

The Influence of Celebrity Endorsement on Purchase Decisions through Brand Awareness and Brand Image as mediation Yamaha Nmax Motorcycle Users in Yogyakarta

Alvito Marsandhi^{1✉}, Budi Setiawan², Azwar³

¹²³ Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

Abstract

This study examines the influence of celebrity endorsement on purchase decisions with brand awareness and brand image serving as mediating variables among Yamaha NMAX users in Yogyakarta. The research is conducted in response to intense competition within the motorcycle industry and fluctuating sales trends, highlighting the need for effective marketing strategies to influence consumer purchasing behavior. A quantitative research design was applied using a survey method, with questionnaires distributed to 200 respondents selected through purposive sampling. Data analysis was carried out using Structural Equation Modeling (SEM) based on the Partial Least Square (PLS) approach. The findings reveal that celebrity endorsement has a positive and significant impact on brand awareness and brand image. Furthermore, brand image significantly influences purchase decisions, whereas brand awareness does not exhibit a significant effect on purchase decisions. In addition, celebrity endorsement does not directly affect purchase decisions in a significant manner. These results suggest that the impact of celebrity endorsement on purchase decisions is primarily mediated through brand image rather than through direct influence or brand awareness. The study emphasizes the importance of leveraging celebrity endorsement to strengthen brand image in order to enhance consumer purchase decisions.

Keywords: *Celebrity Endorsement, Brand Awareness, Brand Image, Purchase Decision*

Copyright (c) 2025 Alvito Marsandhi

✉ Corresponding author :

Email Address: marsandhialvito@gmail.com

INTRODUCTION

Increasingly intense business competition is pushing companies to devise marketing strategies that can adapt to the dynamics of consumer behavior. In the automotive industry, particularly motorcycles, marketing success is determined not only by the functional superiority of the product, but also by the company's ability to build a positive perception of the brand in the minds of consumers (Juliawati, 2025). Therefore, understanding the factors that influence purchasing decisions is crucial in maintaining the company's competitive sustainability.

One marketing approach that is widely used is celebrity endorsement. The presence of celebrities as endorsers is considered effective because it can increase consumer attention, create emotional closeness, and shape certain perceptions of the advertised brand (Yanuar Erika Putri et al., 2025). In addition, celebrities act as brand communicators who can strengthen the image of the product in the eyes of consumers

(Bergkvist & Zhou, 2016). The effectiveness of celebrity endorsements is greatly influenced by the characteristics of the endorser, such as attractiveness, credibility, and the level of compatibility between the celebrity's image and the brand they represent (Rosita Dewi, 2021; Wuisan et al., 2022).

However, the influence of celebrity endorsements on purchasing decisions is not always direct. Brand awareness and brand image are often intermediary factors that explain how marketing strategies influence consumer behavior. Brand awareness relates to consumers' ability to recognize and remember a brand so that it appears among their purchasing options (Ningrat & Yasa, 2019). Meanwhile, brand image reflects the collection of associations and perceptions consumers have of a brand, which are formed through experience and exposure to information, and which in turn influence consumer preferences and beliefs (Dewi et al., 2020; Schiffman & Wisenblit, 2019).

These conditions are relevant to the development of the motorcycle industry in Indonesia, particularly in the Yamaha NMAX automatic motorcycle segment, which has shown sales fluctuations over several periods. Data from the Indonesian Motorcycle Industry Association indicates that increasingly fierce competition and changes in consumer preferences have also affected product sales performance (AIS, 2022; Ibrahim, 2024). This situation emphasizes the importance of marketing strategies that not only increase product visibility but are also capable of consistently building brand awareness and image.

This study uses the Stimulus–Organism–Response (SOR) framework to explain the relationship between variables. In this model, celebrity endorsement is viewed as a stimulus that influences consumers' internal conditions in the form of brand awareness and brand image, which then results in a response in the form of a purchase decision (Mehrabian & Russell, 1974; Arief et al., 2023). Based on this framework, this study aims to analyze the effect of celebrity endorsement on purchase decisions with brand awareness and brand image as mediating variables among consumers of Yamaha NMAX automatic motorcycles in Yogyakarta.

