

The Influence of Celebrity Endorser, Brand Image, and Brand Trust on Consumer Purchasing Decisions to Nike Brand Sports Shoes in Surabaya

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Abstract. This study aims to analyze the influence of celebrity endorser, brand image, and brand trust on consumer purchasing decisions for Nike Brand Sports Shoes in Surabaya. This research is quantitative research. Population and sample based on questionnaire distribution to consumers who have already bought and used Nike brand sports shoes in Surabaya were taken as many as 180 respondents. Data collection techniques using interviews, observation and questionnaires. The data analysis used is validity test, reliability test, classic assumption test, multiple linear analysis test and hypothesis test. Research results of variable celebrity endorser, brand image and brand trust have a significant simultaneous effect partially on the purchase decision of Nike brand sports shoes in Surabaya where a significant value is smaller than 0.05.

Keywords: Celebrity Endorser, Brand Image, Brand Trust, Purchasing Decision

1 INTRODUCTION

Research Background

Competition in the sports shoes business in Indonesia is increasingly tight. In Indonesia there are many brands of sports shoes in circulation, one of which is Nike. Nike is a company that produces shoes, clothes and other sports equipment. At present, Nike is included in the ranks of the Top Brand Award, namely awards that have been awarded based on the assessment obtained from the results of a national survey conducted by Frontier Consulting. The phenomenon of the use of celebrity is a consideration that is not easy for manufacturers because celebrity will represent the product to be marketed. Shimp (2014) argues that celebrity endorsers are television stars, film actors, athletes, and even people who have died widely used to support the brand. Nike appointed Cristiano Ronaldo, a Portuguese football star who played Italian Serie A, Juventus, as the main endorser of Nike's products. Ronaldo was contracted for life for a product brand image that is expected to lead to increased sales. Brand image according to Kotler & Keller (2009) is a number of beliefs, ideas, and impressions held by someone about an object. Brand image development in purchasing decisions is very important and a well-managed brand image will have positive consequences. Therefore, companies must be able to maintain consumer loyalty to the brand. This is because the brand is not just an identity to distinguish it from its competitors. Brand trust is the willingness or willingness of consumers to deal with risks related to the brand they buy will give positive or beneficial results Lau & Lee (1999) If consumers have confidence in the brand, it will build loyalty to the company that created the product. This causes the company to benefit from customers who are loyal or loyal to the company's products

Purchasing decisions are activities of individuals who are directly involved in obtaining and using the goods and services offered. According to Kotler & Keller (2012) purchasing decisions are processes carried out by a consumer before arriving at the conclusion to buy a product

2 THEORETICAL FRAMEWORK

Marketing Management

According to Ir.sutarno (2014) marketing management is one of the main activities carried out by the company to maintain the continuity of its company, to develop and to earn profits whereas according to Kotler (2002) in Ir.sutarno (2014) marketing management is analyzing, planning, implementing and

supervising programs aimed at generating exchange with the intended market with a view to achieving company goals.

Celebrity Endorser

According to Shimp (2014) celebrity endorsers are television stars, film actors, athletes, and even people who have died widely used to support the brand. Besides Carroll (2009) argues that celebrity endorsers are all individuals who enjoy the introduction of the public and use this introduction for the benefit of consumer products by appearing with the product in an advertisement.

Brand Image

Brand image according to Henslowe (2008), namely the impression obtained according to the level of knowledge and understanding of facts about people, products, situations (image can be defined as being: the impression gained according to the level of knowledge and understanding of facts, about people, products, situations). Whereas according to Kotler & Keller (2007), brand image is an assumption about the brand reflected by consumers who hold on to consumer memories.

Brand Trust

According to Ferrinadewi (2010), brand trust is the ability of a brand to be trusted (brand reliability), which is based on consumer confidence that the product is able to meet the promised value and brand intention based on consumer confidence that the brand is able to prioritize interests consumer. Whereas according to Edris (2009), brand trust is consumer trust that the brands they want can be relied upon, provide guarantees of no harm and very valuable or very useful performance. Brand trust is the brand's ability to be trusted, which is based on consumer confidence that the product is able to meet the promised value and is based on consumer confidence that the brand is able to prioritize consumer interest [11].

