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THE ROLE OF BRAND TRUST IN MEDIATING THE EFFECT OF CELEBRITY ENDORSER CREDIBILITY ON PURCHASE DECISIONS AT TOMORO COFFEE IN DENPASAR CITY

Ida Ayu Devi Arista Maharani[1*], I Nyoman Nurcaya[2]
[1,2]Faculty of Economics and Business, Udayana University

[*]Email corresponding author: yudearista@gmail.com

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Abstract

Technological advancements have transformed consumer consumption patterns, making them increasingly reliant on digital information in purchase decision-making. This study aims to analyze the role of brand trust in mediating the effect of celebrity endorser credibility on purchase decisions among consumers of Tomoro Coffee in Denpasar City. This study employs a quantitative approach with a sample of 100 respondents and is analyzed using descriptive analysis and path analysis. The results indicate that celebrity endorser credibility has a positive and significant effect on brand trust and purchase decisions. In addition, brand trust is found to have a significant effect and to mediate the relationship between celebrity endorser credibility and purchase decisions. These findings are consistent with the S-O-R (Stimulus-Organism-Response) theory, which explains that external stimuli influence consumers' psychological states, thereby driving purchase decisions. The implications highlight the importance of selecting celebrity endorsers whose lifestyles, characteristics, and values align with those of consumers in order to enhance brand trust and purchase decisions.

Keywords: Celebrity endorser Credibility, Brand trust, Purchase Decision, S-O-R Theory, Consumer Decision Making

INTRODUCTION

The rapid development of the digital era has driven significant changes in consumption patterns and lifestyles within society. One of the most prominent phenomena is the rising trend in coffee consumption across demographic groups. Drinking coffee is no longer merely a routine beverage consumption; it has evolved into a lifestyle, particularly among Generation Z and millennials. Coffee consumption is now perceived as a medium for communication, interaction, and self-expression. This phenomenon is reflected in the consistent increase in national coffee consumption since 2005, rising from 1,900 bags to 4,100 bags in 2024. This growth has also stimulated the expansion of coffee outlets in Indonesia, both in the form of franchises and independent businesses. The number of coffee outlets is projected to reach 11.5 thousand units by 2025, accompanied by an increase in the market value of the coffee industry from USD 9.8 billion to USD 11.5 billion by 2025. The rapid development of the coffee industry has intensified competition among businesses.

Amid the increasingly competitive coffee industry, Tomoro Coffee has emerged with a modern touch and a signature sense of hospitality. The brand operates under PT Kopi Bintang Indonesia, which was established in 2022. Within a short period, Tomoro Coffee has demonstrated rapid growth, with more than 600 outlets spread across various regions in Indonesia. The brand emphasizes friendly service and collaborates with Maudy Ayunda as one of its celebrity endorsers in its marketing strategy. Maudy Ayunda is known for her positive image in music, acting, and education, making her well aligned with the brand philosophy that Tomoro Coffee aims to build.

However, its digital presence through the use of celebrity endorsers has not yet yielded optimal results in influencing consumer preferences, as illustrated in Table 1.

Table 1. Survey on Favorite Coffee Shop Brands in Indonesia (2024)

Coffee Shop Brand	Favorite Percentage (%)
Kopi Kenangan	40
Fore Coffee	33
Starbucks	30
Point Coffee	25
Kopi Janji Jiwa	23
Kopi Tuku	18
Excelso	16
Kopi Soe	9
Tomoro Coffee	7
Others	4

Resource: GoodStats, 2024

Based on a survey of 1,000 respondents across Indonesia, Tomoro Coffee ranks ninth among the most favored coffee shops in Indonesia, with only 7% preference. This condition is further supported by an interview with a staff member of Tomoro Coffee's Denpasar branch, who stated that the number of daily customer visits ranged from 100 to 200 at the end of 2024 and had not experienced significant growth in 2025. This indicates that although Tomoro Coffee has implemented celebrity endorsement strategies in promoting its products, there are still other factors influencing its market position, particularly regarding consumer purchase decisions.

According to Darmawan & Pramudana (2022), purchase decision refers to consumer behavior in selecting, buying, and using a product or service that is believed to provide satisfaction, along with a willingness to bear the associated risks. Consumers' intention to purchase a product is influenced by their knowledge of product information; therefore, the role of certain parties is required to effectively introduce and communicate such information in order to encourage purchasing behavior (Rosyadi, 2021).