Celebrity Endorsement

Celebrity Endorsement is a celebrity, entertainer, public figure, or public personality who plays a role in advertising to promote a company's products in order to influence consumers in their purchasing decisions (Rosita Dewi, 2021). Celebrity endorsement is defined as a public figure who stands to advertise the products and goods they represent (Nuryati & Arfani, 2020).

According to Firmansyah (2023), celebrities are seen as individuals who are admired by the public and possess attractive qualities that distinguish them from other individuals, as well as the ability to make people stop and pay attention to them. When selecting endorsers, companies must pay attention to the credibility of the celebrities appointed to market the company's products (Wuisan et al., 2022).

Brand Awareness

According to Dabbous & Barakat (2020), brand awareness is the first and most important obstacle in any brand-related search. Brand awareness is very important in the decision-making process because consumers use awareness to remember certain brands. According to Safitri et al. (2020), brand awareness relates to the power of a brand to leave an impression in the memory, which can be measured as the ability of customers to identify a brand under different conditions.

Brand Awareness is the ability of buyers to recall a particular product brand. Brand awareness is a matter of whether a brand name comes to mind when consumers think about a particular product category and whether that name is easily recalled. According to Kertamukti (2017), brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular product category.

Brand Image

According to Golam Yazdani Showrav (2024), brand image is the customer's perception of a brand as reflected in the brand associations held in the customer's memory. Brand associations are nodes of brand-related information in memory and encompass the meaning of the brand for customers. These associations come in various forms and reflect various product characteristics.

Nadjwa et al. (2024), argue that brand image can be considered a type of association that arises in consumers' minds when they remember a particular brand. These associations can simply appear in the form of thoughts or images associated with a brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand.

Purchase Decision

Purchase decision is a process in which consumers evaluate various alternative products and then select one product that they need based on certain considerations. According to Karimi (2023), a purchase decision is consumers' understanding of their wants and needs for a product by evaluating available sources, setting purchase goals, and identifying alternatives so that the decision to buy is accompanied by post-purchase behavior.

A purchasing decision is a choice between two or more alternatives, meaning that in order for someone to make a decision, there must be several alternatives. Purchasing decisions can influence how the decision-making process is carried out. The purchasing decision is a problem-solving process that consists of analyzing needs and desires, searching for information, assessing resources, selecting purchasing alternatives, making purchasing decisions, and post-purchase behavior (Harahap & Amanah, 2020).

METHODOLOGY

This study uses a quantitative approach with an explanatory design that aims to test the causal relationship between celebrity endorsement, brand awareness, brand image, and purchase decision. A quantitative approach was chosen because it is able

to explain the relationship between variables objectively through hypothesis testing based on numerical data (Sugiyono, 2019).

The population of this study was consumers who use Yamaha NMAX automatic motorcycles and reside in Yogyakarta. The sampling technique used was purposive sampling, which is the selection of respondents based on certain criteria relevant to the research objectives, such as ownership or experience of using Yamaha NMAX and exposure to promotions using celebrity endorsements. The sample size used was 200 respondents, which was considered to meet the minimum sample size requirement for Structural Equation Modeling analysis (Hair et al., 2019).

Since the population size in this study is unknown, sampling will use Hair's formula, where the number of samples that can represent the population depends on the number of indicators multiplied by 5-10, as stated below: (Hair et al., 2019)

Hairs:

$$n = 10 \times \text{Number of Parameters}$$

$$n = 10 \times 20$$

$$n = 200 \text{ Respondent}$$

Explanation:

$$n = \text{representative sample size}$$

From these calculations, it is known that this study requires 200 respondents. Researchers will distribute questionnaires to 200 users of Yamaha Nmax automatic motorcycles.

Data collection was conducted using a questionnaire developed based on research variable indicators adapted from previous studies. The research instrument was measured using a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure the respondents' level of perception of the statements provided (Sugiyono, 2019). Before further analysis, the research instrument was tested for validity and reliability to ensure the accuracy and consistency of the measurements (Ghozali, 2021).

Data analysis was performed using the Partial Least Square (PLS)-based Structural Equation Modeling (SEM) method using SmartPLS software. The PLS-SEM method was chosen because it is capable of testing complex research models involving mediating variables and does not require strict data distribution assumptions (Hair et al., 2019). The analysis stages included evaluation of the measurement model (outer model) through construct validity and reliability tests, as well as evaluation of the structural model (inner model) to test the research hypotheses based on path coefficient values, t-statistics, and p-values (Ghozali, 2021).