Purchase Decisions

Purchasing decisions are several steps carried out by consumers before making a product purchase decision Kotler (2007) purchase decision is the process of making a purchase decision which includes determining what will be purchased or not making a purchase and the decision is obtained from previous activities [13].

Previous Research

Parengkuan, Tumbel, & Wenas (2014) The results of this study state that Brand Image and Celebrity Endorsement have a simultaneous effect on consumer purchasing decisions. Partially Brand image does not have a significant effect on consumer purchasing decisions. Partially Celebrity Endorsement has a significant effect on consumer purchasing decisions. Bramantya & Jatra (2016) The results of this study celebrity endorser and brand image simultaneously have a positive and significant effect on purchasing decisions of Yamaha Jupiter MX motorcycles in Denpasar City. Celebrity endorser and brand image partially have a significant and positive influence on purchasing decisions of Yamaha Jupiter MX motorcycles in Denpasar City. Celebrity endorsers have a dominant influence on purchasing decisions of Yamaha Jupiter MX motorcycles in Denpasar City. Dharma & Sukaatmadja (2015) The results of this study brand image, brand awareness, and product quality have a positive and significant effect on purchasing decisions of Apple products in Denpasar City. Andries (2014) The results of this study indicate that there are significant simultaneous and partial influences of Korean celebrity support and youth purchasing behavior on teen clothing purchasing decisions in Manado. Isaac Oladepo & Samuel Abimbola (2015) The results of this study indicate that there is a significant effect of the findings revealing that all brand images, advertisements, sales promotions and personal sales have a significant influence on consumer purchasing decisions.

3 RESEARCH METHOD

Type of Research

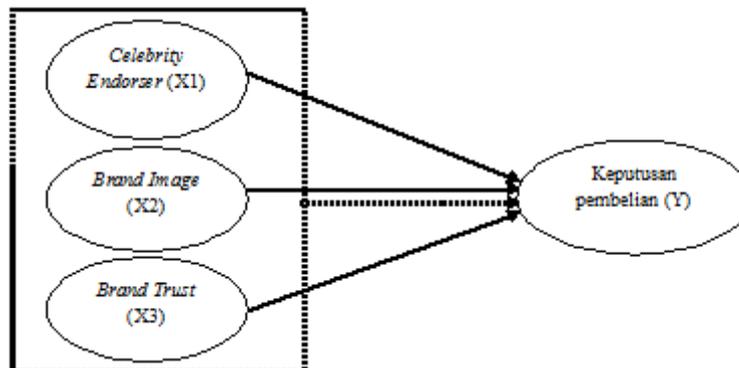
This study will use a quantitative approach. According to Sugiyono (2013), quantitative research methods can be interpreted as research methods that are based on positivism philosophy, used to examine certain populations or samples, sampling techniques are generally done randomly, data collection uses research instruments, data analysis is quantitative or statistical data with the aim to test the predetermined

hypothesis. The independent variables in this study were celebrity endorser, brand image, and brand trust and the dependent variable of the purchasing decision.

Place and Time of Research

This research was conducted in Surabaya. The time of the study is from September 2018 - January 2019.

Conceptual Framework



Population and Sample

The population in this study are consumers who have already purchased and used Nike brand sports shoes in Surabaya. Sugiyono (2013) sample is part of the number and characteristics of the population. The sampling technique used is a non-probability sampling technique precisely purposive sampling. According to Sugiyono (2013) purposive sampling is a technique of sampling data sources with certain considerations. This study uses formulas [20] because it suggests that the number of study samples is not known for the exact population. The indicators of this study amounted to 18, the results of the sample calculation are as follows: [20] Number of samples = $18 \times 10 = 180$ samples Samples taken in this study determine the number of samples to 180 people.

Data Collection Method

The type of data used in this study uses quantitative data, namely information that is expressed in numeric units: discrete (round / whole) or continuous (fraction / interval).

