Research Paper   Open Access

The Influence of Product Quality and Celebrity Endorsements On Brand Image on Purchasing Decisions for Yuna Wholesale Products in Samarinda City

Erlindya[1], Saida Zainurossalamia ZA[2], Sri Wahyuni,[3]

[1,2,3] *(Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia)*

ABSTRACT : This study aims to analyse the effect of product quality and celebrity endorsement on purchasing decisions, directly or indirectly through brand image as an intervening variable, on Yuna Wholesale products in Samarinda City. The research method used is quantitative, with a sample of 100 respondents who are Yuna Wholesale consumers. The data analysis technique used is Structural Equation Modelling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS 4.0 software. The results showed that product quality has a positive and significant effect on brand image, celebrity endorsement has a positive and significant effect on brand image, product quality has a positive and significant effect on purchasing decisions, celebrity endorsement has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect in mediating the effect of product quality on purchasing decisions, and brand image has no significant effect in mediating celebrity endorsement on purchasing decisions for Yuna Wholesale.
**KEYWORDS :** *Product Quality, Celebrity Endorsement, Brand Image*

I.INTRODUCTION

Indonesia's creative economy is significantly influenced by the fashion industry's growth, which contributed 17.64% to the Creative Economy GDP in 2021—second only to culinary, which contributed 40.13% (Direktorat Kajian strategis, 2024). Fashion is a form of expression that includes style, trends, culture, and identity. One of the growing trends is *ready-to-wear* clothing, often associated with fast fashion, characterized by rapid style turnover and low production costs. In this context, local brands like Yuna Wholesale in Samarinda City enrich the fashion industry by offering quality bags made from high-quality synthetic PU leather that is durable and luxurious in appearance.

In an increasingly competitive market, product quality and marketing strategies such as celebrity endorsement become key factors in building a strong brand image. Today's consumers seek aesthetically appealing products and functional, durable, and comfortable items. Yuna Wholesale adopts celebrity endorsement by collaborating with well-known Instagram influencers such as Meyfang, Firliyana, Rheny Yuliana, Sabrina Ananda, and Ryaacan to promote its products through social media platforms, particularly Instagram Yuna Wholesale.

However, the effectiveness of celebrity endorsement does not guarantee success if it is not accompanied by adequate product quality. Brand image results from a combination of product quality and consumer perception shaped by promotional messages. With the growing competition in the fashion sector, building a strong brand image is increasingly important to achieve differentiation. Additionally, post-pandemic consumer behaviour has shifted towards products that offer added value, such as eco-friendly materials and unique designs that reflect local identity.

A significant decrease in Yuna Wholesale sales in 2023—from IDR 1,495,291,240 in 2022 to IDR 970,413,965—reflects the current challenges the business is facing Yuna Wholesale.
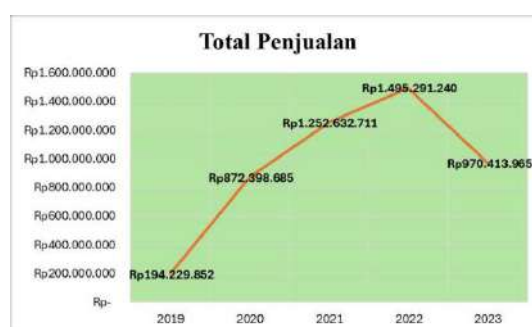
Source: Data processed by the author, 2024
Figure 1.1. Graph of Total Sales of Yuna Wholesale Products

This drop may be attributed to declining consumer trust in product quality, ineffective promotional strategies, or a weakened brand image. This trend highlights the importance of maintaining product quality and aligning promotional strategies with market needs. Moreover, brand image mediates consumer perceptions and influences final purchasing decisions, especially among increasingly critical and discerning consumers.