Table 1. Variable Indicators

Variable	Indicators
Celebrity Endorsement (CE)	1. Attractiveness 2. Congruence

	3. Trustworthiness
	4. Expertise
	5. Credibility
Brand Awareness (BA)	1. Recall
	2. Recognition
	3. Top of Mind
	4. Familiarity brand
	5. Knowledge
Brand Image (BI)	1. Positive Association
	2. Brand Message Consistency
	3. Brand Reputation
	4. Brand Relevance
	5. Emotional Engagement
Purchase Decision (PD)	1. Need Awareness
	2. Evaluation of Alternatives
	3. Product Quality
	4. Buying Decision
	5. Confidence in Purchasing

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of descriptive analysis, the majority of respondents in this study were male (54.25%), while female respondents accounted for 45.75%. In terms of age, the respondents were dominated by the 21–30 age group at 35.85%, followed by the 31–40 age group at 24.60%, those under 20 years old at 18.40%, those aged 41–50 at 12.74%, and those aged above 50 years old at 8.96%, indicating that most respondents were of productive age. Based on their highest level of education, the majority of respondents were high school/vocational school graduates at 59.43%, followed by bachelor's degree graduates at 25.94% and diploma graduates at 14.62%. In terms of occupation, most respondents were students (45.75%), followed by private sector employees (24.06%), entrepreneurs (23.11%), and civil servants (7.80%). In addition, almost all respondents were Yamaha NMAX motorcycle users, so the characteristics of the respondents were considered appropriate for the purpose of the study.

Table 2. Results of Respondent Characteristics Test

Category	Information	Amount	Presentation
Gender	Man	115	54.25%
	Woman	97	45.75%
Age	<20 years old	39	18.40%
	21-30 years old	76	35.85%
	31-40 years old	51	24.6%
	41-50 years old	27	12.74%
	>50 years old	19	8.96%

Education Last	High School	126	59.43%
	Diploma	31	14.62%
	S1	55	25.94%
	Postgraduate (S2/S3)	0	0%
Type of Work	Student	97	45.75%
	Private Employee	51	24.06%
	Civil Servant	15	7.8%
	Entrepreneur	49	23.11%
Using a Yamaha NMAX automatic motorcycle	Yes	212	96.36%
	No	8	3.64%

Source: processed primary data, 2025

Validity Test

Tabel 3. Validity Test

Variables	Indicators	Outer Loading	Information
Celebrity Endorsement (CE)	CE1	0.850	Valid
	CE2	0.884	Valid
	CE5	0.803	Valid
Brand Awareness (BA)	BA1	0.887	Valid
	BA2	0.873	Valid
	BA4	0.802	Valid
Brand Image (BI)	BI1	0.871	Valid
	BI2	0.791	Valid
	BI3	0.846	Valid
	BI4	0.886	Valid
	BI5	0.902	Valid
Purchase Decision (PD)	PD1	0.863	Valid
	PD2	0.852	Valid
	PD3	0.852	Valid
	PD4	0.885	Valid
	PD5	0.908	Valid

Source: primary data processed, 2025

Based on the outer loading test results, all indicators in the Celebrity Endorsement, Brand Awareness, Brand Image, and Purchase Decision variables have outer loading values above 0.70, so all indicators are declared valid and meet the convergent validity criteria. The indicators in the Celebrity Endorsement variable show outer loading values ranging from 0.803 to 0.884, the Brand Awareness variable has values between 0.802 and 0.887, the Brand Image variable shows relatively high values of 0.791 to 0.902, while the Purchase Decision variable has the highest outer loading values ranging from 0.852 to 0.908. These results indicate that all indicators are able to represent the measured constructs well and consistently, so that the measurement model is declared feasible for use in the next stage of analysis.