In line with the marketing strategy implemented by Tomoro Coffee, a celebrity endorser can serve as a bridge of information between the brand and consumers, acting as a communicator who helps audiences better understand product information (Adrianto & Kurnia, 2021). The use of celebrity endorsers in the current era is considered quite effective, especially in Indonesia. This is reflected in the high number of active internet and social media users, reaching 191.4 million people or approximately 68.9% of the total population. This high level of digital penetration further strengthens the role of celebrity endorsers in influencing consumer purchase decisions, as they typically deliver product reviews through social media platforms.

Research conducted by Sarumaha et al. (2025) and Rosita et al. (2022) indicates that celebrity endorsers have a positive and significant effect on purchase decisions. This implies that endorsers who possess product knowledge are able to convince consumers to make purchasing decisions. However, previous studies have shown inconsistent findings. Wasitaningrum & Cahya (2022), Putri & Soliha (2022), and Novianti (2020) found that celebrity endorsers do not have a significant effect on purchase decisions.

The inconsistency of previous research findings suggests that the influence of celebrity endorser credibility on purchase decisions may be indirect, potentially mediated by other factors such as brand trust. According to Kotler and Armstrong (2016), brand trust refers to consumers' belief that a product can deliver positive benefits, thereby building trust in the brand. This highlights the importance of products or services meeting consumer expectations in order to reduce perceived risk (Herjanto et al., 2020).

Studies conducted by Arni & Nuraini 2022) and Ardiyanti et al. (2025) demonstrate that brand trust can act as a mediating variable in the relationship between celebrity endorsers and purchase decisions. Furthermore, Rinaldi et al. (2022)and Barus et al. (2024) found that brand trust

has a significant influence on purchase decisions. This means that the higher the level of consumer trust in a brand, the stronger the consumer's intention to make a purchase. Based on the inconsistencies in previous research (research gap) and the empirical phenomenon observed in Tomoro Coffee, further research is needed to examine the role of brand trust in mediating the effect of celebrity endorser credibility on consumer purchase decisions for Tomoro Coffee products in Denpasar City.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

There is a strong relationship between celebrity endorser credibility and purchase decisions, as credible endorsers are able to reduce consumer uncertainty and increase confidence in choosing a product (Istian et al., 2025). Consumers who perceive endorsers as trustworthy and attractive tend to evaluate products more positively and are more likely to make purchase decisions (Siregar et al., 2022; Rahayu et al., 2023; Wardani & Maskur, 2022). Based on the Stimulus–Organism–Response (S-O-R) theory, celebrity endorser credibility acts as a stimulus that shapes consumers' internal perceptions and evaluations, which ultimately lead to a behavioral response in the form of purchase decisions. Based on the explanation above, the following hypothesis can be proposed:

H_1: Celebrity endorser credibility has a positive and significant effect on purchase decisions.

There is a strong relationship between celebrity endorser credibility and brand trust, as credible endorsers can enhance consumers' trust in a brand by delivering reliable and persuasive information (Chetioui et al., 2020). Consumers tend to build trust more easily toward brands endorsed by credible figures (Kirana & Yoestini, 2024). Based on the S-O-R theory, celebrity endorser credibility functions as a stimulus that influences the organism, namely the consumer's internal psychological state in the form of brand trust. Based on the explanation above, the following hypothesis can be proposed:

H_2: Celebrity endorser credibility has a positive and significant effect on brand trust.

There is a strong relationship between brand trust and purchase decisions, as a higher level of trust reduces perceived risk and increases consumer confidence in making purchasing decisions (Rahmadhana & Ekowati, 2022). Consumers who trust a brand are more likely to choose and purchase its products (Ramadhan & Soebiantoro, 2025; Primananda & Susanti, 2021). Based on the S-O-R theory, brand trust represents the organism that drives the response, namely, purchase decisions. Based on the explanation above, the following hypothesis can be proposed:

H_3: Brand trust has a positive and significant effect on purchase decisions.

There is a strong relationship between celebrity endorser credibility and purchase decisions through brand trust, as trust acts as a mediating variable that translates credibility into consumer confidence (Ningrum & Andjarwati, 2025). Previous studies also confirm that brand trust significantly mediates this relationship (Ardiyanti et al., 2025; Musthofa et al., 2025) Based on the S-O-R theory, celebrity endorser credibility acts as a stimulus, brand trust as the organism, and purchase decisions as the response, indicating a mediating mechanism. Based on the explanation above, the following hypothesis can be proposed:

H_4: Brand trust positively and significantly mediates the effect of celebrity endorser credibility on purchase decisions.