Previous studies have shown mixed findings. Cuong (2021) found that high product quality significantly affects the brand image, while Dewi et al. (2023) found no significant effect. Takaya (2017) and Alessandro et al. (2023) demonstrated the positive influence of celebrity endorsement on brand image. Havidz et al. (2020) found that brand image significantly influences purchase decisions, while Akbar et al. (2021) and Ilmi et al. (2023) found no significant effect. Based on this background, this study examines **"The Influence of Product Quality and Celebrity Endorsement on Brand Image on Purchasing Decisions for Yuna Wholesale Products in Samarinda City."**

II.CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Conceptual Framework

Purchasing decisions are one part of consumer behaviour, as they involve actions directly involved in obtaining and determining products and services, including the decision-making process that precedes and follows these actions (Tjiptono, 2019: 22). Today's society is so aware of high social status that people prefer to use branded products to show off their status symbols. Brands are considered an implicit device through which any business can attract people's attention and enjoy a competitive advantage.

Brand image influences consumer purchasing behaviour (Nasri et al., 2023). The formation of a good brand image is highly dependent on the quality of the brand's products (Schiffman & Kanuk, 1997 in Sawlani, 2021: 24). In addition, in the past few decades, a good brand image has also been formed from celebrity endorsements that significantly influence consumer behaviour.
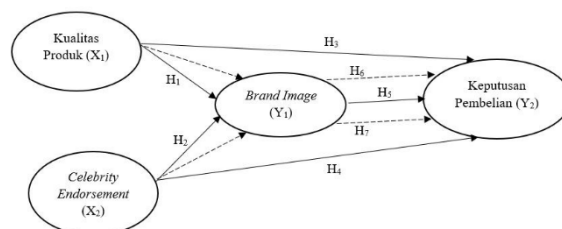

Figure 2.1. Research Conceptual Framework

Research Hypothesis

The formation of a good image of a brand is highly dependent on the quality of the products offered by the brand (Schiffman & Kanuk, 1997). According to research by Astuti et al (2020), product quality is everything that we can offer by producers to be noticed, can be used, purchased and can also be consumed by consumers and producers according to certain consumer needs. Product quality is the ability of an item to provide results or performance that matches and even exceeds what customers want (Kotler & Keller, 2016: 164). The results of research by Kadek Dika Ardimas Sanjaya and I. S. Ardani (2018) show that product quality has a positive and significant effect on the brand image of Pocari Sweat isotonic drink products in Denpasar City. Based on the results of Ketut's research (2018), it was found that high product quality has a significant influence on increasing the image of a brand.

H1: Product quality affects brand image

In the past few decades, the good image of a brand has also formed from celebrity endorsements that significantly influence consumer behavior. Market research shows that consumers are more likely to trust celebrities, which impacts their purchasing decisions. celebrities, thus impacting their purchasing decisions. When a celebrity endorses a product, it creates the perception that the product is high quality and worth buying is of high quality and worth buying. For example, Michael Jordan's endorsement of Nike Air Jordan shoes helped the brand to establish itself as a leading sports brand and increase its sales significantly (Awasthi & Choraria, 2015). significantly (Awasthi & Choraria, 2015). Research by Alessandro et al. (2023) also successfully proved the positive influence of celebrity endorsement in improving a good image of a brand.

H2: Celebrity endorsement affects brand image

The results of research conducted by Septiani et al (2022), show that product quality has a positive effect on consumer purchasing decisions. product quality has a positive effect on consumer purchasing decisions. Quality quality of a product has a very important meaning in fostering consumer intentions in making purchasing decisions. Consumers in making purchasing decisions. If the product that is produced by the company is good quality, then consumers tend to make purchasing decisions, while if the product has good quality, consumers tend to make purchasing decisions. will make purchasing decisions, whereas if the product has a quality that is not in accordance with what is expected, wanted and needed by consumers, then consumers tend to shift their decisions in making purchasing decisions. consumers, then consumers tend to shift their decisions in making purchases to similar products produced by similar companies. making purchases on similar products produced by other similar companies.

H3: Product quality affects purchasing decisions

Consumer perceptions of products have an impact on consumer purchasing decisions; if a product has good quality, quality, and can be trusted, it can be said to be good. Celebrity endorsement has a significant influence in shaping perceptions or the way consumers perceive a product through advertising (Dewi, 2019). With celebrity endorsement, the message of the advertisement will be more easily accepted by consumers, so that the better the celebrity endorsement is used, the more it will influence purchasing decisions (Heda, 2017). In the current era of digitalization, promotions that use celebrities to convince consumers that the products offered are worth buying are increasing rapidly. The results of research by Rosita et al (2022) show that celebrity endorsers have a positive and significant effect on purchasing decisions.

