

Examining the Effect of Brand Trust, Celebrity Endorsement, and Brand Association toward Samsung Mobile Phones Purchase Decisions (Study on Community in Banyumas Regency)

Akhmad Fauzi¹, Restu Frida Utami^{2*}, Herni Justiana Astuti³, Totok Haryanto⁴
Universitas Muhammadiyah Purwokerto

Corresponding Author: Restu Frida Utami restufridautami82@gmail.com

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ABSTRACT

The purpose of this study was to test and analyze the effect of brand trust, celebrity endorsement, and brand association on purchasing decisions for Samsung mobile phones. This study uses quantitative research methods and focuses on people who live in Banyumas. Respondents used in this research sample were 143, which is in accordance with the criteria involved in purchasing decisions for Samsung mobile phones. The data collection method is through a questionnaire distribution survey which is measured on a 5-point Likert scale and analysed through the SPSS 26 application. The results showed that brand trust, celebrity endorsement, and brand association have a positive and significant effect on purchasing decisions for Samsung mobile phones.

INTRODUCTION

The use of technology is growing very fast and people's views are becoming increasingly complex, especially in the field of communication technology in the form of mobile phones. In just one year many types of updates are offered from each mobile phone brand with its sophistication to compete for market share. Almost all primary (work) and secondary (entertainment) needs can be done and obtained through mobile phones. However, the convenience obtained also has a negative impact on its users. Without any limits, the use of mobile phones can lead to uncontrolled behavior, such as spending time in front of the phone for hours. Therefore, Indonesia ranks as the number one country globally in terms of mobile phone addiction. Based on Yanwardhana report, it was stated that the survey conducted (State of Mobile, 2024), Indonesians are the longest users spending time with mobile devices such as mobile phones every day for 6.5 hours. On the other hand, the amount of time spent by users actually has a good impact on mobile phone company developers to provide greater battery life, one of which is owned by Samsung mobile phones, where there are still many other advantages that exist in Samsung mobile phones so that they managed to explore the top ranks in the top brand awards comparison.

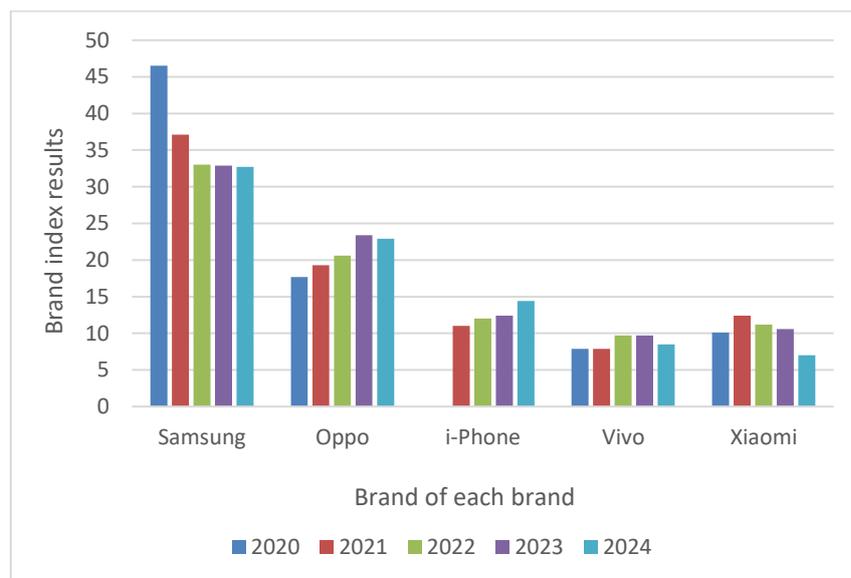


Figure 1. Top Brand Award Comparison Results

Based on table 1. a brand in the top brand comparison has measurement criteria including brand strength in the minds of consumers, brand strength in the market, as well as brand strength in encouraging customers to make repeat purchases in the future. The table shows that Samsung mobile phones for 4 years continuously won the best mobile phone category in the top brand awards comparison. Samsung ranks first with significant results even though it is known that every year it has decreased. This phenomenon is well addressed by Samsung to conduct evaluation and development to maintain products and increase sales according to market share. Even though it has decreased every year, this has not reduced consumer enthusiasm in waiting for the product, this is also a consideration for consumers in choosing a brand before making a purchasing decision. Several factors influence purchasing decisions, including brand trust,

celebrity endorsement, as well as brand association according to tests conducted by researchers in seeking the influence of relationships between variables.

