



**THE EFFECT OF CREDIBILITY AND TRUST ON THE PURCHASE
DECISION OF SAMSUNG GALAXY SERIES SMARTPHONE PRODUCTS
WITH AL GHAZALI BRAND IMAGE ENDORSEMENT
AS AN INTERVENING VARIABLE**

Amir Prasojo, Novardi Bros, Aty Herawati, Aam Bastaman

Master of Management Study Program, Faculty of Business Economics and Humanities,
Trilogi University, STEKPI School of Business Trilogi University, STEKPI School of
Business

Abstract

Intense competition in electronics, particularly smartphones, compels companies to be innovative and creative in marketing to attract and retain buyers, alongside the ongoing increase in device sales. This study examines the impact of credibility and trust, mediated by brand image, on purchase decisions. Using the Samsung Galaxy Series smartphones as the research object, a sample of 385 participants was selected. The study utilised Partial Least Squares Structural Equation Modelling (PLS-SEM) for data analysis, using SmartPLS 3 software. The findings indicate that (1) Credibility does not affect purchase decisions due to factors like critical consumer perception and focus on price and features. (2) Trust does not affect purchase decisions because factors such as high trust levels, focus on price and specifications, and reliance on user reviews and recommendations from friends have a greater influence. (3) Credibility does not impact brand image due to factors including critical consumer perception of celebrity endorsements, the already strong Samsung brand image, and scepticism towards the commercial motives of celebrity endorsements. (4) Trust does affect brand image due to consumer trust being key to brand image, social validation from Al Ghazali, and increased loyalty. (5) Brand image significantly influences purchase decisions due to factors like brand innovation, celebrity endorsements, effective marketing strategies, and the impact of social media reinforcing consumer purchase decisions. (6) Credibility mediated by brand image does not significantly affect purchase decisions due to factors like product design, marketing, and customer experience. Credibility alone is insufficient if not clearly translated into brand attributes or if other aspects dominate brand perception. (7) Trust mediated by brand image significantly impacts purchase decisions as credibility shapes positive perceptions.

Keywords : Credibility, Trust, Purchase Decision, Brand Image Endorsement.

INTRODUCTION

The increasingly fierce competition in today's business world forces companies to increase marketing activities to attract and retain customers. For this reason, the company must become more innovative in its operations. The current era is marked by the emergence of various innovative new products and services. The company has been working hard to increase its sales and meet customer needs. Marketing is also one of the crucial activities that must be carried out by business actors to continue to exist, develop, earn profits, and strengthen their position in facing industry competition. By implementing an effective business strategy, companies can achieve significant results in the implementation of processes and the achievement of their goals (Suhandang, 2005).

Rapid growth in the business world around the world, including in Indonesia, has resulted in an increase in fierce competition between companies. Especially in the telecommunications sector, competition is becoming increasingly fierce in the offering of products such as smartphones. With almost all segments of society now using smartphones, companies in this industry are required to maintain their position in the market. The quality of smartphones is a very decisive factor in consumers' decisions to choose products. Therefore, companies must really focus on the quality of the products they offer, ensuring that the smartphones marketed meet customer expectations and needs in order to compete effectively.

Realizing this, it can be concluded that marketing is one of the key activities that must be carried out by a company to maintain its existence, develop business, and achieve profits, as well as to strengthen its position in the midst of competition. The buying process begins when an individual realizes a need. At this point, a person begins to identify the difference between the current state and the desired state. Each individual's purchasing behavior is unique because preferences and attitudes towards products vary from person to person. What's more, consumers come from different segments, so their wants and needs vary. In this context, companies need to be more responsive to consumer desires and effective in conveying information about their products. Companies must also provide clear and useful information about their products so that consumers give a positive response. One of the marketing strategies that can be applied is to convey information to consumers through advertising (Nitisemito, 2001).

Marketing strategies have a significant impact on sales volume. Through the implementation of the right strategy, companies can attract many consumers to buy their products. The purchase decision involves the process of choosing between two or more available options. The way these decisions are taken can affect how the decision-making process takes place. An important factor in purchasing decision-making is consumer behavior, which plays a key role in determining their choices (Schiffman and Kanuk, 2009).

Successful marketing strategies are often achieved through effective promotional activities. Promotion is one of the elements in the marketing mix that companies use to reach their target market. Promotion functions as a one-way communication tool that conveys persuasive information or messages to individuals or organizations, with the aim of encouraging them to take actions that lead to exchanges in the context of marketing (Swastha, 1994).