H4: Celebrity endorsement affects purchasing decisions

Today's society is so conscious of high social status that people prefer to use branded products to show off their status symbol. Their status symbol is considered an implicit device through which any business can attract people's attention and enjoy a competitive advantage. competitive advantage. Brand image plays an important role in influencing consumer purchasing behavior (Nasri et al., 2023). Brand image is defined as consumers' understanding of a brand with beliefs and views of the brand (Keller & Swaminathan, 2020: 76). Swaminathan, 2020: 76). In the research of Rihayana et al. (2022) it found that brand image has a significant influence on consumers' decision to make a purchase.

H5: Brand image affects purchasing decisions

Product quality is the ability of an item to provide results or performance that matches or even exceeds what the customer wants (Kotler & Keller, 2016: 164). Good product quality will certainly form a good image of a brand, a good product image then plays an important role in influencing consumer purchasing behavior (Nasri et al., 2023). So that the high quality of the product will cause a good image of a brand to emerge which will then influence customers to decide to make a purchase. According to Zohir et al (2023), product quality has a positive and significant effect on brand image, which then mediates this influence on purchasing decisions. In line with this research, according to Fajriana (2023), product quality has a significant effect on brand image, which then mediates this influence on purchasing decisions on the Limaawaktu brand.

H6: Product quality affects purchasing decisions through brand image as a mediating variable.

According to Azizah's research (2024), Celebrity endorsement has a significant effect on brand image, which then mediates the effect. significant effect on brand image, which then mediates this influence on the purchase intention of Pond's products. In line with this research, according to research by Megayani and Marlina (2019), Celebrity Endorsement has a significant effect on brand image, which then mediates this influence on purchase intention.

H7: Celebrity endorsement affects purchasing decisions through brand image as a mediating variable.

III. METHODS

This research uses a quantitative approach to test the causal relationship between variables through hypotheses (Tjiptono, 2019). The operational definition consists of four variables: product quality, celebrity endorsement, brand image, and purchase decision. Product quality (X1) is measured through indicators such as performance, reliability, fit, durability, service, and aesthetics (Tjiptono, 2019, p. 136). Celebrity endorsement (X2) refers to celebrities' attractiveness, trustworthiness, and expertise (Sintani, 2016). Brand image (Y1) includes company, user, and product images (Keller & Swaminathan, 2020) while purchasing decisions (Y2) are seen from six indicators such as brand, store, quantity, time, and payment method decisions (Kotler & Keller, 2016). The research was conducted at Yuna Wholesale Store, Samarinda, from November 2023 to completion. The population is Yuna Wholesale customers, and the sample is determined by purposive sampling, totalling 100 respondents (Sugiyono, 2018; Hair et al., 2010). Quantitative data were obtained through primary data (Sugiyono, 2019) and collected through literature study and questionnaires (Sugiyono, 2018, p. 291). Data analysis uses Partial Least Square (PLS), by testing the outer model (validity and reliability) and inner model (causal relationship between latent variables) (Abdillah & Hartono, 2015; Ghozali & Latan, 2015). Model evaluation is carried out through the R-square test and hypothesis testing with a significance value as the basis for accepting or rejecting the hypothesis (Hair et al., 2012).

IV. OVERVIEW OF THE OBJECT OF RESEARCH

Yuna Wholesale is one of the MSMEs (Micro, Small, and Medium Enterprises) in the fashion sector located on Ks. Tubun Street, Samarinda Ulu District, East Kalimantan, engaged in the retail and wholesale sale of women's and men's bags since 2019, with three permanent employees and several part-time couriers. The products focus on high-quality synthetic PU leather bags in various models, such as fashion bags, party bags, travel bags, backpacks, and wallets, targeting the lower-middle market segment with affordable prices. Sales are conducted both offline and online through platforms like WhatsApp and Instagram, with promotion strategies that include celebrity endorsements from local influencers such as Meyfang, Firliyana, Rheny Yuliana, Sabrina Ananda, and Ryaacan, making Yuna Wholesale well-known across various regions in Indonesia. Yuna Wholesale has built a strong brand image, with many customers returning for repeat purchases. This aligns with its vision to shape the public perception that good quality products do not have to be expensive. This is also supported by promotional strategies such as keeping up with current fashion trends and offering regular monthly sales on special dates.