Kotler and Keller (2016:194), stated purchasing decisions are integral to consumer behavior, which involves studying how individuals, groups, and organizations decide on, purchase, make use, as well as how goods, services, ideas, or experiences meet their needs and preferences. Indicators of purchasing decisions, as stated by Kotler & Keller (2016: 195-200), include; problem recognition, information search, alternative evaluation, purchase decisions, as well as post-purchase decision behavior. Naturally, needs are the main factor that consumers evaluate when selecting a product. In the selection process, Samsung mobile phones have provided innovative support for each flagship generation with the intention to create an impression that is positive on consumers who want to make purchasing decisions. When consumers make a decision to fulfill their needs or buy a product, the purchase decision becomes the benchmark for consumers in selecting a product to determine the outcome (Dewi & Ivo, 2021).

The brand trust factor is a driving factor in influencing a purchasing decision. Sigar, et al (2021) stated brand trust reflects the desire of customers to rely on a brand, even with potential risks, due to the expectation that the brand will bring positive outcomes. Lau and Kee (2007), there are 3 indicators of brand trust as follows; brand characteristics, company characteristics, as well as consumer brand characteristics. Research conducted by Lantara, et al (2020), Aditria, et al (2023), Lombok & Samadi (2022), and Lohonusa & Mandagie (2021) that brand trust positively and significantly influences purchasing decisions. In contrast to research from Sumanti, et al (2024), brand trust negatively affects purchasing decisions. The same research was carried out by Umar, et al (2023) & Ali, et al (2019), which declare that brand trust negatively and significantly affects purchasing decisions.

Apart from brand trust, the advertising approach that is often used is celebrity endorsers. Shimp and Andrew (2013: 290) stated, as quoted by Anas & Sudarwanto (2020), celebrity endorsers are individuals or groups recognized by the general public, which include TV stars, popular YouTubers, as well as high-profile Instagram influencers, who have the power to impact consumer attitudes and behavior regarding to the products they endorse. Rossiter & Percy stated, as quoted by Amilia, et al (2024), celebrity endorsement indicators include; visibility, credibility, attractiveness, and power. This is supported by research from Permana & Hayuningtyas (2021), Sari & Manurung (2020), Salam & Abdiyanti (2022), and Hutagaol & Safrin (2022) which declares that celebrity endorsement positively and significantly affects purchasing decisions. In contrast to Ingasari & Hartati (2022), with a research which declare that celebrity endorsement negatively affects purchasing decisions. Similar research was carried out by Putra, et al (2023) & Ramadhani, et al (2020), which declare that celebrity endorsement negatively and significantly affects purchasing decisions.

Another factor that is no less important in influencing decisions is brand association which functions in consumers' memories of a product. Aaker (1991: 109), stated as quoted by Krypton (2020), brand association is the various impressions that come to mind based on a person's memories, such as a brand's marketing communication, in consuming the brand. Firmansyah (2019: 94-97), stated several indicators of the strongest brand association of a brand are generally related to various things as follows: product attributes, intangible attributes, benefits to customers, relative price, usage, famous people, lifestyle, product class, competitors, and geographic region countries. This is supported by a research of Krypton (2020), which declares that brand association positively affects purchasing decisions. Similar research was conducted by Gultom, et al (2023), Putra & Lestari (2023), Rivaldo, et al (2021), and Sembiring, et al (2022), which declares that brand association significantly and positively affects purchasing decisions. In contrast to research from Ramadani & Rachmawati (2022) and Supiyandi, et al (2022) which declares that brand association negatively affects purchasing decisions.