Operational Definition of Research Variable

1. X1: Celebrity Endorser

Celebrity Endorser (X1) is a television star, film actor, athlete, and even people who have died widely used to support the brand [1]. Cristiano Ronaldo is an athlete used to support Nike Brand Sports Shoes, a good person actors, artists and athletes who are known to the public and become idols, because of their achievements in a field and are used in delivering advertising messages intended to attract attention so as to affect target consumers

The indicator of celebrity endorser in this study uses indicators from [1]:

1. Trustworthy (trust)

As someone who can be trusted.

2. Expertise

Characteristics of possessing special skills, knowledge, or abilities with respect to brands are supported.

3. Physical attractiveness (physical attraction)

Traits that are considered fun to be seen in terms of the concept of attractiveness of certain groups.

4. Respect

Quality that is admired or even appreciated for one's quality and personal achievements.

5. Similarity (similarity to the target audience)

The extent to which the endorser fits the audience in terms of characteristics related to the support relationship (age, sex, ethnicity, etc.)

2. X2: Brand Image

Brand Image (X2) is an impression obtained according to the level of knowledge and understanding of facts about people, products, situations [7]. Consumers have the impression of striking about Cristiano Ronaldo who is the star of the Nike Brand Sports Shoes.

According to [21] Brand image indicators:

1. Image of the product

The image of a product will influence the attitudes and actions of a prospective buyer. This indicates that a person's beliefs, ideas and impressions have a very large influence on the attitudes and behavior and response to the product.

2. Image of the company

The company image is a public perception of the company or its products. The company's image is related to the name of the business, architecture, variations of products, traditions, ideology and the impression of quality communicated by each employee who interacts with the client's organization.

3. Image of service

The image of service is a reflection or a good picture of the quality of the service provided by the company.

3. X3: Brand Trust

Brand Trust (X3) is the consumer's trust that the brand they want can be relied upon, providing a guarantee of no harm and very valuable or very useful performance [10]. Consumers believe that the Nike Brand Sports Shoes provide guaranteed very very useful performance. In the research the Brand Trust Indicators cite the research conducted by [10]:

1. Brand Predictability

Brand predictability is the ability of consumers to anticipate and predict the performance of a product.

2. Brand preference (Brand Liking)

Brand liking is a feeling of liking a brand.

3. Brand Competence (Brand Competence)

Brand competency is the ability of a brand to solve consumer problems in meeting their needs better than other similar products.

4. Brand Reputation

Brand reputation is the good name of a brand.

5. Trust in the Company (Trust in The Company)

Trust in the company is consumer trust in the company that produces the product purchased

4. Y: Purchase Decision

Purchase Decision (Y) is a process of purchasing decisions that determines what decisions will be purchased or not made purchases and decisions obtained from previous activities [13]. Consumers will make a decision to buy or make decisions on Nike Brand Sports Shoes. Indicator according to [22]:

1. Introduction to the Problem, the buying process starts when the buyer recognizes a problem or need. These needs can be triggered by internal or external stimuli.

2. Search for information, consumers who are moved by their needs will be encouraged to seek more information.

3. Alternative Evaluation, evaluating various alternatives in the context of the main beliefs about the consequences that are relevant and combining these knowledge to make decisions.

4. Purchasing decisions, prospective buyers determine what and where their chosen product will be purchased.

5. Post-Purchasing Behavior, after making a purchase decision on a product, then the next behavior will be determined from the satisfaction or benefits obtained by the consumer of the product he consumes.

4 DATA ANALYSIS METHOD

Validity and Reliability Test

Validity test is a measure that shows the level of validity or validity of an instrument [23] Variables declared valid can be known from the significance <0.05 and the correlation > 0.4 . Whereas reliability testing is a tool to measure a questionnaire which is an indicator of a questionnaire variable, declared reliable / reliable if a person's answer to a question is consistent or stable over time [24] a variable said to be reliable if it has alpha cronbach $> 0,60$.