RESEARCH METHODS

This study employs a quantitative associative approach to analyze the relationship between celebrity endorser credibility and purchase decisions, with brand trust as a mediating variable. The study is causal in nature, as it examines the cause-and-effect relationships among the independent, mediating, and dependent variables. Denpasar City was selected as the research location due to its role as an active market for Tomoro Coffee, which operates 10 outlets in the area.

The sample consists of 100 respondents selected using purposive sampling based on specific criteria, including individuals residing in Denpasar, social media users or followers of Tomoro Coffee, and those aged at least 15 years. The study variables include celebrity endorser credibility, brand trust, and purchase decisions, each measured using indicators adapted from previous studies. The research instrument was a structured questionnaire using a five-point Likert scale, which was tested for validity and reliability prior to data collection. Primary data were collected both online via Google Forms and offline through direct questionnaire distribution.

Data analysis was conducted using SPSS, including descriptive and inferential statistical analyses, such as validity and reliability tests, as well as path analysis to examine the mediating role of brand trust. The research model follows the Baron and Kenny (1986) approach. Additionally, classical assumption tests (normality, multicollinearity, and heteroscedasticity) and the Sobel test were performed to assess the significance of the mediation effect. Prior to use, the research instruments were tested for validity and reliability. An instrument is considered valid if the product-moment correlation coefficient (r-calculated) exceeds the r-table value (0.30), and reliable if the Cronbach's Alpha value is greater than 0.60. Validity and reliability tests in this study were conducted twice. The results of the first test are presented in Tables 2 and 3.

Table 2. Results of the First Instrument Validity Test

No	Variable	Indicators	Pearson Correlation	Description
1.	Purchase Decision (Y)	Y1	0,807	Valid
		Y2	0,824	Valid
		Y3	0,807	Valid
		Y4	0,774	Valid
2.	Celebrity Endorser Credibility (X)	X1	0,704	Valid
		X2	0,748	Valid
		X3	0,654	Valid
		X4	0,425	Valid
		X5	0,551	Valid
3.	Brand Trust (M)	M1	0,885	Valid
		M2	0,767	Valid
		M3	0,705	Valid
		M4	0,675	Valid

Source: Processed primary data, 2026

Based on the results of the initial validity test, all indicators of the variables Purchase Decision (Y), Celebrity Endorser Credibility (X), and Brand Trust (M) were found to be valid. Therefore, reliability testing can be conducted as shown in Table 3.

Table 3. Results of the First Instrument Reliability test

No	Variable	Cronbach's Alpha	Description
1.	Purchase Decision (Y)	0,805	Reliable
2.	Celebrity Endorser Credibility (X)	0,585	Not Reliable
3.	Brand Trust (M)	0,782	Reliable

Source: Processed primary data, 2026

Table 3 shows that the celebrity endorser credibility variable has a Cronbach's Alpha value below 0.60, indicating that it is not reliable. Based on the corrected item-total correlation, indicator X4 has a correlation value below 0.30 and therefore must be removed from the model. Subsequently, validity and reliability tests were conducted again, as presented in Tables 4 and 5.

Table 4. Results of the Second Instrument Validity Test

No	Variable	Indicators	Pearson Correlation	Description
1.	Purchase Decision (Y)	Y1	0,807	Valid
		Y2	0,824	Valid
		Y3	0,807	Valid
		Y4	0,774	Valid

2.	Celebrity Endorser Credibility (X)	X1	0,717	Valid
		X2	0,779	Valid
		X3	0,683	Valid
		X5	0,565	Valid
3.	Brand Trust (M)	M1	0,885	Valid
		M2	0,767	Valid
		M3	0,705	Valid
		M4	0,675	Valid

Source: Processed primary data, 2026

As shown in Table 4, the validity test results after removing indicator X4 remain valid, indicating that the instrument is appropriate for further analysis. The results of the repeated reliability test after removing indicator X4 are presented in Table 5.