This research is an extension of prior research carried out by Isfahami, et al (2021) with the title "The Effect of Brand Trust and Celebrity Endorse on Consumer Purchasing Decisions for Zhofira Products." This study is different from previous research because researchers added brand association variables because research conducted by Krypton (2020) concluded that brand association positively affects purchasing decisions. In addition, the theory used, the selection of places, respondents, time, and determination of different objects are adjusted to the current phenomenon. This difference may produce different characteristics resulting in a new and broader perspective. Therefore, the researcher intends to find out whether the added variable has an influence, which is brand association on purchasing decisions. Based on the background, the researchers take interest in the conduct of development research that combines previous research, titled "The Effect of Brand Trust, Celebrity Endorsement, and Brand Association on Purchasing Decisions for Samsung Mobile Phones."

LITERATURE REVIEW

Theory Planned Behaviour (TPB)

As defined by Ajzen (1991), the Theory of Planned Behavior emphasizes the rational nature of human behavior and the belief that individuals have conscious control over their behavior. Intentions to carry out different behaviors allow for predictions with high accuracy from attitudes toward the behavior, subjective norms, as well as perceived behavioral control; and these intentions, along with perceptions of behavioral control, significantly explain the differences in actual behavior.

Attitude toward the Behavior

Brand Trust plays a role in shaping consumer attitudes toward purchasing decisions. If consumers trust a brand, they tend to have a positive attitude toward the brand, which increases their likelihood of purchasing the product. In this variable, brand trust forms trust through top brand data that Samsung mobile phones are the best brand for 4 years. TPB explains that a positive attitude toward purchasing decision behavior can directly influence the intention to do so.

Subjective Norms

Celebrity Endorsement influences consumers' subjective norms, namely their perception of social pressure or other people's views of certain behaviors. When a popular or liked celebrity according to consumer preferences endorses a brand in this case a Samsung mobile phone, consumers feel compelled to buy the product because of social influence or a desire to follow trends that are considered positive by their social environment. So celebrity endorsement can directly influence purchasing behavior.

Perceived Behavioral Control

Brand Association influences the perception of behavioral control felt by consumers. If consumers have a positive association with a brand. In this case, Samsung mobile phones have a better software security system than other competitors so they have a good reputation because they are in accordance with consumer needs. Therefore, consumers will feel more confident or able to make purchasing decisions. TPB states that the greater the control a person feels over a particular behavior, the stronger their intention to do it.

Purchase Decision

Kotler and Keller (2016:194), stated purchasing decisions are integral to consumer behavior, which involves studying how individuals, groups, and organizations decide on, purchase, make use, as well as how goods, services, ideas, or experiences meet their needs and preferences. Peter and Olson (2013: 163), stated as cited by Indrasari, (2019), purchasing decisions are an integration process where knowledge is combined to evaluate different behavioral alternatives and select one among them. Drawing from the interpretations of these experts, a conclusion can be made that purchasing decisions are actions in choosing alternatives to more than two products to make decisions in accordance with consumer preferences.

The Effect of Brand Trust on Purchasing Decisions

Chaudhuri & Holbrook, 2021, p.82), stated as cited by Putri, (2022) brand trust is the average consumer's willingness to rely on their ability to perform brand functions. Gefen (2000), stated as cited by Putri, (2022), brand trust refers to the confidence a customer has in a brand that can provide appropriate expectations. From the understanding of the experts, a conclusion can be made that brand trust is consumers' hope in trusting products with consideration in choosing minimal risk for brands that are trusted. The phenomenon of brand trust is deeply rooted in society in Indonesia for certain brands that have long

existed and proven their quality such as Samsung mobile phones in Indonesia. Moreover, the development and innovation carried out on Samsung mobile phones is one of the fastest in keeping up with the times when consumers have high trust so it affects purchasing decisions and repeat purchases. The more consumers trust the Samsung brand, the more it encourages consumers to make purchasing decisions. As for previous research related to brand trust variables on purchasing decisions carried out by Lantara, et al (2020), Aditiria, et al (2023), Lombok & Samadi (2022), and Lohonusa & Mandagie (2021) which declares that brand trust positively and significantly influences purchasing decisions.