Multiple Regression Analysis Model

This analysis is intended to determine whether there are influences of factors that celebrity endorser Cristiano Ronaldo (X1), brand image (X2), and brand trust (X3) influence purchasing decisions (Y).

The formulation of the analysis model used in this study is

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

information :

- Y = purchasing decision
- a = konstanta
- b1, b2, b3 = koefisien determinasi
- X₁ = *celebrity endorser,*
- X₂ = *brand image*
- X₃ = *brand trust*
- e = Standar Error

5 RESULT AND DISCUSSION

Reliability and Validity

Based on research shows that the cronbach alpha value is 0.885 which means that it is above the acceptance limit of 0.6 therefore, the research instrument for the relationship between variables shows good consistency and acceptable data. that all items or indicators of the celebrity endorser variable (X1), brand image (X2), brand trust (X3) and purchasing decisions (Y) are at the significance level of <0.05 and the correlation is > 0.4 , it can be said that the whole variable indicator of celebrity endorser (X1), brand image (X2), brand trust (X3) and purchase decision (Y) are valid to be used as instruments in research or questions that are asked can be used to measure the variables under study.

Multiple Linear Regression Result

Table 1. Multiple Linear Regression Result Coefficients^a

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	.028	.173
X1	.399	.057
X2	.138	.037
X3	.289	.052

a. Dependent Variable: Y

Source: SPSS Output, 2019.

Regression equation models that can be written from these results in the form of standard form regression equations are as follows:

$$Y = 0,028 + 0,399 X_1 + 0,138 X_2 + 0,289 X_3 \pm e$$

Y = Purchasing Decision
 X1 = Celebrity Endorser
 X2 = Brand Image
 X3= Brand Trust
 e = Error

1. Constant value Y is 0.028 which means the value of the purchase decision for Nike brand sports shoes in Surabaya (Y) is 0.028 units if it is assumed that celebrity endorser, brand image and brand trust then the decision to purchase Nike brand sports shoes in Surabaya (Y) is 0 means if the value independent variable 0 then the dependent or dependent variable will be 0.028.
2. The value of the celebrity endorser coefficient (X1)
 The coefficient of celebrity endorser (X1) is 0.399, if the Nike brand sports shoes in Surabaya increase the celebrity endorser (X1), it will increase the purchasing decision for Nike brand sports shoes in Surabaya (Y) by 0.399 units. Assuming the value of the brand image (X2) and brand trust (X3) equals zero.
3. Brand Image Coefficient Value (X2)
 The brand image (X2) coefficient value is 0.138, if the Nike brand sports shoes in Surabaya increase the brand image (X2), it will increase the purchasing decision for Nike brand sports shoes in Surabaya (Y) by 0.138 units. Assuming the value of the celebrity endorser (X1) and brand trust (X3) equals zero
4. Value Coefficient of Brand Trust (X3)
 The coefficient of brand trust (X3) is 0.289, if Nike brand sports shoes in Surabaya increase brand trust (X3) food will increase the purchase decision for Nike brand sports shoes in Surabaya (Y) by 0.289 units. Assuming the value of the celebrity endorser (X1) and brand image (X2) are zero

Result of R Square

Table 2. Result of R Square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.551	.38194

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: SPSS Output, 2019

The value of R Square is 0.558 which means that all independent variables: celebrity endorser, brand image, and brand trust have a positive relationship with purchasing decisions.

**Test of Classical Assumption
Heteroscedasticity Result**

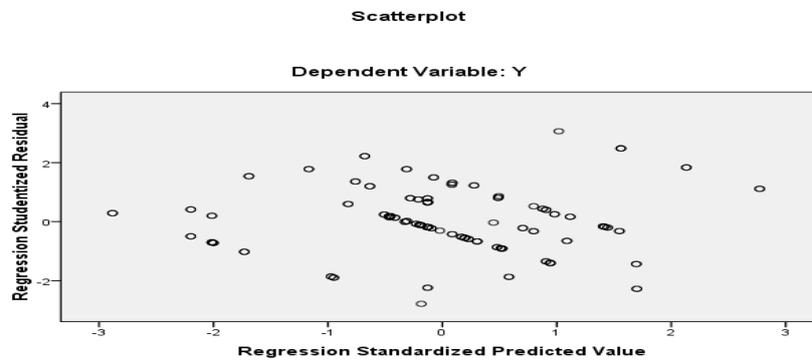


Figure 1. Heteroscedasticity Result

Source : Data Processed, 2019

The pattern of dots spreads and does not make clear patterns. The points spread above and below 0 (zero) at Y and that proves that the model is free from heteroscedasticity.