V. RESULT AND DISCUSSION

The data presented below provides an overview of the questionnaire distribution carried out in the field. The population in this study was customers who had bought Yuna Wholesale products in Samarinda City. The samples used were men and women aged 17 years and over, with a total of 19 research indicators. So, the minimum limit of respondents is determined as 19 x 5 = 95, and the maximum limit is 19 x 10 = 190.

Thus, 100 respondents were taken. This number is considered sufficient to represent the population because it has met the research sample limit recommended by Hair et al. (2010). This research was conducted at Yuna Wholesale Store, Jl. KS. Tubun Luar No. 100, Samarinda Ulu District, Samarinda City, East Kalimantan, from November 2023 until the completion of the report and the final examination process.

Data collection is done by distributing questionnaires directly to Yuna Wholesale consumers. The data source used is primary data, which is then processed using the Partial Least Square (PLS) data analysis method. The analytical tool used is Smart-PLS 4 to test the validity and reliability of items. Hypothesis testing was continued through the bootstrapping method with the help of SmartPLS 4 software to test the relationship between previously hypothesized variables.

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Female	79	79.0
Male	21	21.0
Total	**100**	**100**

Based on the results of frequency statistics in Table 1, it can be explained that of the 100 respondents, the number of female respondents was 79 people or a percentage of 79%, while the number of male respondents was 21 people or 21%. This shows more female respondents than men who make purchasing decisions from Yuna Wholesale Products in Samarinda City.

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
17-25 years old	21	21.0
26-35 years old	43	43.0
< 36 years old	36	36.0
Total	**100**	**100**

Based on the results of descriptive statistics from Table 4.2, it can be explained that out of 100 respondents, the number of respondents aged 26-35 years, as many as 43 people or a percentage of 43% is the age that dominates the purchase of Yuna Wholesale products, while for the least age category, there are 17-25 years old as many as 21 people with a percentage of 21%. Meanwhile, age> 36 is the second most, with 36 people (36%) willing to become Yuna Wholesale respondents.

Table 3. Path Coefficient Results Path Coefficient Results

Variable	Path Coefficient
Product Quality → Brand Image	0.411
Celebrity Endorsement → Brand Image	0.314
Product Quality → Purchase Decision	0.495
Celebrity Endorsement → Purchase Decision	0.265
Brand Image → Purchase Decision	0.212

Source: Primary Data processed with Smart-PLS 4

Research shows that product quality positively and significantly affects brand image. Improvements in product quality, such as durability, aesthetics, and conformity to consumer expectations, strengthen brand image. This is in line with the opinion of Kotler & Keller (2016) and research by Sanjaya & Ardani (2018) and Ketut (2018), which state that product quality is a significant factor in the formation of brand image. Celebrity endorsement, which includes attractiveness, trustworthiness, and expertise, positively and significantly influences brand image. Choosing the right celebrity increases positive perceptions of the brand. This finding is supported by research by Awasthi & Choraria (2015) and Alessandro et al. (2023), which shows that celebrities can effectively strengthen brand image. Product quality has a positive and significant effect on purchasing decisions.Consumers tend to buy products that are high quality because they provide benefits and satisfaction. This finding is based on the theory of Kotler and Keller (2016) and is supported by the research of Septiani et al. (2022) and Pradita et al. (2025). The celebrity endorsement strategy has a positive and significant influence on purchasing decisions. Celebrities with good reputations can influence consumers' decisions when choosing products. This finding is similar to the research of Rosita et al. (2022) and Rauf et al. (2021), which states that the presence of celebrities increases consumer confidence in making purchases. A strong and positive brand image encourages consumers to buy products. Brand image influences consumer confidence in product quality and value. This finding is supported by Rihayana et al. (2022) and Prasetyaningsih et al. (2021), which show that brand

