. From the table above, the allowable value for the independent variable is $1.000 > 0.10$, so there is no multicol in the regression model. To strengthen these results, it can be seen in the VIF value that the VIF- result has a value with an independent variable of $1.000 < 10.00$. So it can be concluded that there is no Multicol.

C. Hypothesis Testing

1. F test

In the F test the basis for decision making, if the significance value is < 0.01 then the hypothesis in the independent variable has an effect on buying interest. vice versa what if > 0.01 then the independent variable has no influence on buying interest.

F Formula Table

$Df1 = k - 1$ (k number of independent and dependent variables) $3 - 1 = 2$

$Df2 = n - k$ (number of research respondents n) $154 - 2 = 15$

Table 9. F test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	988.050	2	988.050	70.878	.000 ^b
	Residual	2118.891	152	13.940		
	Totally	3106.942	153			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTALLY_X2

The sig value of the independent variable is $0.00 < 0.01$, so the hypothesis is accepted and the independent variable has an influence on the dependent variable. F count of the independent variable $70.87 > 2.65$ the hypothesis is accepted and the independent variable has an influence on the dependent variable of 70.87.

2. T test

The t test is used in research to determine whether the independent variable affects the dependent variable.

The basis for taking is if the significance value > 0.05 then H0 is accepted and there is no influence between the independent and dependent variables. Vice versa, if the significant value < 0.05, H0 is rejected and there is an influence between the independent variable and the dependent variable. Formula T Table = (nk)

N = number of respondents

K = Number of Variables

$$154 - 3 = 151$$

Table 10. T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	2.782	1.618		1.720	.087	
	TOTALLY_X2	.727	.086	.564	8.419	.000	1.000

a. Dependent Variable: TOTALLY_Y

The sig value of the independent variable is 0.00 < 0.01, so H0 is rejected and there is an influence between the independent and dependent variables, then it can be strengthened by the results of the calculated T value on the Price variable of 8.42 > 1.65 t table, then the independent variable has an influence on the purchase interest variable.

3. Determination Coefficient Test

The coefficient of determination is a quantity or ratio that shows, in percentage form, how much the variation in the independent variable explains the variation in the dependent variable.

In SPSS output, the coefficient of determination is in the model summary table and is written as R-squared. written as R squared. The R-squared value ranges from 0-1, so an R-squared value > 0.5 is good.

Table 11. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.318	.314	3.734

a. Predictors: (Constant), TOTALLY_X2

It can be seen in the R square table that 0.31 means that the value of the independent variable affects the regression model. So the effect of the independent variable is expressed in percentage terms, namely 31.8%, while the remaining 68.2% is influenced by other factors not examined in this study.

D. Exploratory Factor Analysis (EFA)

EFA is a statistical method for creating structural models consisting of a set or many variables.

EFA is also used to find interconnected variables and summarize them to reduce the number of factors that can influence each other.

Table 12. Trust Brand

Component Matrix^a

	Component 1
X1.1	.646
X1.2	.680
X1.3	.798
X1.4	.803
X1.5	.622

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 13. Endorsement

Component Matrix^a

	Component 1
X2.1	.510
X2.2	.795
X2.3	.796
X2.4	.788

X2.5	.790
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Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 14. Purchase Intention

Component Matrix^a

Component

1

Y1	.866
Y2	.854
Y3	.703
Y4	.687
Y5	.891

Extraction Method: Principal Component Analysis.

a. 1 components extracted.777+

4. Conclusion

Ultimately, this study highlights the importance of brand trust as a key pillar in shaping consumer purchase intentions, especially among Gen Z, who are increasingly dominating the market. Brand trust is not only about product satisfaction and value, but also provides consumer confidence and security in Unilever products. Therefore, the company's efforts in building and maintaining brand trust are key to marketing success.

Equally important, celebrity endorsements and influencers have a positive impact on purchase intent. Celebrity endorsement significantly increases purchase intention, especially among Gen Z, who tend to be more in touch with celebrities. By combining marketing strategies that incorporate brand trust building and celebrity endorsement, the company is able to build a strong foundation to attract consumers and increase the competitiveness of Unilever products.

Despite challenges in the form of political boycotts, brand trust remains a key pillar that influences consumer purchase intentions. Brand trust helps businesses maintain good relationships with consumers, even in controversial situations. This shows that brand trust is not just a marketing tool, but a strong foundation for maintaining customer loyalty even in difficult situations.

Therefore, the final conclusion is that brand trust and endorsement are not just another marketing strategy, but are important complementary elements to attract and retain consumer purchase intent. By maintaining brand trust and using recommendations wisely, businesses can become more resilient to market trends, win over consumers, and stay relevant in today's digital marketing era.

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