Table 5. Results of the Second Instrument Reliability test

No	Variable	Cronbach's Alpha	Description
1.	Purchase Decision (Y)	0,805	Reliable
2.	Celebrity Endorser Credibility (X)	0,607	Reliable
3.	Brand Trust (M)	0,782	Reliable

Source: Processed primary data, 2026

Based on the results presented in Table 5, it can be seen that after removing indicator X4, the Cronbach's Alpha value for the celebrity endorser credibility variable (X) increased to 0.607 and met the reliability criteria. Therefore, all variables in the research instrument are considered reliable and can be used for further analysis

RESULTS AND DISCUSSION

Table 6. Respondent Characteristics

No	Variable	Classification	Number of People	Percentage (%)
1.	Age	15 - 19 Years	1	1
		20 – 24 Years	66	66
		25 – 29 Years	18	18
		30 – 34 Years	11	11
		35 – 39 Years	2	2
		≥ 40 tahun	2	2
	Total		**100**	**100**
2	Gender	Man	48	48
		Woman	52	52
	Total		**100**	**100**
3	Last Completed Education	High School/Vocational School	63	63
		D3	5	5
		S1	27	27
		Postgraduate	5	5
	Total		**100**	**100**
4	Work	Students or College Students	66	66
		Private Employees	16	16
		Government Employees	0	0
		Self Employed	18	18
	Total		**100**	**100**
5	Average Income Per Month	< Rp1.500.000	41	41
		Rp1.500.00 s/d Rp2.500.000	19	19
		Rp2.500.000 s/d Rp3.500.000	16	16
		>Rp3.500.000	24	24
	Total		**100**	**100**

Source: Primary data, processed 2026

Based on the results of questionnaire data processing on consumers of Tomoro Coffee products in Denpasar City, the characteristics of respondents are described demographically, including age, gender, education level, occupation, and average monthly income. The highest percentage of respondents falls within the 20–24 age group, with most having a high school/vocational school educational background and predominantly being students. These characteristics indicate that the majority of respondents are dominated by a young demographic group that is active on social media and highly exposed to digital promotions.

Most respondents are also consumers who are closely aligned with modern coffee consumption trends. The younger age group represents a potential market segment for the coffee industry and is also the primary target market of Tomoro Coffee. In terms of gender, female respondents dominate at 52%, while male respondents account for 48%. This suggests that purchase decisions for Tomoro Coffee products involve consumers from both gender groups.

In terms of average monthly income, the majority of respondents fall into the category of earning below IDR 1,500,000. This indicates that the respondents in this study are predominantly from a relatively low-income group.

Description of Research Variables

Table 7. Variable Description Criteria

Average Score	Criteria		
	Purchase Decision	**Celebrity Endorser Credibility**	**Brand trust**
1,00 – 1,80	Very Low	Very Poor	Very Poor
1,81 – 2,61	Low	Poor	Poor
2,62 – 3,42	Moderate	Moderate	Moderate
3,43 – 4,23	High	Good	Good
4,23 – 5,04	Very High	Very Good	Very Good

The presentation of respondents' responses to the research variables is based on the average scores of each variable using five assessment categories as shown in Table 7. The purchase decision variable obtained an overall mean score of 3.59, which falls into the high category. The indicator of product suitability with needs (Y4) recorded the highest mean score. Meanwhile, the lowest mean score was found in the confidence in choosing products indicator (Y1), indicating that respondents' confidence in making purchase decisions is relatively weaker compared to other indicators.

The celebrity endorser credibility variable also obtained an overall mean score of 3.59. The similarity indicator (X5) recorded the highest mean score, indicating that respondents perceive a sense of similarity with the celebrity endorser in terms of personality, communication style, and image. In contrast, the lowest mean score was found in the expertise indicator, suggesting that although respondents perceive the celebrity endorser as having adequate knowledge and expertise, they place greater emphasis on attractiveness and similarity.

The brand trust variable achieved the highest overall mean score of 3.68, which is categorized as high. The highest mean score was found in the brand honesty indicator (M3), indicating that respondents perceive Tomoro Coffee as a brand that conveys information regarding product quality, pricing, and advantages honestly through its promotions. Meanwhile, the brand competence indicator (M1) recorded the lowest mean score, suggesting that respondents' perceptions of Tomoro Coffee's ability to deliver high-quality products and services still need improvement.