H1: Brand Trust has a positive and significant effect on purchasing decisions

The Effect of Celebrity Endorsement on Purchasing Decisions

Shimp (2003), stated as cited by Permana & Hayuningtias (2020), celebrity endorsement is a public figure who has expertise in a particular field that is known by many people and has a crucial role in talking about a supported product so that it can influence the behavior or attitude of a person towards the product he advertises. Keller (2013), stated as cited by Isfahami, et al (2021) declares that celebrity endorsement is a secondary association to a brand where it will create brand equity. From the interpretations of these experts, a conclusion can be made that celebrity endorsement is someone who is chosen because they have a match with a product that can attract public attention in influencing consumers to the promoted product. There are many Samsung mobile phone celebrity endorsements that are considered strong in promoting and influencing their followers through social media such as Iqbaal Ramadhan, Raisa, Dian Sastro, Yura Yunita, Lyodra, and many others who have an impact on Samsung mobile phone products so that more people are known through celebrity endorsement. Moreover, people prefer recommendations from celebrities as a reliable source of information. The more consumers trust the celebrity who promotes Samsung mobile phones, the more it encourages consumers to make purchasing decisions. Previous research related to celebrity endorsement variables conducted by Permana & Hayuningtyas (2021), Sari & Manurung (2020), Salam & Abdiyanti (2022), Hutagaol & Safrin (2022) declares that celebrity endorsers positively and significantly affect purchasing decisions.

H2: Celebrity Endorsement has a positive effect on purchasing decisions

The Effect of Brand Association on Purchasing Decisions

Durianto et.al, (2001, stated as cited by Firmansyah, (2019), brand association refers to assets and liabilities connected with a brand, name, or symbol, which can either boost or decrease the value that a product or service provides for both the company and its consumers. Aaker, (2013), stated as cited by Gultom, et al (2023), brand association is everything connected to a brand, whether direct or indirect, that a customer has in their memory. From the understanding of the experts, a conclusion can be made that brand association is a unitary dimension that comes from the peculiarities inherent when a particular brand is mentioned. One of the Samsung mobile phone associations bound in consumers' memories is that in terms of battery life and product innovation, it is

always the first and is imitated by other brands. Thus, associations originating from thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes form a set of positive associations with the Samsung brand. The more consumers have a strong association with Samsung mobile phones in their minds, the more it encourages consumers to decide on purchasing. The research findings from Krypton (2020) state that brand association positively affects purchasing decisions. Similar research was conducted by Gultom, et al (2023), Putra & Lestari (2023), Rivaldo, et al (2021), and Sembiring, et al (2022) which declares that brand association significantly and positively affects purchasing decisions.

H3: Brand Association has a positive and significant effect on purchasing decisions