In the initial stage of testing the measurement model, there were several indicators, namely CE3, CE4, BA3, and BA5, which did not meet the convergent validity criteria because they had outer loading values below the recommended minimum limit, so these indicators were removed from the model. The indicators were removed to improve the quality of the measurement model and ensure that each indicator had sufficient ability to represent the latent construct being measured. Indicators with low outer loading values indicate a weak contribution to the latent variable and have the potential to reduce the overall validity and reliability of the construct. After these indicators were eliminated, all remaining indicators showed outer loading values above 0.70, so the measurement model was declared to have met the convergent validity criteria and was suitable for use in the next stage of analysis.

Reliability Test

Reliability tests are conducted to assess the extent to which the indicators in a construct show stable internal consistency.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	AVE
Celebrity Endorsement	0.801	0.883	0.716
Brand Awareness	0.814	0.890	0.730
Brand Image	0.912	0.934	0.740
Purchase Decision	0.921	0.941	0.761

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results of construct reliability and validity testing, all research variables, namely Celebrity Endorsement, Brand Awareness, Brand Image, and Purchase Decision, have met the specified criteria. The Cronbach's Alpha values for all variables are above 0.70, indicating that each construct has a good level of internal consistency. In addition, the Composite Reliability values for all variables are also greater than 0.70, indicating that the indicators in each construct have high reliability. Furthermore, the Average Variance Extracted (AVE) value for all variables is above 0.50, indicating that each construct is able to explain more than half of the variance of its indicators. Thus, it can be concluded that all constructs in this study are reliable and valid, making them suitable for further structural model analysis.

Vit Model Test

Table 5 presents the results of model suitability testing, which aims to evaluate the level of conformity between the proposed research model and the empirical data obtained from data analysis.

Tabel 5. Vit Model Test

Parameter	Saturated Model	Estimated Model
SRMR	0.065	0.114
d_ULS	0.573	1.770
d_G	0.271	0.316
Chi-square	344.482	360.744

NFI	0.868	0.861
-----	-------	-------

Source: Primary Data Processed 2025

Table 5 shows the results of model fit testing. The SRMR value is 0.114, which is above the ideal limit of ≤ 0.08 and exceeds the limit of 0.10, indicating that the model fit is not yet optimal. However, in the PLS-SEM approach, the SRMR value is not used as the sole criterion for assessing model feasibility and can still be tolerated if supported by good construct validity and reliability. The d_{ULS} value of 1.770 and d_G of 0.316 indicate a gap between the empirical correlation matrix and the estimated model, suggesting that the complexity of structural relationships affects the level of model fit. Furthermore, the Chi-square value of 360.744 indicates a difference between the observed data and the model, but this indicator is informative and not a major criterion in PLS-SEM evaluation. Meanwhile, the NFI value of 0.861 indicates that the model fit is in the adequate category. Overall, although the SRMR value in the estimated model is above the recommended limit, this research model is still considered feasible for use in further analysis because it has met other measurement and structural model evaluation criteria.

R-square Test

Table 6 shows the results of the R-Square test used to assess the ability of independent variables to explain the variation in the effect on the dependent variable in this study.

Tabel 6. R-square Test

Dependent Variable	R-square	R-square adjusted
Brand Awareness	0.360	0.357
Brand Image	0.277	0.274
Purchase Decision	0.752	0.748

Source: Primary data processing results, 2025

Based on Table 6, the R-square value for the Brand Awareness variable is 0.360 (adjusted R-square 0.357), indicating that the independent variables in the model are able to explain 36.0% of the variation in Brand Awareness, while the remaining 64.0% is influenced by other factors outside the research model. The R-square value for the Brand Image variable is 0.277 (adjusted R-square 0.274), indicating that 27.7% of the variation in Brand Image can be explained by independent variables, while 72.3% is influenced by other variables not examined. Meanwhile, the Purchase Decision variable has an R-square value of 0.752 (adjusted R-square 0.748), which shows that the research model has a strong ability to explain purchase decisions, namely 75.2%, while the remaining 24.8% of the variation is explained by factors outside the research model. Overall, the R-square values obtained indicate that the research model has sufficient to strong explanatory power, particularly in explaining the Purchase Decision variable.