Classical Assumption Tests

1. Normality Test

In this study, the regression model is considered appropriate if it meets the classical assumption requirements. The classical assumption tests consist of three tests: normality, multicollinearity, and heteroscedasticity.

Table 8. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp.sig (2-tailed) Kolmogorov-Smirnov Z
Substructure 1	0,197
Substructure 2	0,200

Source: Processed primary data, 2026

Table 8 shows that the Asymp. Sig. (2-tailed) values for substructures 1 and 2 are 0.197 and 0.200, respectively. These values are greater than the significance level of 0.05, indicating that the regression model satisfies the normality assumption.

2. Multicollinearity Test

Table 9. Multicolinearity Test

Equality	Model	Collinearity Tolerance	Statistic VIF
Substructure 2	Celebrity Endorser Credibility	0,847	1,18
	Brand Trust	0,847	1,18

Source: Processed primary data, 2026

Table 9 shows that the results of substructure 2 yield a tolerance value of 0.847 and a VIF value of 1.18. These results indicate that the tolerance value is greater than 0.10 and the VIF value is less than 10, meaning that the regression model is free from multicollinearity.

3. Heteroscedasticity Test

Table 10. Heteroscedasticity Test (Glejser Test)

Equality	Model	Collinearity Tolerance	Statistic VIF
Substructure 1	Celebrity Endorser Credibility	-0,737	0,463
Substructure 2	Celebrity Endorser Credibility	-0,194	0,847
	Brand Trust	-0,461	0,646

Source: Processed primary data, 2026

Based on Table 10, it can be seen that in substructure equations 1 and 2, the significance values obtained are greater than the alpha value (0.05). Therefore, it can be concluded that there is no heteroscedasticity issue in both regression models, and the analysis can proceed to the next stage.

Path Analysis Results

1. Path Analysis Before Mediation

Hypothesis testing in this study was conducted using inferential statistical analysis, namely path analysis, with the help of IBM SPSS version 24. The results of the analysis are presented as follows:

Table 11. Results of Path Analysis Before Mediation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	5.318	1.145		4.644	0,000
Celebrity Endorser Credibility	0,628	0,079	0,628	7.993	0,000
R Square (R^2)	0,395				
F Statistic	63.896				
F Test Significance	0,000				
Dependent Variable: Purchase Decision					

Source: Processed primary data, 2026

Based on the results of the path analysis in Table 11, the structural equation can be formulated as follows:

$Y = \beta_1 X + e_1$

$Y = 0.628X$

The structural equation can be interpreted as follows:

The celebrity endorser credibility variable has a coefficient of 0.628, indicating that celebrity endorser credibility has a positive effect on purchase decisions. This means that the higher the credibility of the celebrity endorser, the higher the consumers' purchase decisions.

2. Formulation of hypotheses and structural equations:

- **Hypothesis 1:** Celebrity endorser credibility (X) has a positive and significant effect on brand trust (M).
- **Hypothesis 2:** Brand trust (M) has a positive and significant effect on purchase decisions (Y).
- **Hypothesis 3:** Brand trust (M) significantly mediates the effect of celebrity endorser credibility (X) on purchase decisions.

Table 12. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	10.064	1.126		8.940	0,000
Celebrity endorser credibility	0,324	0,077	0,391	4.201	0,000
R Square (R^2)	0,153				
F Statistic	17.651				
F Test Significance	0,000				
Dependent Variabel: *Brand trust*					

Source: Processed primary data. 2026

Based on the results of the path analysis in Table 12, the structural equation can be formulated as follows:

$M = \beta_2 X + e_2$

$M = 0.391X$

The value of e_2 is obtained through the following calculation:

$e_2 = \sqrt{1 - R2^2}$

$e_2 = \sqrt{1 - 0{,}153}$

$e_2 = 0{,}920$

The structural equation can be interpreted as follows:

The celebrity endorser credibility variable has a coefficient of 0.391, indicating a positive and significant effect on brand trust. This means that the higher the credibility of the celebrity endorser, the higher the level of brand trust.