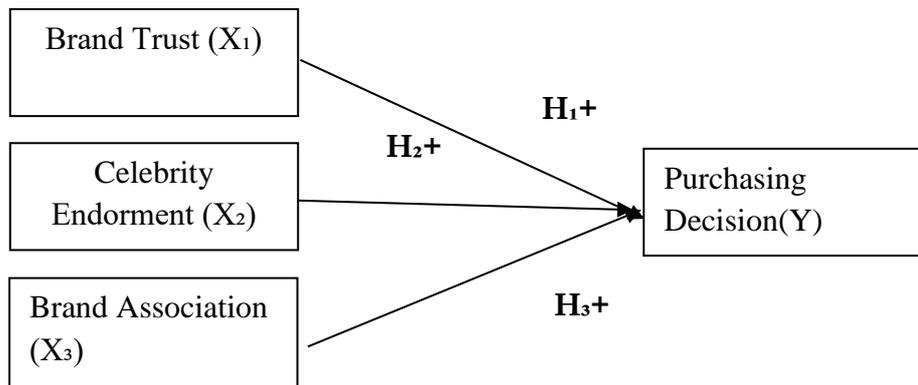


Figure 1. Thinking Framework

METHODOLOGY

This research used quantitative as the methodology and focused on people who live in Banyumas. The selected technique is purposive sampling by setting the criteria for the general public who live in Banyumas and who are involved in making decisions to buy Samsung mobile phones. The number of samples used is determined by referring to the Roscoe formula in the book *Research Methods for Business* cited by Sekaran (2016) with a sample size that is feasible to study between 30 and 500. Primary data was collected through questionnaires distribution to people domiciled in Banyumas who were involved in purchasing decisions for Samsung mobile phones. The questionnaire was distributed online with the use of Google Forms and was responded to by 143 respondents using a Likert scale measurement of 1-5, accompanied by an appropriate description from 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, to 5 = Strongly Agree. Furthermore, the data was analyzed with the utilization of SPSS version 26.

RESEARCH RESULTS

Respondent Characteristics

Based on gender, of the total sample of 143 respondents, 81 (56.6)% were male and 62 (43.4%) were female. The composition between men and women is quite evenly distributed because the ratio of men and women in Kabupaten Banyumas is balanced.

Based on sub-district, Purwokerto sub-district has the highest domicile because it is the city centre of Banyumas Regency, so there are many workers and students who became research samples. Based on occupation, the most people are students with 23%. This is because the research location is surrounded by many campuses. Based on age, most of those who filled in the range 17-27 years with the acquisition of (36.4%). Based on the age range, 17-27 years old is the most productive age in Banyumas Regency. Based on income, (43.4%) with an income of 3.5 to 5.5 million. This happens because many of the workers and students who migrate and do not have dependents at a young age. Based on the Samsung mobile phone series owned, there are (20.3%) who have A series which is quite varied in price from *low entry* 1 million to *mid range* 4 million. This is because with an income of 3.5 to 5.5 million, it can meet the needs of students and workers to buy Samsung mobile phones in that price range.

Validity Test

Validity shows how accurately a measuring instrument measures what it is intended to measure, or the extent to which the measuring instrument used hits the target. A questionnaire is considered valid if its questions are capable of revealing the information it aims to measure (Ghozali, 2018). The validity test is considered valid if significant <0.05 or 5%. The validity test assessment criteria are if $r_{count} > r_{table}$, it can be considered valid and vice versa.

Table 2. Validity Test Results

Variabel	Item Pernyataan	Pearson Correlation	Nilai sig	Status
Brand Trust (X1)	X1.1	0,658	0,00	Valid
	X1.2	0,813	0,00	Valid
	X1.3	0,758	0,00	Valid
	X1.4	0,713	0,00	Valid
	X1.5	0,708	0,00	Valid
Celebrity Endorsment (X2)	X2.1	0,647	0,00	Valid
	X2.2	0,663	0,00	Valid
	X2.3	0,657	0,00	Valid
	X2.4	0,672	0,00	Valid
	X2.5	0,648	0,00	Valid
Asosiasi Merek (X3)	X3.1	0,417	0,00	Valid
	X3.2	0,404	0,00	Valid
	X3.3	0,549	0,00	Valid
	X3.4	0,589	0,00	Valid
	X3.5	0,620	0,00	Valid
	X3.6	0,608	0,00	Valid
	X3.7	0,606	0,00	Valid
	X3.8	0,613	0,00	Valid
	X3.9	0,590	0,00	Valid

	X3.10	0,584	0,00	Valid
	X3.11	0,616	0,00	Valid
	X3.12	0,519	0,00	Valid
Keputusan Pembelian (Y)	Y.1	0,822	0,00	Valid
	Y.2	0,738	0,00	Valid
	Y.3	0,672	0,00	Valid
	Y.4	0,724	0,00	Valid
	Y.5	0,768	0,00	Valid

Source: SPSS 2024 processed data

As presented in Table 2., the sig value is 0.00 <0.05, signifying that all variables are valid. Furthermore, the r count pearson correlation obtained by all brand trust variables, celebrity endorsement and brand association> from r table (0.164), so a conclusion can be made that each statement is valid.