Hypothesis Testing

Tabel 7. Hypothesis Testing

Variable	T statistics	P values
H1. Celebrity Endorsement->Purchase Decision	0.895	0.371
H2. Celebrity Endorsement->Brand Awareness	14.139	0.000
H3. Celebrity Endorsement->Brand Image	8.309	0.000
H4. Brand Awareness->Purchase Decision	1.884	0.060
H5. Brand Image->Purchase Decision	17.394	0.000

Source: SmarPLS 2025 data analysis

Based on the results of testing the relationship between variables, celebrity endorsement does not have a significant effect on purchase decisions, as indicated by a path coefficient value of 0.040 with a t-statistic value of 0.895 and a p-value of 0.371 (>0.05). Conversely, celebrity endorsement has a positive and significant effect on brand awareness with a coefficient of 0.600, a t-statistic value of 14.139, and a p-value of 0.000, as well as on brand image with a coefficient of 0.526, a t-statistic value of 8.309, and a p-value of 0.000. Furthermore, brand awareness does not have a significant effect on purchase decision, as reflected in the coefficient value of 0.107 with a t-statistic of 1.884 and a p-value of 0.060 (>0.05). Meanwhile, brand image has a positive and significant effect on purchase decision with a coefficient of 0.773, a t-statistic value of 17.394, and a p-value of 0.000. These findings indicate that the effect of celebrity endorsement on purchase decisions is more dominant through the formation of brand image than through direct influence or brand awareness.

Mediation Testing

Tabel 8. Mediation Testing

Variable	T statistics	P values
Celebrity Endorsement->Brand Awareness-> Purchase Decision	1.861	0.063
Celebrity Endorsement->Brand Image-> Purchase Decision	8.200	0.000

Source: SmarPLS 2025 data analysis

Based on the results of the indirect effect (mediation) test, celebrity endorsement was proven to have a positive and significant effect on purchase decisions through brand image, as indicated by a t-statistic value of 8.200 and a p-value of 0.000 (<0.05). This indicates that brand image acts as an effective mediating variable in strengthening the influence of celebrity endorsement on purchase decisions. Conversely, the indirect effect of celebrity endorsement on purchase decisions through brand awareness was not significant, with a t-statistic value of 1.861 and a p-value of 0.063 (>0.05). This finding shows that brand awareness was not able to mediate the relationship between celebrity endorsement and purchase decisions in this study.

DISCUSSION

Hypothesis Development

Hypothesis development is used to formulate initial assumptions about the relationship between variables based on theory and previous research findings.

Hypotheses serve as research guidelines that direct the empirical testing process and assist researchers in systematically analyzing and interpreting research results.

The Influence of Celebrity Endorsement on Purchase Decision

Based on the results of hypothesis testing, celebrity endorsement was not proven to have a significant effect on purchasing decisions, so H1 was rejected. This was evidenced by a T-statistic value of 0.895, which was below the critical limit of 1.96, and a P-value of 0.371, which was greater than the significance level of 0.05. These results indicate that the influence of celebrity endorsement on purchasing decisions is not statistically significant. These findings show that the presence of celebrities in promotional activities does not necessarily encourage consumers to make purchasing decisions directly. Consumers tend to consider more rational factors, such as suitability to their needs, product quality, and brand perception, rather than relying solely on public figures. The results of this study are in line with the findings of Lubis & Kurniawati 2023, who stated that celebrity endorsements do not have a direct influence on purchasing decisions. In addition, research by Haryanto et al. (2025) also found that the influence of celebrity endorsements on purchasing decisions is indirect and mediated by consumer attitudes toward the brand.

The Influence of Celebrity Endorsement on Brand Awareness

The results of hypothesis testing show that celebrity endorsements have a significant effect on brand awareness, so H2 is accepted. This is evidenced by a T-statistic value of 14.139, which far exceeds the critical value of 1.96, and a P-value of 0.000, which is below the significance level of 0.05. These findings indicate that the use of celebrities in promotional activities is effective in increasing consumer recognition and recall of a brand. The high popularity and intensity of celebrity exposure make marketing messages more attention-grabbing, thereby increasing brand recognition among consumers. The results of this study are in line with the findings of Schimmelpfennig & Hunt (2020) and Pradhan et al. (2022), who stated that celebrity endorsements play an important role in increasing brand awareness because they are able to expand the reach and visibility of brands in the minds of consumers.