image significantly influences purchasing decisions. Brand image is proven to mediate the effect of product quality on purchasing decisions. Good product quality forms a positive brand image, encouraging purchases. This is in line with the research of Zohir et al. (2023) and Fajriana (2023), which emphasize the importance of brand image as an intermediary for the influence of quality on purchasing decisions. Celebrity endorsement has no significant effect on purchasing decisions through brand image. Although the direct effect of celebrities on purchases is positive, brand image does not successfully mediate this relationship. This finding does not align with Azizah (2024) but is consistent with Sofi (2021), which states that brand image is not always an effective intermediary between celebrities and purchasing decisions.

VI. CONCLUSION AND SUGGESTION

1. Effect of Product Quality on Brand Image: research shows that product quality has a positive and significant effect on brand image. 2. The Effect of Celebrity Endorsement on Brand Image: celebrity endorsement, which includes attractiveness, trustworthiness, and expertise, has a positive and significant influence on brand image. 3. Effect of Product Quality on Purchasing Decisions: Product Quality has a positive and significant effect on purchasing decisions. 4. The Effect of Celebrity Endorsement on Purchasing Decisions: the celebrity endorsement strategy has a positive and significant influence on purchasing decisions. 5. The Effect of Brand Image on Purchasing Decisions: a strong and positive brand image encourages consumers to buy products. 6. The Effect of Product Quality on Purchasing Decisions through Brand Image: brand image is proven to mediate the effect of product quality on purchasing decisions. 7. The Effect of Celebrity Endorsement on Purchasing Decisions through Brand Image: celebrity endorsement has no significant effect on purchasing decisions through brand image.

Based on the results of the analysis using SmartPLS 4, product quality and celebrity endorsement have a positive and significant effect on brand image and purchasing decisions for Yuna Wholesale products in Samarinda City, where brand image also has a substantial impact on purchasing decisions, and mediates the relationship between product quality and purchasing decisions but does not mediate the relationship between celebrity endorsement and purchasing decisions. Therefore, it is recommended that Yuna Wholesale evaluate celebrity selection to match brand image values, strengthen branding through social media and storytelling, and continue to maintain product and service quality. In contrast, it is recommended that future researchers explore other variables, such as consumer trust in celebrities, value congruence, and consumer involvement, and use a wider research object and population to obtain more comprehensive results.

REFERENCE

[1] Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi.

[2] Adjizah, A., Iskandar, K., & Yulianto, A. (2023). Pengaruh brand image dan kualitas produk terhadap keputusan pembelian pada Es Teh Indonesia Cabang Brebes. *Journal of Law, Education and Business*, *1*(2), 443-454.

[3] Akbar, S. S., Violinda, Q., Setiawati, I., & Rizwan, M. (2021). The Influence of Product Quality, Product Design, Brand Image on Realme Smartphone Purchase Decisions. *Journal of Digital Marketing and Halal Industry, 3(2), 121-132. DOI:10.21580/jdmhi.2021.3.2.9331.*

[4] Alessandro, L. C., Japarianto, E., & Kunto, Y. S. (2023). Peran Mediasi Brand Image pada Pengaruh Celebrity Endorsement terhadap Purchase Intention Produk Skin Care Nature Republic. *Jurnal Manajemen Pemasaran, 17 (1), 24─30. DOI:https://doi.org/10.9744/pemasaran.17.1.24-30.*

[5] Apriani, R., & Bahrun, N. (2021). Pengaruh Citra Merek terhadap Keputusan Pembelian. *Jurnal Edunomika*, 7(2), 1-10.