Multicollinearity Result

Tabel 3. Multicollinearity Result

Variabel	Collinearity Statistics		Keterangan
	Tolerance	VIF	
Celebrity endorser	0,745	1,343	Free multikoleniaritas
Brand image	0,689	1,452	Free multikoleniaritas
Brand trust	0,770	1,299	Free multikoleniaritas

Source: SPSS Output, 2019

The tolerance of celebrity endorser is 0.745, brand image is 0.689, and brand trust is 0.770 which means that the tolerance value of each variable is more than 0.1. The VIF value of a celebrity endorser is 1,343. brand image is 1.425. brand trust is 1.299, which means that the value of the two variables is less than 10. Because the tolerance value is more than 0.1 and the VIF value is less than 10 studies are free from multicollinearity.

Normality

Normal P-P Plot of Regression Standardized Residual

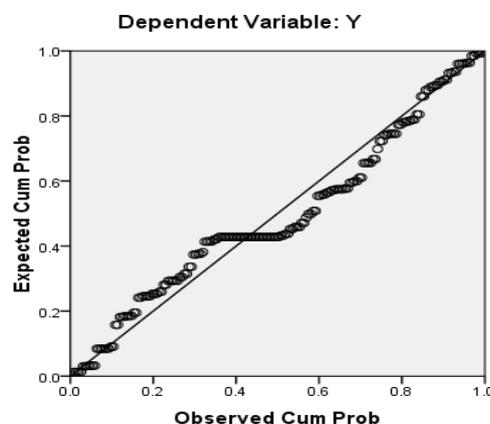


Figure 2. Normality Test Result

Source : Data Processed, 2019

Data that spreads near the diagonal line and follows the direction of the diagonal line. This proves that the model has passed the normality test.

Hypothesis Testing

F-Test

The F-test is used to determine all effects of all independent variables on the dependent variable. This test is done by comparing the Fcount value with Ftable value at $\alpha = 0.05$.

Tabel 4. Hasil Uji-F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.436	3	10.812	74.116	.000 ^b
	Residual	25.675	176	.146		
	Total	58.111	179			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

The F-test is used to determine all effects of all independent variables on the dependent variable. This test is done by comparing the Fcount value with Ftable value at $\alpha = 0.05$. The results of F test calculations obtained results F count 74.116 greater F table 3.05 with a sign level of 0.000 smaller (α) 0.05, because the probability is smaller 0.05 then H_0 is rejected and H_a is accepted. Thus the hypothesis which states Celebrity endorser, brand image, and brand trust simultaneously has a significant positive effect.

T-Test

Table 5. T-Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.028	.173		.160	.873
	X1	.399	.057	.404	6.960	.000
	X2	.138	.037	.225	3.722	.000
	X3	.289	.052	.317	5.555	.000

a. Dependent Variable: Y

Source: SPSS Output, 2019

1. Table 5 shows that the calculation of the celebrity endorser (X1) is 6.960. Comparing tcount with t table: $6,960 \geq 1,65$. Because t count is greater than t table, H_0 is rejected and H_a is accepted. Therefore the celebrity endorser (X1) has a significant influence on purchasing decisions.
2. Table 5 shows that the brand image (X2) is 3.722. Comparing tcount with t table: $3.722 \geq 1.65$. Because tcount is greater than t table, H_0 is rejected and H_a is accepted. Therefore, brand image (X2) has a significant influence on purchasing decisions

3. Table 5 shows that the brand trust (X3) is 5.555. Comparing t_{count} with t_{table} : $5.555 \geq 1.65$. Because t_{count} is greater than t_{table} , H_0 is rejected and H_a is accepted. Therefore, brand trust (X3) has a significant influence on purchasing decisions.