The Influence of Celebrity Endorsement on Brand Image

Based on the analysis results, celebrity endorsements were found to have a significant influence on brand image, thus H3 was accepted. This was indicated by a T-statistic value of 8.309, which was above the critical value of 1.96, and a P-value of 0.000, which was less than the significance level of 0.05. These findings indicate that celebrity characteristics, such as credibility, attractiveness, and suitability with the advertised product, can shape consumers' positive perceptions of the brand. The positive image attached to celebrities tends to be transferred to the promoted brand, thereby strengthening the brand image in the minds of consumers. The results of this study support the findings of Schouten et al. (2020) and Dwivedi et al. (2018), which

state that celebrity endorsements play an important role in building and strengthening brand image through the positive associations generated by public figures.

The Influence of Brand Awareness on Purchase Decision

Based on the results of hypothesis testing, brand awareness did not show a significant effect on purchase decisions, so H4 was rejected. This was evidenced by a T-statistic value of 1.884, which was still below the critical value of 1.96, and a P-value of 0.060, which exceeded the significance level of 0.05. These findings indicate that even though consumers are familiar with and remember a brand, this is not strong enough to drive a purchase decision. Brand awareness tends to play an initial role in the consumer decision-making process, while the final decision is influenced by other evaluative factors, such as brand image and consumer confidence. The results of this study are in line with the findings of Foroudi et al. (2020) and Hutter et al. (2022), which state that brand awareness needs to be supported by positive brand perceptions in order to have a significant influence on purchasing decisions.

The Influence of Brand Image on Purchase Decision

Based on the results of hypothesis testing, brand image was proven to have a significant influence on purchase decisions, so H5 was accepted. This was indicated by a T-statistic value of 17.394, which far exceeded the critical value of 1.96, and a P-value of 0.000, which was less than the significance level of 0.05. These findings indicate that a positive brand image can increase consumer trust and confidence in a product, thereby encouraging purchasing decisions. Consumers tend to choose brands that have a good reputation and high quality perceptions because they are considered to better meet their needs and expectations. These research results are in line with the findings of Cuong (2020), who states that brand image is one of the main factors that play an important role in influencing consumer purchasing decisions.

The Influence of Celebrity Endorsement on Purchase Decision through Brand Awareness

Based on the results of the indirect effect test, celebrity endorsement was not proven to have a significant effect on purchase decisions through brand awareness, so influence of celebrity endorsement on purchase Decision through brand awareness was rejected. This was evidenced by a T-statistic value of 1.861, which was still smaller than the critical value of 1.96, and a P-value of 0.063, which exceeded the significance level of 0.05. These findings indicate that although celebrity endorsements can increase brand awareness, this increase is not strong enough to encourage consumers to make purchasing decisions. Brand awareness plays more of a role in the initial stage of brand recognition, but it is not a determining factor in the final purchase decision without more in-depth evaluation and perception of the brand. The results of this study are in line with the research by Septiani (2024), which states that brand awareness does not have a significant mediating effect on purchase decisions if it is not supported by a strong brand image. Similar findings were also presented by Maulida et al. (2024), who

found that brand awareness alone is not enough to drive consumer purchasing decisions, so other factors such as brand image and brand trust are needed for consumers to be willing to make a purchase.

The Influence of Celebrity Endorsement on Purchase Decision through Brand Image

The test results show that brand image plays a significant role in mediating the relationship between celebrity endorsement and purchase decision, thus influence of celebrity endorsement on purchase decision through brand image was accepted. This is evidenced by a T-statistics value of 8.200, which far exceeds the critical value of 1.96, and a P-value of 0.000, which is less than the significance level of 0.05. These findings indicate that the influence of celebrity endorsements on purchase decisions does not occur directly, but rather through the formation of a positive brand image in the minds of consumers. A good brand image can increase trust, confidence, and perceptions of product quality, thereby encouraging consumers to make purchase decisions. These results are in line with the research by Noventi & Thaib (2025), which proves that celebrity endorsements do not have a direct effect on purchase intention but have a significant effect through brand image as a mediating variable, as well as the research by Azizah et al. (2024), which found that brand image significantly mediates the effect of celebrity endorsements on purchasing decisions for Pond's products. These findings reinforce the role of brand image as the primary mechanism in transferring celebrity influence to consumer purchasing behavior.