Reliability Test

Ghozali (2018), stated the reliability test is used to measure a questionnaire, which acts an indicator for a variable or construct. A questionnaire is deemed reliable if an individual's responses to a statement remain consistent over time. Sihabudin (2021), stated if the Cronbach's alpha value from the SPSS calculation exceeds 0.6, the questionnaire is considered reliable, whereas a Cronbach's alpha value of below 0.6 indicates that it is not reliable.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	status
Brand Trust (X1)	0,782	Reliabel
Celebrity Endorsment (X2)	0,669	Reliabel
Asosiasi Merek (X3)	0,800	Reliabel
Keputusan Pembelian (Y)	0,801	Reliabel

Source: SPSS 2024 processed data

As can be seen in Table 3. the Cronbach's alpha value for all variables is > 0.6, so a conclusion can be made that each statement is reliable.

Classical Assumption Test

Normality Test

Ghozali (2016), stated the normality test aims to verify if the regression model, along with the independent and dependent variables, are distributed normally. In the K-S Normality Test, if the significance value (Sig.) exceeds 0.05, it means that the research data is normally distributed.

**Table 4. Normality Test Result
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		134
Normal Parameters^{a,b}	Mean	0.0000000
	Std. Deviation	0.36325081
Most Extreme Differences	Absolute	0.054
	Positive	0.032
	Negative	-0.054
Test Statistic		0.054
Asymp. Sig. (2-tailed)		0.200^{c,d}

Source: SPSS 2024 processed data

Based on Table 4. the Asymp. Sig (2-tailed) of 0.200 which indicates that the residual value in this study is normally distributed because the value is > 0.05.

Multicollinearity Test

Ghozali (2016), stated the multicollinearity test functions to determine if the regression model found a test between independent variables. A tolerance value exceeding 0.10 is an indication of no multicollinearity found in the regression model, and vice versa. If the VIF value is <10.00, it is an indication of no multicollinearity found in the regression model, and vice versa.

**Table 5. Multicollinearity Test Results
Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Trust	0.518	1.932
	Celebrity Endorsement	0.570	1.753
	Brand Association	0.769	1.301

Source: SPSS 2024 processed data

As presented on Table 5. the tolerance value of brand trust is 0.518, celebrity endorsement is 0.570, and brand association is 0.769, where this value exceeds 0.10. Furthermore, the VIF value of each variable is <10.0, namely brand trust 1.932, celebrity endorsement 1.753, and brand association of 1.301. A conclusion can be made from the table that no multicollinearity symptoms are found.

Heteroscedasticity Test

The heteroscedasticity test is to see if in the regression model, there is unequal variance in the residuals between different observations. The basis for decision-making for the heteroscedasticity test is through the park test, namely with a significance level $\geq 5\%$, a conclusion can be made that no symptoms of heteroscedasticity are found in the data.

**Table 6. Heteroscedasticity Test Results
 Coefficients^a**

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.603	1.566		0.385	0.701
	Brand Trust	-0.559	0.380	-0.173	-1.471	0.144
	Celebrity	-0.325	0.399	-0.091	-0.813	0.418
	Endorsement					
	Brand	-0.111	0.397	-0.027	-0.279	0.780
	Association					

Source: SPSS 2024 processed data

From Table 6., the significance value of brand trust of 0.144, celebrity endorsement of 0.418, and brand association of 0.780. With these results, it can be concluded that no symptoms of heteroscedasticity are found due to the significance value of greater than 0.05.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a tool to evaluate variables' effect on the independent and dependent variables, both individually and together. The multiple linear regression model is as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description:

- Y = Purchase Decision (KP)
- α = Constant
- b = Coefficient b_1 b_2 b_3
- X1 = Brand Trust (BTS)
- X2 = Celebrity Endorsement (CED)
- X3 = Brand Association (AMK)

**Table 7. Results of Multiple Linear Regression Analysis & t-test
 Coefficients^a**

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.533	0.269		1.978	0.050
	Brand Trust	0.476	0.065	0.526	7.268	0.000
	Celebrity	0.281	0.069	0.282	4.084	0.000
	Endorsement					
	Asosiasi	0.136	0.068	0.118	1.982	0.050
	Merek					