Advertising is one of the most efficient methods to reach a large number of consumers spread across different areas of cities and regions. In order for ads to have a significant impact on the target market, it needs to be spread at a wide scale. Among the various types of media available, many advertisers consider television to be the most effective and ideal means of conveying messages and information. Until now, advertising on television is still considered the most effective way to promote products, especially in Indonesia, where people tend to be brand minded, so that brands that appear in television commercials are more in demand than those that do not (Royan, 2004).

Celebrities have an important role in supporting the effectiveness of marketing activities. The presence of celebrities can help strengthen emotional connections with consumers and increase brand appeal to the intended target market. In addition, celebrities also contribute to shaping consumers' self-image indirectly. Celebrities can function as user imagination for consumers. When consumers buy a product, they often associate their self-image with the celebrity who is the star of the product's advertisement. (Royan, 2004).

Quoting from Al Ghazali's statement in Samsung Newsroom Indonesia (2024), the importance of

mobile phones in today's life is as follows:

"Communication tools in the world today are much different from a few years ago. In the past, we could only communicate in two directions or only two people, but now the advancement of telecommunications and innovation in tools has been like a rapid free fall. What is the tool? Yes, that's right, a mobile phone or mobile phone. Now the name has changed to a smartphone because this tool can control or do what we want". "In today's world, we can't seem to be separated from smartphones. From waking up, to busy daily routines, even in leisure time, smartphones have become our loyal friends. Apart from creating social media content and taking photos, I often use my smartphone to listen to music on Spotify throughout the day. So, the quality of the camera, screen, and battery is very important to me. And with the Galaxy A03 which costs only a million rupiah, its premium features have made my daily activities truly extraordinary," Al Ghazali in Samsung News (2024)".

For Al Ghazali, here are three habits of using a smartphone that make his days extraordinary. In his daily life, Al Ghazali often shares content on social media, ranging from OOTD (Outfit of The Day) photos, vacation photos, to selfies with his girlfriend and friends. When trying a new smartphone, he always checks the quality of the camera first.

"With its 48MP (megapixels) camera, the Samsung Galaxy A03 is able to produce very clear photos and videos. Both in taking photos and videos, the Galaxy A03 can be used to create interesting social media content," Al Ghazali in Samsung News (2024)".

Al Ghazali has a busy daily routine, from filming to playing music. In between his busy schedule, he relies on his smartphone to take a break by

opening social media, browsing, streaming for music inspiration, and even playing games such as Mobile Legends (Wijaya, 2019).

"The quality and size of the smartphone screen is very important to me because I often play Mobile Legends and use social media. The Samsung Galaxy A03 with a 6.5-inch screen and HD+ (High-Definition Plus) resolution is very helpful for me in playing games and checking content. I also enjoy watching videos of musicians playing guitar and EDM (Electronic Dance Music) concerts for musical inspiration," Al Ghazali in Samsung News (2024)".

The Samsung Galaxy A03 is equipped with a 1.6GHz Octa-Core Unisoc T606 processor and up to 4GB (Gigabyte) of RAM (Random Access Memory) for optimal performance without lag when switching between applications. The 5,000mAh (Ampere-hour) battery allows Al Ghazali to enjoy gaming, content creation, and digital entertainment all day long without the need to recharge frequently (Samsung Newsroom Indonesia, 2024).

According to Al Ghazali, the simple and smooth design of the Samsung Galaxy A03 and attractive color variants make him confident when using this smartphone in crowded places or when alone. Her favorite color is a sharp and charming blue. With an affordable price, the Samsung Galaxy A03 is a modern but economical choice (Samsung Newsroom Indonesia, 2024).

"Now it's your turn to explore cool moments with the Galaxy A03 according to your passion. Discover unique ideas outside the mainstream zone. Creating projects and collaborating with friends can be one of the ways we pour out our creative ideas" Al Ghazali in Samsung News (2024)".

In a statement released by Samsung Newsroom Indonesia, Ricky Bunardi, as Product Marketing Manager of Samsung Electronics Indonesia's Mobile Experience, expressed his excitement that the Samsung Galaxy A03 has become the first choice for creative young people like Al Ghazali. Bunardi emphasized that with an affordable price, only around one million rupiah, the Samsung Galaxy A03 is equipped with innovative features that support young people to continue to be creative and express themselves and follow the latest trends. Samsung hopes to inspire more young people to utilize technology in their daily lives (Samsung Newsroom Indonesia, 2024).

In the face of increasingly fierce competition among manufacturers of electronic devices, especially smartphones, Samsung Galaxy Series chose an advertising strategy by using Al Ghazali as its advertising star. Al Ghazali, who is widely known by the public, has attraction and credibility in promoting Samsung Galaxy Series smartphone products. He was able to perceive this product clearly and easily understood by consumers, thus creating the impression that Samsung Galaxy smartphones are the right choice, especially for Indonesia people who want to display their daily lifestyle in a different and unique way.

