

ABSTRACT

INFLUENCE OF CELEBRITY ENDORSER AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISION THROUGH BRAND TRUST (On Somethinc Products Among Urban Consumers)

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This study aims to examine the influence of celebrity endorsers, electronic word of mouth, brand trust, and purchasing decisions on Somethinc products. This study uses a quantitative approach with the object of research into the purchase decision of Somethinc products domiciled in Jabodetabek.

The population in this study is unknown and this study used purposive sampling with a total sampling of 224 samples. The data was obtained through the distribution of questionnaires and analysed using Structural Equation Sampling (SEM) techniques based on Partial Least Square (PLS), the data processing process was carried out using SmartPLS 4.0 software.

The results of this study indicate that celebrity endorsers and electronic word of mouth have a significant effect on brand trust and purchasing decisions. Brand trust has a significant effect on purchasing decisions, and brand trust mediates the indirect effect of celebrity endorsers and electronic word of mouth on purchasing decisions.

Keywords: *Brand Trust, Celebrity Endorser, Electronic Word Of Mouth, Purchase Decision, Somethinc*