[6] Ashman, R., Solomon, M. R., & Wolny, J. (2015). An Old Model for A New Age: Consumer Decision Making in Participatory Digital Culture. *Journal of Customer Behaviour, 14(2), 127-146. https://doi.org/10.1362/ 147539215X14373846805743.*

[7] Assauri, S. (2015). *Manajemen Pemasaran*. Jakarta: Raja Grafindo Persada. Atkin, C., & Block, M. (1983). Effectiveness of Celebrity Endorsers. *Journal of*
   i.   *Advertising Research, 23(1), 57–61.*

[8] Awasthi, A. K., Choraria, S. (2015). Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behaviour. *Journal of Creative Communications, 10(2), 215-234. https://doi.org/10.1177/0973258615597412.*

[9] Azizah, A. N., Handayani, P. R., & Syahruddin, S. (2024). Pengaruh Celebrity Endorsement terhadap Purchase Intention melalui Brand Image sebagai Variabel Intervening pada Produk Pond's. Jurnal Ekonomi & Manajemen Indonesia, 24(1), 217–231

[10] Byon, K. K. Yim, B. H., & Zhan, J. J. (2022). *Marketing Analysis in Sport Business: Global Perspectives*. London: Routledge.

[11] Cuong, D. T. (2021). The Relationship Between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems (ICETIS 2021), 533-545. DOI:10.1007/978-3-030-82616-1_44*

[12] Dewa, M. (2018). Pengaruh Viral Marketing, Celebrity Endorser, Harga, dan Service Quality terhadap Keputusan Pembelian. Jurnal SM, 5(1), 23–34.

[13]   Dewi, P. A. P., Rahanatha, G. B., & Yasa, N. K. (2023). The Role of Brand Image in Mediating The Effect of Product Quality on Repurchase Intentions Bokashi Rub Oil in Denpasar City. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana, 12(4), 578-592. https://doi.org/10.24843/ EEB.2023.v12.i04.p01*

[14]   Direktorat Kajian Strategis. PDB Ekonomi Kreatif. *Diakses pada 4 Juni 2024, dari https://katalogdata.kemenparekraf.go.id/dataset/pdb-ekonomi-kreatif.*

[15]   Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior (6th Edition)*. Chicago: Dryden Press.

[16]   Erdogan, B. Z., & Baker, M. (2000). Towards a Practitioner-Based Model of Selecting Celebrity Endorsers. *International Journal of Advertising, 19(1), 25-43. DOI:10.1080/02650487.2000.11104782.*

[17]   Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5(1), 1–4. https://doi.org/10.11648/j.ajtas.20160501.11*

[18]   Fajriana, R. N. (2023). Pengaruh kualitas produk terhadap keputusan pembelian dengan brand image sebagai variabel intervening pada brand Limaawaktu. Universitas Pembangunan Jaya.

[19]   Firmansyah, M. A. (2019). *Buku Pemasaran Produk dan Merek*. Pasuruan: Penerbit Qiara Media.

[20]   Fishendra, M. N. (2022). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Tamu Kliri Coffee And Space Semarang. Jurnal Visi Manajemen, 8(1), 66–73. Https://Doi.Org/10.56910/Jvm.V8i1.199

[21]   Garthwaite, C. L. (2014). Demand Spillovers, Combative Advertising, and Celebrity Endorsements. *American Economic Journal: Applied Economics, 6(2), 76-104. DOI:10.1257/app.6.2.76.*

[22]   Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro.

[23]   Gupta, V. (2017). Celebrity Endorsement - An Analysis of Brand Image and Celebrity Image. *International Journal of Applied Marketing and Management, 2(2), 32–38. SSRN:https://ssrn.com/abstract=3117860.*

[24]   Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. United Kingdom: Cengage Learning.

[25]   Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An Assessment of The Use of Partial Least Squares Structural Equation Modeling in Marketing Research. *Journal of The Academy of Marketing Science, 40(3)414-433*

[26]   Harjadi, D., & Arraniri, R. (2021). Pengaruh Kualitas Produk terhadap Keputusan Pembelian. Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi), 6(3), 41–47.