The use of celebrities as endorsers seems to have a positive influence on the Samsung Galaxy Series. The presence of these celebrities in advertising campaigns made a significant contribution in strengthening the brand image and attracting consumer interest in Samsung Galaxy Series smartphone products, but only for a short time. This can be seen recorded in the sales volume of the Samsung Galaxy Series as follows:

Table 1. Samsung Shipping and Market Share

Year	Shipments (Million Units)	Market Share	Pertumbuhan Year-Of-Year
2017	1,6	31,8%	-
2018	1,5	25,4%	-
2019	2,4	21,2%	21,5%
2020	6,0	16,4%	16%
2021	7,2	17,6%	19,5%
2022	7,6	21,7%	5,4%
2023	6,9	20,0%	-8,8%

Sumber: Canalys, International Data Corporation (IDC), 2018

We can see from the table, it can be concluded that the sales data of the Samsung Galaxy Series Smartphone has experienced sales that tend to be less stable with less total sales and have fluctuated in recent years compared to the sales of Other Smartphones during 2017 – 2023 even though the sales of other smartphone brands are also unstable every year.

Al Ghazali started endorsing the Samsung Galaxy Series in January 2020. Referring to the table above, it can be analyzed that before Al Ghazali endorsed the Samsung Galaxy Series, there were fluctuations and decreases in unit shipments from 2017 to 2019. In 2017, shipments reached 1.6 million units with a market share of 31.8%. In 2018, shipments declined slightly to 1.5 million units and the market share fell to 25.4%. Although 2019 showed an increase in shipments to 2.4 million units, the market share is still lower than in 2017, which is 21.2%. Shipment growth in 2019 was 21.5%, indicating a recovery after declines in previous years.

After the endorsement, there was a significant increase in unit deliveries. In 2020, shipments increased to 6 million units with a growth of 16%. 2021 showed further growth with shipments reaching 7.2 million units and a growth of 19.5%. However, in 2022,

shipments declined slightly to 7.6 million units with a growth of 5.4%. In 2023, it recorded a significant decrease in shipments to 6.9 million units with a negative growth of -8.8%.

Prior to the endorsement, the Samsung Galaxy Series' market share declined from 31.8% in 2017 to 21.2% in 2019. This decline shows the challenges faced by Samsung in maintaining market share amid increasingly fierce competition. After Al Ghazali started endorsing products in early 2020, the market share of the Samsung Galaxy Series tends to fluctuate. In 2020, the market share rose to 16.4%, in line with the increase in shipments. In 2021, it showed a further increase in market share to 17.6%. Although the market share increased again in 2022 to 21.7%, the decline in shipments in 2023 caused the market share to drop to 20.0%.

Al Ghazali's endorsement of the Samsung Galaxy Series which began in January 2020 had a significant impact in increasing unit shipments and market share in its early years. In 2020 and 2021, there was a significant increase in shipments and market share, signaling the effectiveness of celebrity endorsements in attracting consumer interest and increasing sales. However, the decline that occurred in 2023 shows that endorsement strategies alone are not enough to sustain long-term growth.

Based on existing data, the use of celebrity endorsers such as Al Ghazali seems to have a positive impact on Samsung Galaxy Series smartphone sales, but this impact does not last long. Despite an increase in unit shipments and market share after endorsements in 2020 and 2021, sales and market share declined again in 2023. The data shows that although endorsements increase sales in the short term, the long-term stability of market share and unit delivery remains a challenge. The significant decline in shipments and market share in 2023 suggests that

celebrity endorsements may not be enough to sustain consistent growth.

Based on tables 1.2 to 1.6, it is known that during the period 2017 to 2023, the smartphone market experienced significant dynamics with changes in market share and shipments from various brands. In 2017, Samsung dominated the market with a market share of 31.8%, but it declined to 25.4% in 2018, although its growth was still positive at 21.5%. In contrast, Xiaomi showed remarkable growth, with its market share jumping from 6% in 2017 to 20.5% in 2018, recording an astonishing growth of 139.4%. OPPO and VIVO also experienced significant growth, with OPPO having a market share of 22.9% in 2017 and increasing to 19.5% in 2018, while VIVO increased from 6% to 15.9%, recording a growth of 132%.

In 2019, OPPO took the leading position with a market share of 22.7% and shipments of 2.6 million units, followed by Xiaomi with a market share of 21.6% and shipments of 2.5 million units. Samsung is in third place with a market share of 21.2% and shipments of 2.4 million units. VIVO showed great growth with its market share increasing from 12.3% in 2020 to 16.6% in 2019, along with an increase in shipments from 1.1 million units to 1.9 million units. In contrast, Other Brands experienced a drastic decline, from a market share of 21.3% in 2020 to 6.7% in 2019.