Table 7. Results of Path Analysis on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	1.084	1.412		0,768	0,444
Celebrity endorser credibility	0,491	0,078	0,492	6.293	0,000
Brand trust	0,421	0,094	0,350	4.474	0,000
R Square (R^2)	0,498				
F Statistic	48.156				
F Test Significance	0,000				
Dependent Variabel: Purchase Decision					

Source: Processed primary data, 2026

Based on the results of the path analysis in Table 13, the structural equation can be formulated as follows:

$Y = \beta_3 X + \beta_4 M + e_3$

$Y = 0.492X + 0.350M$

The value of e_3 is obtained through the following calculation:

$e_3 = \sqrt{1 - R3^2}$
$e_3 = \sqrt{1 - 0{,}498}$
$e_3 = 0{,}708$

The structural equation can be interpreted as follows:

The celebrity endorser credibility variable has a coefficient of 0.492, indicating a positive and significant effect on purchase decisions. This means that the higher the credibility of the celebrity endorser, the higher the purchase decisions.

The regression analysis results for the brand trust variable on purchase decisions show a coefficient of 0.350. This indicates that the higher the level of brand trust, the higher the purchase decisions.

3. Path Coefficient Diagram

(1) **Direct Effects**

a. The effect of celebrity endorser credibility (X) on brand trust (M) is $\beta_2 = 0.391$.

b. The effect of brand trust (M) on purchase decisions (Y) is $\beta_4 = 0.350$.

c. The effect of celebrity endorser credibility (X) on purchase decisions (Y) is $\beta_3 = 0.492$.

(2) **Indirect Effect**

In this study, the indirect effect of celebrity endorser credibility (X) on purchase decisions (Y) through brand trust (M) is 0.137, based on the path analysis calculation.

Indirect Effect = $\beta_2 \times \beta_4$

Indirect Effect = $0.391 \times 0.350 = 0.137$

(3) **Total Effect**

The total effect of celebrity endorser credibility (X) on purchase decisions (Y) with brand trust (M) as a mediating variable is calculated as follows:

Total Effect = $\beta_3 + (\beta_2 \times \beta_4)$

Total Effect = $0.492 + (0.391 \times 0.350) = 0.629$

4. Individual Path Coefficient Testing

The criteria for testing the partial effects of variables are as follows:

(1) If the probability value of the t-test ≥ 0.05, then H_o is accepted and H_1 is rejected, indicating no significant effect.

(2) If the probability value of the t-test ≤ 0.05, then H_o is rejected and H_1 is accepted, indicating a significant effect.

Based on Table 13, the test results show that the significance values for the effect of celebrity endorser credibility on purchase decisions and the effect of brand trust on purchase decisions are both 0.000 ≤ 0.05. These results indicate that H_o is rejected and H_1 is accepted, meaning that the effects are significant.

5. Summary and Conclusion

Table 14. Direct Effects and Indirect Effects of Celebrity Endorser Credibility (X), Brand Trust (M), and Purchase Decisions (Y)

Influence of Variables	Direct Effects	Indirect Influence Through M	Total Effect
X to M	0,391		0,391
M to Y	0,350		0,350
X to Y	0,492	0,137	0,629

Source: Processed primary data, 2026

Model Accuracy Test

Table 15. Results of Determination Coefficient

Before Mediation	Substructural 1	Substructural 2
0,395	0,153	0,498

Source: Processed primary data, 2026

Based on the regression analysis results in Table 15 prior to mediation analysis, the F-test significance value is below 0.05 and the coefficient of determination is 0.395. Therefore, the model is considered to have met the goodness-of-fit criteria.

In substructure model 1, the coefficient of determination is 0.153, indicating that celebrity endorser credibility explains 15.3% of the variation in the brand trust variable. Meanwhile, in substructure model 2, the coefficient of determination is 0.498, indicating that celebrity endorser credibility and brand trust simultaneously explain 49.8% of the variation in purchase decisions.

The total coefficient of determination for substructure models 1 and 2 is calculated as follows:

$R^2m = 1 – (e_2^2 \times e_3^2)$

$= 1 – (0.920^2 \times 0.709^2)$

$= 1 – (0.846 \times 0.503)$

$= 1 – 0.425$

$= 0.574$

Based on this calculation, the total coefficient of determination is 0.574, which means that 57.4% of the purchase decision variable is influenced by celebrity endorser credibility and brand trust, while the remaining 42.6% is influenced by other factors outside the research model.