CONCLUSION

This study concludes that celebrity endorsements are effective in increasing brand awareness and shaping brand image, but do not directly influence the purchase decisions of Yamaha NMAX motorcycle users. These findings indicate that the presence of celebrities in promotions plays a greater role in building brand perception and recognition than in directly influencing purchase decisions. Furthermore, brand awareness was not found to influence purchase decisions, indicating that brand recognition only serves as the initial stage in the decision-making process. Conversely, brand image was found to have a significant influence on purchase decisions, leading to the conclusion that consumer purchasing decisions are more determined by brand perception and image. Overall, the influence of celebrity endorsements on purchase decisions is indirect and occurs through the formation of a strong brand image.

References :

- AISI. (2022). *Asosiasi Industri Sepeda Motor Indonesia (AISI)*. <https://www.aisi.or.id/>
- Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023). Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews. *LBS Journal of Management & Research*, 21(1), 81-99. <https://doi.org/10.1108/lbsjmr-09-2022-0052>
- Azizah, A. N., Handayani, P. R., & Syahrudin, S. (2024). *Pengaruh Celebrity Endorsement*

- Terhadap Purchase Intention Melalui Brand Image Sebagai Variabel Intervening Pada Produk Pond ' S (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Kutai Kartanegara). 24(1).
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663.
- Cuong, T. D. (2020). The Effect of Brand Image , Brand Love on Brand Commitment and Positive Word-of-Mouth. 7(11), 449–457. <https://doi.org/10.13106/jafeb.2020.vol7.no11.449>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966.
- Dewan Golam Yazdani Showrav, M. K. (2024). The roles of brand image and brand associations in millennial consumers' engagements on social media. 2024.
- Dewi, L. G. P. S., Edyanto, N., & Siagian, H. (2020). The effect of brand ambassador, brand image, and brand awareness on purchase decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 1023.
- Dwivedi, A., Johnson, L. W., Wilkie, D. C., & De Araujo-Gil, L. (2018). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176–1204.
- Firmansyah, M. A. (2023). *Pemasaran Produk dan Merek: Planning & Strategy*. Penerbit Qiara Media.
- Foroudi, P., Jin, Z., Gupta, S., Melewar, T. C., & Mahdi, M. (2020). In fl uence of innovation capability and customer experience on reputation and loyalty ☆. *Journal of Business Research*, 69(11), 4882–4889. <https://doi.org/10.1016/j.jbusres.2016.04.047>
- Ghozali, I. H. (2021). *Aplikasi Analisis Multivariate*.
- Hair, J. F. T. M. H., Ringle, C. M., Sarstedt, M., & Ray, S. (2019). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*.
- Harahap, D. A., & Amanah, D. (2020). Determinants of Consumer Purchase Decision In SMEs. *International Journal of Scientific & Technology Research*, 9(03), 3981–3989. www.ijstr.org
- Haryanto, B., Kristiani, N., & Setiawan, A. I. (2025). ANALYZING THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION : THE ROLE OF ATTITUDE Analyzing the Effect of Celebrity Endorsement on Purchase Intention : The Role 06(4), 396–412.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2022). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351.
- Ibrahim, F. (2024). *Data Penjualan Sepeda Motor Indonesia 5 Tahun Terakhir, Sempat Mandek di Era Pandemi*. GoodStats Data. <https://data.goodstats.id/statistic/data-penjualan-sepeda-motor-indonesia-5-tahun-terakhir-sempat-mandek-di-era-pandemi-ZKMjz>
- Juliawati, I. (2025). Analisis Strategi Inovasi Produk Dalam Menghadapi Persaingan Pasar Pada Umkm Keripik Sayur Yu Mi. *Jurnal Ilmiah Manajemen Dan Akuntansi*, 2(6), 97–106.
- Karimi Karimi. (2023). Pengaruh Kualitas Produk, Harga Dan Varian Produk Terhadap Keputusan Pembelian Produk Daging Segar. *JUMBIWIRA : Jurnal Manajemen Bisnis Kewirausahaan*, 2(2), 78–87. <https://doi.org/10.56910/jumbiwira.v2i2.762>
- Kertamukti, R. (2017). *Strategi Kreatif dalam Periklanan: Konsep pesan, Media, Branding, Anggaran* (Cetakan. Depok: Rajawali Persada.