In 2020, VIVO led the market with the highest shipments of 9.3 million units and a market share of 25.2%. OPPO and Xiaomi have market shares of 22.3% and 16.3%, respectively, with shipments of 8.2 million units and 6.0 million units. Samsung followed with a market share of 16.4% and shipments of 6.0 million units. Other Brands showed significant growth with a market share of 5.8% and shipments of 2.1 million units.

In 2021, OPPO again led the way with shipments of 8.5 million units and a market share of 20.8%. Xiaomi is in second place with 8.1 million units delivered and a market share of 19.8%. VIVO experienced a decline with a market share of 18.1% and shipments of 7.4 million units, while Samsung had a market share of 17.6% with shipments of 7.2 million units. Other Brands increased with a market share of 11.5% and shipments of 4.7 million units.

In 2022, OPPO again became the market leader with 7.8 million units delivered and a market share of 22.4%, although it decreased by 8.0% compared to the previous year. Samsung followed with a market share of 21.7% and shipments of 7.6 million units. VIVO recorded a significant decline with a market share of 17.9% and shipments of 6.3 million units, and Xiaomi also experienced a decline with a market share of 14.2% and shipments of 5.0 million units. Transsion showed remarkable growth with a market share of 9.3% and shipments of 3.3 million units, although a decrease compared to a market share of 13.1% in 2023.

In 2023, Samsung again leads with a market share of 20.0% and shipments of 6.9 million units, followed by OPPO with a market share of 19.1% and shipments of 6.6 million units. VIVO experienced a further decline with a market share of 16.2% and shipments of 5.6 million units, while Xiaomi increased slightly with a market share of 14.8% and shipments of 5.2 million units. Transsion showed rapid growth with a market share of 13.1% and shipments of 4.5 million units.

Overall, Samsung and OPPO have been major players in the smartphone market over the past five years, with Samsung often being the market leader. Xiaomi and VIVO showed significant growth at the beginning of the period but experienced a decline in the following

years. Other Brands and Transsion showed significant variations in market share growth and decline throughout this period.

Referring to these data and Forbes' (2023) analysis of the decline in sales and market share of the Samsung Galaxy Series in 2023 which was marked by a decline in market share and a growth of -8.8%, despite being supported by celebrity endorsements such as Al Ghazali, revealed several key factors (1) Decline in Endorsement Effectiveness. Endorsements by celebrities can provide an initial boost to sales, but their effectiveness can decline over time if there are no strategy updates or innovations in promotions (Kotler & Keller, 2016). Although Al Ghazali is widely known, consumers may start to get tired of the same promotions if they are not supported by more innovative campaigns; (2) Increased Competition. The smartphone market is highly competitive with various players such as Xiaomi, OPPO, and VIVO launching new products with more attractive features or more competitive prices. This competition can distract consumers from the Samsung Galaxy Series (IDC, 2023). In 2023, Xiaomi will be the brand that dominates the smartphone market based on shipment data and market share. The brand managed to achieve a market share of 14.8% with shipments of 5.2 million units, up from 14.2% in 2022. Xiaomi showed positive growth despite the overall smartphone market declining; (3) Changes in Consumer Preferences. Consumer preferences in smartphone technology are changing rapidly. Brands like Xiaomi that continue to innovate and offer the latest technology can be better at attracting consumers who are looking for the latest features (Counterpoint Research, 2023); (4) Product Quality and Innovation. Product quality and innovation are key factors. If the Samsung Galaxy Series cannot meet consumer expectations or

does not experience significant innovation, consumers may switch to other brands that offer more cutting-edge technology (Canalys, 2023); (5) Ineffective Marketing Strategy: While using celebrity endorsers, the overall marketing strategy is also important. If not supported by a strong marketing campaign and effective distribution, the effect of endorsements can be reduced (McKinsey & Company, 2023).

Overall, while celebrity endorsements can provide an initial boost to sales, their effectiveness must be supported by a comprehensive marketing strategy, consistent product innovation, and responsiveness to market trends and consumer needs. The decline in sales in 2023 indicates the need for further evaluation and possible changes in marketing and product development strategies to ensure continued growth.

RESEARCH METHODS

This study uses a quantitative approach to analyze the relationship between variables, focusing on credibility, trust, brand image, and purchase decisions. This approach is considered appropriate because it is able to measure the relationship between variables with accurate statistical tests. This study does not manipulate variables, makes them non-experimental, and aims to test existing hypotheses.