[27]   Harjadi, D., & Arraniri, I. (2021). Experiential Marketing dan Kualitas Produk dalam Kepuasan Pelanggan Generasi Milenial. J*urnal Manajemen dan Start-Up Bisnis*, 6(2), 103–113

[28]   Havidz, H. B. H., & Mahaputra, M. R. (2020). Brand Image and Purchasing Decision: Analysis of Price Perception and Promotion (Literature Review of Marketing Management). *Dinasti International Journal of Economics Finance & Accounting, 1(4), 727-741. DOI:10.38035/dijefa.v1i4.576.*

[29]   Heliani, H., Harahap, D. A., & Mahani, S. A. E. (2022, August). Pengaruh Kualitas Produk, Brand Image dan Brand Trust Terhadap Keputusan Pembelian pada Coffee Shop Work Coffee di Kota Bandung. In *Bandung Conference Series: Business and Management* (Vol. 2, No. 2, pp. 1331- 1338).

[30]   Ilmi, S. H., Harianto, E., Mas'ud, R., & Azizurrohman, M. (2023). DOES DIGITAL MARKETING BASED ON BRAND IMAGE AND BRAND TRUST AFFECT PURCHASE DECISIONS IN THE FASHION INDUSTRY 4.0?. *Jurnal Aplikasi Manajemen*, *21*(3), 553-566.

[31]   Intakoris, S. (2023). Pengaruh Kualitas Produk, Waktu Tunggu Terhadap Kepuasan Nasabah Elektronik Pada Penggunaan Fitur Bca M-Banking. *Jurnal Teknologi Dan Manajemen Industri,* 4(1), 16–21.

[32]   Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity (Fifth Edition)*. United Kingdom: Pearson Education Limited.

[33]   Ketut, Y. I. (2018). The Role of Brand Image Mediating The Effect of Product Quality on Repurchase Intention. *Russian Journal of Agricultural and Socio-Economic Sciences, 11(83), 172-180. DOI:10.18551/rjoas.2018-11.20.*

[34]   Koshy, L., & Manohar, S. (2017). Influence of Celebrity Endorsement on Brand Image of Grooming Products. *SSRN Electronic Journal. http://dx.doi.org/10.2139/ssrn.2969781.*

[35]   Kotler, P., & Armstrong, G. (2015). *Marketing: An Introduction*. United Kingdom: Pearson Education Limited.

[36]   Kotler, P., & Keller, K. L. (2016). *Marketing Management*. United Kingdom: Pearson Education Limited.

[37]   Mangkunegara, A. A. (2019). *Perilaku Konsumen*. Bandung: Refika Aditama. Megayani, M., & Marlina, E. (2019). Pengaruh Celebrity Endorsement terhadap Purchase Intention melalui Brand Image sebagai Variabel Intervening Jurnal Akuntansi dan Manajemen, 16(1), 175–193.

[38]   Muda, M., Musa, R., & Putit, L. (2017). Celebrity Endorsement in Advertising: A double-edged Sword. *Journal of Asian Behavioural Studies, 2(3), 21–32. DOI:10.21834/jabs.v2i3.188.*

[39]   Nainggolan, R. (2020). Pengaruh Kualitas Produk terhadap Keputusan Pembelian. *Jurnal Ekonomi dan Bisnis,* 11(1), 45-56.

[40]   Nasri, S., Karnit, L., Shamandour, M., & Khnouf, V. (2023). The Effect of Brand Image on Customer Purchase Decision. *Journal of Service, Innovation and Sustainable Development, 4(1), 58-71. DOI:10.33168/SISD.2023.0106.*

[41] Okocha, D. O., Yousaf, M., & Onobe, M. J. (2023). *Handbook of Research on Deconstructing Culture and Communication in The Global South*. USA: IGI Global.

[42] Peter, J. P., & Olson, J. C. (2014). *Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Salemba Empat.

[43] Prasojo, E. (2019). Pengaruh Celebrity Endorsement Terhadap Minat Beli Melalui Brand Image (Studi Pada Mahasiswa Kota Tegal). *Journal Competency of Business*, *3*(1), 14-33.

[44] Prior, D. D. (2021). *Organisational Buying: A Multidisciplinary Perspective*. Switzerland: Springer Nature.