6 DISCUSSION

Effects of Celebrity Endorser on purchasing decision

The results of statistical calculations show that the $t_{calculation}$ of 6.960 with sig 0,000 was smaller than 0.05, H_0 was rejected and H_a was accepted, meaning that the celebrity endorser has a partially significant effect on the purchasing decisions of Nike brand shoes in Surabaya (Y).

Brand Image Effect on purchasing decision

The results of statistical calculations show that the value of $t_{calculation}$ was 3.722 with sig 0,000 smaller than 0.05, H_0 was rejected and H_a was accepted, meaning that the brand image has a partially significant effect on the purchasing decisions for Nike brand sports shoes in Surabaya (Y).

Effect of Brand Trust on purchasing decision

The results of statistical calculations show that the value of $t_{calculation}$ of 5.555 with sig 0,000 was smaller than 0.05, H_0 was rejected and H_a was accepted, meaning that the brand trust has a positive and significant effect on the purchasing decisions for Nike brand sports shoes in Surabaya (Y).

Celebrity Endorser, Brand Image, Brand Trust for the Simultaneous purchasing decision

The results of F test calculations obtained results F count 74.116 greater F table 3.05 with a sign level of 0.000 smaller (α) 0.05, because the probability is smaller 0.05 then H_0 is rejected and H_a is accepted. Thus the hypothesis which states Celebrity endorser, brand image, and brand trust simultaneously has a significant positive effect.

7 CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research and analysis that has been done therefore the conclusions of this study, namely:

The results of this study were obtained from the calculation of SPSS based on the t test, Celebrity endorser Variable had a partially significant effect on the buying decision of Nike brand sports shoes in Surabaya in which significant values were smaller than 0.05, namely 0,000. This shows that the results of the first hypothesis analysis "Celebrity endorser has a significant positive effect on the purchase decision of Nike brand sports shoes in Surabaya" attested.

Brand Image variables have a partially significant effect on the buying decision of Nike brand sports shoes in Surabaya in which the value is significantly smaller than 0.05, which is 0,000. This shows that the results of the second hypothesis analysis "Brand image has a significant positive effect on the purchase decision of Nike brand sports shoes in Surabaya" attested.

Brand trust variable has a partially significant effect on purchasing decisions of Nike brand sports shoes in Surabaya in which the significant values were smaller than 0.05, which was 0,000. This shows that the results of the third hypothesis analysis "Brand trust has a significant positive effect on the purchase decision of Nike brand sports shoes in Surabaya" attested.

The results of this study were obtained from the calculation of SPSS based on the F test, the value of $F_{calculation}$ obtained was 74,116 and a significant value smaller than 0.05 which was 0,000, meaning that H_0 was rejected and H_i was accepted, variable of celebrity endorser (X1), brand image (X2) and brand trust (X3) simultaneously has a significant effect on the buying decision of Nike brand sports shoes in Surabaya (Y). This shows that the fourth hypothesis which reads "Celebrity endorser, brand image, and brand trust simultaneously have a significant positive effect on Nike brand sports shoes in Surabaya" is empirically attested.

Recommendation

Based on the results of the research and conclusions above, the researcher needs to provide suggestions as follows:

1. It is recommended that Nike be able to continue developing the brand image while considering the needs of consumers so that their interest in Nike brand sports shoes is maintained.
2. It is recommended that Nike can continue to increase brand trust from consumers by continuing to improve product quality and provide positive value to consumers so that it is expected that a sense of security in consumers will arise when making a buying.
3. For further researchers it is expected to be able to include and add other variables as independent variables, so that further research will be carried out which will determine other variables that greatly affect the Nike brand sports shoes in Surabaya. This is important because of the research results that the researcher did, it turns out that the independent variable studied consisting of Celebrity Endorser (X1), brand image (X2) and brand trust (X3) is only able to predict 59.8% of Nike brand sports shoes buying decisions in Surabaya.

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