Sobel test

The Sobel test in this study was calculated using the following formula:

$$Z = \frac{(0{,}391)(0{,}350)}{\sqrt{0{,}350^2 0{,}077^2 + 0{,}391^2 0{,}094^2 + 0{,}077^2 0{,}094^2}}$$

$$Z = \frac{0{,}137}{0{,}046}$$

$$Z = 2{,}96$$

Based on the calculation results, the Z-value obtained is 2.96, which is greater than the Z-table value. In addition, the Z-value corresponds to a p-value of 0.03, which is smaller than the significance level of α = 0.05. This indicates that the indirect effect of celebrity endorser credibility on purchase decisions through brand trust is statistically significant. In other words, brand trust is able to mediate the relationship between celebrity endorser credibility and purchase decisions.

Hypotesis Test

Table 16. t-Test Results

Influence	Direct		Indirect	
	Coefficients	Sig	Coefficients	Sig
X → M	0,391	0,000	-	-
M → Y	0,350	0,000	-	-
X → Y	0,492	0,000	0,137	0,003

Source: Processed primary data, 2026

Based on the data processing results, hypothesis testing was conducted using the following criteria:

a) If the significance value is greater than 0.05 (sig. > 0.05), then H_o is accepted and H_1 is rejected.

b) If the significance value is less than 0.05 (sig. < 0.05), then H_o is rejected and H_1 is accepted.

1. The Effect of Celebrity Endorser Credibility on Purchase Decisions

   H_o: Celebrity endorser credibility does not have a positive and significant effect on purchase decisions.

   H_1: Celebrity endorser credibility has a positive and significant effect on purchase decisions.

   Based on the t-test results in Table 16, the significance value is 0.000 ≤ 0.05 and the t-value is 6.293 > 1.987. These results indicate that H_o is rejected and H_1 is accepted. Therefore, it can be concluded that celebrity endorser credibility has a positive and significant effect on purchase decisions at Tomoro Coffee.

2. The Effect of Celebrity Endorser Credibility on Brand Trust

   H_o: Celebrity endorser credibility does not have a positive and significant effect on brand trust.

   H_1: Celebrity endorser credibility has a positive and significant effect on brand trust.

Based on the t-test results in Table 16, the significance value is 0.000 ≤ 0.05 and the t-value is 4.201 > 1.987. These results indicate that H_o is rejected and H_1 is accepted. Therefore, it can be concluded that celebrity endorser credibility has a positive and significant effect on brand trust at Tomoro Coffee.

3. The Effect of Brand Trust on Purchase Decisions
   H_o: Brand trust does not have a positive and significant effect on purchase decisions.
   H_1: Brand trust has a positive and significant effect on purchase decisions.
   Based on the t-test results in Table 16, the significance value is 0.000 ≤ 0.05 and the t-value is 4.474 > 1.987. These results indicate that H_o is rejected and H_1 is accepted. Therefore, it can be concluded that brand trust has a positive and significant effect on purchase decisions at Tomoro Coffee.

CONCLUSION

Based on the research findings, several conclusions can be drawn as follows:

1. Celebrity endorser credibility has a positive and significant effect on purchase decisions. This indicates that the higher the credibility of the celebrity endorser, the higher the consumers' purchase decisions toward Tomoro Coffee products.
2. Celebrity endorser credibility has a positive and significant effect on brand trust. This implies that the higher the credibility of the celebrity endorser used by Tomoro Coffee, the stronger the consumers' trust in the brand.
3. Brand trust has a positive and significant effect on purchase decisions. The higher the level of brand trust among Tomoro Coffee consumers, the higher their purchase decisions in Denpasar City.
4. Brand trust partially mediates the relationship between celebrity endorser credibility and purchase decisions. This means that the better the brand trust perceived by consumers as a response to information or positive reviews delivered by celebrity endorsers of Tomoro Coffee, the higher the likelihood of consumers making purchase decisions

RECOMMENDATIONS

For the management of Tomoro Coffee, it is important to strengthen consumer confidence in choosing the product by emphasizing product quality, competitive pricing, the uniqueness of the concept, as well as consistency in service and positive reviews. In addition, the credibility of celebrity endorsers should be enhanced, particularly in terms of expertise, by selecting endorsers who possess in-depth product knowledge and by presenting promotional content that is more educational and informative. Furthermore, improving brand trust is also essential by maintaining consistency in product quality and service, as well as clearly communicating quality standards in every promotional activity. For future research, it is recommended to incorporate additional variables such as content marketing, brand image, product quality, and price, as well as to expand the research object across various industry sectors in order to obtain more comprehensive results with a higher level of generalizability.

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