[45] Pudyaningsih, R., Imaduddin, W., Mufidah, E., & Ardiyanti, E. P. (2022). PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN SEBAGAI VARIABEL MEDIASI. *Jurnal EMA (Ekonomi Manajemen Akuntansi), 7(1).* http://dx.doi.org/10.47335/ema.v7i1.171

[46] Rihayana, R., Salain, P., Rismawan, E., & Antari, M. (2022). The Influence of Brand Image, and Product Quality on Purchase Decision. *International Journal of Business Management and Economic Review, 04(6), 342-350. DOI:10.35409/IJBMER.2021.3345*.

[47] Riya, N. R., Sumowo, S., & Wibowo, Y. G. (2023). Pengaruh Celebrity Endorse, Kualitas Produk Dan Brand Image Terhadap Keputusan Pembelian Handphone Realme Di Brc Bondowoso. *Growth*, *20*(2), 419-430.

[48] Rosita, A., Lukitaningsih, A., & Fadhilah, M. (2022). Peran celebrity endorse, citra merek, electronic word of mouth terhadap keputusan pembelian melalui niat beli (Studi kasus pada produk Scarlett). *Jurnal Manajerial*, *21*(1), 95-110.

[49] Sanjaya, K. D. A., & I. S. Ardani. (2018). Pengaruh B*rand Image* Dalam Memediasi Pengaruh Kualitas Produk Terhadap Niat beli Ulang. *E- Journal Manajemen Unud, Vol. 7, No. 11, 2018: 6156 – 6183*

[50] Saputra Siregar, B. R. ., Yulasmi, & Lusiana. (2022). Celebrity endorser dan Promosi terhadap Keputusan Pembelian dengan Brand image sebagai Variabel Intervening. *Journal of Business and Economics (JBE) UPI YPTK*, *7*(3), 431–436. https://doi.org/10.35134/jbeupiyptk.v7i3.194

[51] Sawlani, D. K. (2021). *Digital Marketing: Brand Images*. Surabaya: Scopindo Media Pustaka.

[52] Septiani, I., Udayana, I., & Hatmanti, L. T. (2022). Analisis pengaruh celebrity endorser, brand image, kualitas produk terhadap keputusan pembelian produk kosmetik Ms Glow melalui word of mouth sebagai variabel mediasi. *Jurnal Disrupsi Bisnis*, *5*(1), 42.Santoso, A., & Sispradana, A. (2021). Analysis Toward Purchase Decision Determinant Factors. *Asian Management and Business Review, 1(2), 155–164.* https://doi.org/10.20885/ambr.vol1.iss2.art7.

[53] Setiadi N. J. (2015). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana Prenada Media Group.

[54] Sharp, E. (2018). *Invitation to Qualitative Fieldwork: A Multilogical Approach*. United Kingdom: ED-Tech Press

[55] Shimp, T. A. (2003). *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications (Sixth Edition)*. Columbia: Thomson South Western.

[56] Sugiyono. (2017)*. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.*

[57] Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Bandung: Alfabeta.

[58] Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&d*. Alfabeta. Takaya, R. (2017). The Effect Of Celebrity Endorsment On Brand Image And Trust Brand And It's Impact To Purchaseintention Case Study: Oppo Smartphone. *Business and Entrepreneurial Review, 17(2), 183-196. DOI:10.25105/ber.v17i1.5228.*

[59] Tjiptono, F. (2019). *Strategi Pemasaran: Prinsip dan Penerapan*. Yogyakarta: Andi. Wibisono, S. (2023, Januari 16). Pengembangan Ekonomi Kreatif bagi Masyarakat di Samarinda. IDN Times Kaltim. *Diakses pada 4 Juni 2024, dari* https://kaltim.idntimes.com/news/kaltim/sri-wibisono/pengembangan-ekonomi-kreatif-bagi-masyarakat-di-samarinda.

[60] Tjiptono, F., & Diana, A. (2019). *Pemasaran Strategik*. Andi Publisher.

[61] Zohir, M., Lutfi, L., & Satyanegara, D. (2023). Pengaruh Kualitas Produk dan Inovasi Produk Terhadap Keputusan Pembelian dengan Citra Merek sebagai Variabel Intervening. Tirtayasa Ekonomika, 18(1), 1–15.