Source: SPSS 2024 processed data

In the Unstandardized Coefficient column B at Constanta (a) is 0.533 the brand trust score is 0.476 the celebrity endorsement score is 0.281 the brand association score is 0.136. So from this data, is obtained in the form of multiple linear regression equations as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 0.533 + 0.476 X_1 + 0.281 X_2 + 0.136 X_3 + e$$

Based on the regression equation model above:

1. The constant value of purchasing decisions (Y) is 0.533, stating that if the variables of brand trust, celebrity endorsement, and brand association are equal to zero, consumer loyalty is 0.533.
2. The brand trust coefficient is 0.476, which is an indication that every 1% rise in the brand trust variable, the purchasing decision increases by 0.476 (47.6%) or vice versa, every 1% decrease in brand trust, the purchasing decision decreases by 0.476 (47.6%).
3. The celebrity endorsement coefficient is 0.281, which is an indication that every 1% rise in the celebrity endorsement variable, the purchasing decision increases by 0.281 (28.1%) or vice versa, every 1% decrease in celebrity endorsement, the purchasing decision decreases by 0.281 (28.1%).
4. The brand association coefficient is 0.136, which is an indication that every 1% rise in the brand association variable, the purchasing decision increases by 0.136 (13.6%) or vice versa, every 1% decrease in brand association, the purchasing decision decreases by 0.136 (13.6%).

From the results, it can be concluded that brand trust, celebrity endorsement as well as brand association affect purchasing decisions.

Model feasibility Test

Determination Coefficient Test

The coefficient of determination test (R²) functions as a measurement of how well the ability of the model to describe the independent variables in describing the dependent variable (Ghozali, 2018).

Table 8. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804^a	.647	.639	.36742

Source: SPSS 2024 processed data

As presented on the table, the R value is 0.804, which is an indication that there is a correlation between the brand trust variable, celebrity endorsement, as well as brand association with the purchasing decision variable by 80.4%. While the Adjust R Square value is 63.9%, indicating that the contribution of the brand trust, celebrity endorsement, and brand association variables in influencing the purchasing decision variable is 63.9%. The rest, which is 37.1%, is contributed by other variables not discussed.

F Test

Ghozali (2021), stated the F test shows whether all the independent variables in the model collectively influence the dependent variable. Even though it does not hypothesize, the F test is still conducted because it is to test a good model. The significance level used is 0.05 (5%). If the significance value of $F < 0.05$, it indicates that the independent variables simultaneously affect the dependent variable, or vice versa.

Table 9. F Test Results

Regression	32.163	3	10.721	.000^b
			79.416	
Residual	17.550	130	.135	
Total	49.712	133		

Source: SPSS 2024 processed data

In table 9. obtained F count $79.416 > F$ table of 2.67 and F significance value of $0.00 < 0.05$, the independent variable simultaneously affects the dependent variable.

Hypothesis Test

Test T

Partial hypothesis testing is conducted to show how far the influence between one independent variable individually in explaining the variation in the dependent variable. To get the t table value, the α significant level used in this study is 0.05 or a confidence level of 95% and $df = (n-k-1)$ (Ghozali, 2018). The basis for decision making is obtained if the sig. value < 0.05 , or t count $> t$ table, then H_0 is rejected and H_a is accepted and vice versa.

From Table.7 it can be seen that:

1. The brand trust variable obtained a t value of $7.268 > 1.978$ t table and a significance level of less than 0.05, which is 0.000, so there is a significant positive effect of brand trust on purchasing decisions.
2. The celebrity endorsement variable obtained a t value of $4.084 > 1.978$ t table and a significance level of less than 0.05, which is 0.000, so there is a significant positive effect of celebrity endorsement on purchasing decisions.
3. The brand association variable obtained the t value of $1.982 > 1.978$ t table and the significance level is equal to 0.05, namely 0.05, so there is a significant positive effect of brand association on purchasing decisions.