- Lubis, P. U., & Kurniawati, D. (2023). Al-Hikmah: Jurnal Agama dan Ilmu Pengetahuan Pengaruh Celebrity Endorser Dan Product Knowledge Terhadap Purchase Decision Pada Produk Kosmetik Maybelline Dengan Brand Image Sebagai Variabel Intervening Di Kota Pekanbaru The Influence Of Celebrity Endorsers And Product Knowledge On Purchase Decision For Maybelline Cosmetic Products With Brand Image As An Intervening Variable In The City Of Pekanbaru. *Jurnal Agama Dan Ilmu Pengetahuan*.
- Maulida, S. R., Brawijaya, U., Yuana, P., & Brawijaya, U. (2024). Pengaruh Brand Image , Celebrity Endorser Dan Online Customer Review Terhadap. *03(2)*, 300–311.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. the MIT Press.
- Nadjwa, A., Srivania, D., & Mardhiana, H. R. (2024). Investigating Brand Awareness, Brand Image, and Perceived Quality on Customer Loyalty. *Jurnal Vokasi Indonesia*, *12(2)*, 148. <https://doi.org/10.7454/jvi.v12i2.1226>
- Ningrat, S., & Yasa, N. K. (2019). The effect of advertising and celebrity endorsement on purchase intention with brand awareness as intervening variable. *American Journal of Humanities and Social Sciences Research*, *3(10)*, 221–231.
- Noventi, M. P., & Thaib, I. (2025). *Indonesian Journal of Digital Business Pengaruh Celebrity Endorsement dan User- Generated Content (UGC) Terhadap Purchase Intention Produk Avoskin Beauty di Kota Padang dengan Brand Image Sebagai Variabel Mediasi*. *5(1)*, 223–234.
- Nuryati, S., & Arfani, S. (2020). *The Effect of Celebrity Endorsement and Brand Image on Purchase Decisions on Elzatta Hijab for Students in Jakarta*. <http://e-journal.stie-kusumanegara.ac.id>
- Pradhan, D., Duraipandian, I., & Sethi, D. (2022). *Celebrity endorsement : How celebrity – brand – user personality congruence affects brand attitude and purchase intention*. *June 2022*, 37–41. <https://doi.org/10.1080/13527266.2014.914561>
- Rosita Dewi, I. N. (2021). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Produk Wardah pada Konsumen Mahasiswa. *Jurnal Inovasi Bisnis Dan Manajemen Indonesia*. www.digimind.id
- Safitri, N. W., Suddin, A., & Widajanti, E. (2020). Analisis Pengaruh Brand Awareness, Brand Image, Dan Media Communication Terhadap Keputusan Pembelian (Survei pada Lembaga Pendidikan Bahasa Inggris Interactive English Language Center di Surakarta dan Sukoharjo). *Jurnal Manajemen Sumber Daya Manusia*, *14*, 35–47. <https://ejournal.unisri.ac.id/index.php/Manajemen/article/view/3816>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior TWELFTH EDITION Global Edition*. Pearson Education Limited.
- Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, *37(3)*, 488–505.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs . Influencer endorsements in advertising: the role of identification , credibility , and Product-Endorser fit role of identification , credibility , and Product-Endorser fit. *International Journal of Advertising*, *0(0)*, 1–24. <https://doi.org/10.1080/02650487.2019.1634898>
- Septiani, F. (2024). *The Effect of Brand Image and Islamic Branding Towards Purchasing Decision : The Role of Brand Awareness as a Mediation Variable*. *25(1)*, 1–14.
- Sugiyono. (2019). *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*.
- Wuisan, D., Angela, J., Kunci, K., Selebriti, D., Persepsi, K., Merek, L., & Membeli, N. (2022). *the effect of celebrity endorsement, perceived quality, and brand loyalty on purchase intention (case*

study: sulwhasoo cosmetic products).

Yanuar Erika Putri, R., Fitriana Paramita, D., & Astuti, D. (2025). Peran Celebrity Endorser Sebagai Strategi Pemasaran Guna Meningkatkan Daya Saing Umkm Di Era Digital. *Jurnal Ekonomi Dan Bisnis Digital*, 02(03), 1623–1627.