DISCUSSION

The Effect of Brand Trust on Purchasing Decisions

The research results that brand trust has a positive and significant effect on purchasing decisions. The results of descriptive statistics, the average value of respondents answered 4.005, which means that the majority agreed. Based on cognitive attitude theory, the ability of consumers to perceive brand trust in a brand is the result of their thoughts and beliefs. Consumer assessment data stating that the development and innovation carried out on Samsung mobile phones is one of the fastest in keeping up with the times and being a pioneer of

world-recognised technology is a statement of the results of public judgment, giving rise to brand trust. Brand trust in the Banyumas domicile community has an agreed assessment of Samsung mobile phones if consumer assessments of brand trust continue to increase, there will be an increase in purchasing decisions. This is in line with research from Lantara, et al (2020) and Aditiria, et al (2023), Lombok & Samadi (2022) and Lohonusa & Mandagie (2021) which state that brand trust has a positive and significant influence on purchasing decisions.

The Effect of Celebrity Endorsement on Purchasing Decisions

According to the results of the study, celebrity endorsement has a positive and significant effect on purchasing decisions. The celebrity endorsement factor plays an important role in the phenomenon of marketing strategies to advertise and inform in order to strengthen a brand. This is based on affective theory which states that feelings are a person's subjective view of an attitude object. That celebrity endorsement is a very emotional and subjective feeling dimension. Statements regarding consumer assessment agree to the recommendation of celebrity endorsement as a source of information can convey appropriate information on mobile phones. One of the celebrity endorsements is Raisa who promotes Samsung mobile phones through her Instagram account. If consumer assessments of celebrity endorsement continue to increase, there will be an increase in purchasing decisions. This is in line with research from Permana & Hayuningtyas (2021), Sari & Manurung (2020), Salam & Abdiyanti (2022) and Hutagaol & Safrin (2022) which state that celebrity endorsers have a positive and significant effect on purchasing decisions.

The Effect of Brand Association on Purchasing Decisions

According to the results of the study, brand association has a positive and significant effect on purchasing decisions. Based on cognitive attitude theory, the ability of consumers to perceive brand associations for a brand is the result of their thoughts and beliefs. The Samsung mobile phone association from consumer assessments agrees that in terms of durability Samsung mobile phones are durable, consumers also feel confident in the security system, are easy to operate, have advantages over similar products on other androids and the higher the Samsung mobile phone series used, the higher the consumer lifestyle. Associations originating from thoughts, perceptions, images, experiences, beliefs, and attitudes that form a set of positive associations with the Samsung brand. If consumer assessments of brand associations continue to increase, there will be an increase in purchasing decisions. This is in line with research from Gultom, et al (2023), Putra & Lestari (2023), Rivaldo, et al (2021) and Sembiring, et al (2022) which state that brand association has a significant positive effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, it shows that brand trust, celebrity endorsement and brand association have a positive and significant effect on purchasing decisions for Samsung mobile phones. This means that brand trust, celebrity endorsement and brand association have an important role in purchasing decisions for Samsung mobile phones. Brand trust shows that consumers really appreciate and appreciate the company in innovating each product and has become a world-recognised technology pioneer so that it can encourage purchasing decisions. However, the company must also always be consistent with its innovations that have been given trust by its consumers.

Celebrity endorsement is an important part of the strategy to promote and convey appropriate information on Samsung mobile phones. Choices such as celebrity endorsement and how famous it is will influence consumers if it matches their preferences. This makes it an important consideration for consumers in making purchasing decisions. Especially for companies in choosing which celebrities are suitable for their products and are known to many people. Brand associations created in the minds of consumers are influenced by product attributes that create a positive impression of Samsung mobile phones. Durable physical durability and consumer confidence in the security system are important benefits obtained in purchasing decisions. This is the foundation for the company to continue to improve the quality of the physical condition of mobile phones and the security system that is always guaranteed.

ADVANCED RESEARCH

For future research, researchers suggest adding independent variables like that risk perception and product quality can influence purchasing decisions. Consider choosing new and different places to generate a broader perspective.

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