The research method used is descriptive, which serves to describe and explain the cause-and-effect relationship between independent variables (credibility and trust), dependent variables (purchase decisions), and intervening variables (brand image). Path analysis is used to test the direct and indirect relationships between these variables.

The study population is Samsung Galaxy smartphone users in South Jakarta, with a determined sample of 385

respondents using the Lemeshow formula. The sampling technique used is purposive sampling, which allows researchers to select respondents based on certain criteria, such as age over 18 years old and active Samsung Galaxy users.

The data used in this study consists of primary and secondary data. Primary data is obtained through questionnaires designed using the Likert scale, while secondary data is obtained from various sources of documents such as books, journals, and relevant market reports. Primary data helps in understanding the influence of credibility, trust, and brand image on purchasing decisions, while secondary data strengthens the theoretical framework and provides additional context for analysis.

Overall, this study aims to explore how these variables affect consumer purchasing decisions in the context of the urban market in South Jakarta, as well as provide insights that can be used for more effective marketing strategies.

RESULTS AND DISCUSSION

A. Evaluasi Measurement (Outer) Model

The measurement model for testing validity and reliability, including the determination coefficient as well as the path coefficient for the equation model, can be seen in Figure 4.1 below:

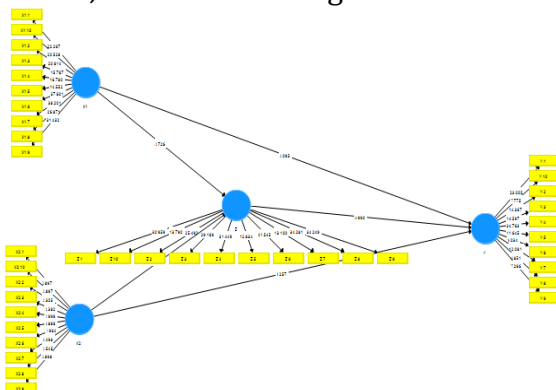


Figure 1 SmartPLS Outer Model

Source: Data Processed by Researchers, 2023

In the data processing process using the multiple linear regression method, several steps are taken to analyze the relationship between independent variables, intervening variables, and dependent variables, namely by analyzing the influence of credibility (X1), trust (X2) and purchase decisions (Y) as well as intervening brand image variables (Z).

Based on the table above, the following structural equations are obtained:

(1) Structural equation for dependent variable (Y): $Y = b1X1 + b2X2 + b3Z + e1$

Structural equation for dependent variable (Y):

$$Y = 0.219 b1X1 + (-0.019) b2X2 + 0.364 b3Z + 0.05$$

(2) Structural equation for intervening variable (Z): $Z = a1X1 + a2X2 + u$

Structural equation for intervening variable (Z):

$$Z = 0.271 a1X1 + (-0.014) a2X2 + 0.05$$

The structural equation above shows the relationship between the independent variable and the intervening variable with the dependent variable partially. Based on these structural equations, it can be concluded that:

1. **Effect of Credibility on Purchase Decisions:** In structural equation 1, the value of the coefficient of direct influence of credibility (X1) on purchase decisions (Y) is **0.219**. This means that every increase of one unit in credibility will cause the purchase decision to increase by **0.219** units, while the decrease in credibility will reduce the purchase decision by the same value.

2. **Effect of Confidence on Purchase Decisions:** In structural

equation 1, the coefficient of direct influence of trust (X2) on purchase decisions (Y) is **-0.019**. This suggests that every increase of one unit in trust will cause the purchase decision to drop by **0.019** units. Conversely, a decrease in trust will increase the purchase decision by the same value.

3. Influence of Brand Image on Purchase Decisions: In structural equation 1, the value of the coefficient of direct influence of brand image (Z) on purchase decisions (Y) is **0.364**. This shows that every increase in brand image will cause the purchase decision to increase by **0.364** units, and conversely, a decrease in brand image will reduce the purchase decision by the same value.

4. The Influence of Credibility on Brand Image. In structural equation 2, the value of the coefficient of direct influence of credibility (X1) on brand image (Z) is **0.271**. This means that every increase in credibility will cause the brand image to increase by **0.271** units, and the decrease in credibility will reduce the brand image by the same value.

5. Effect of Trust on Brand Image: In structural equation 2, the coefficient of direct influence of trust (X2) on brand image (Z) is **-0.014**. This shows that every increase of one unit in trust will cause the brand image to drop by **0.014** units. On the other hand, a decrease in trust will improve the brand image with the same value.

With this information, we can conclude that credibility has a positive and significant influence on purchasing decisions and brand image, while trust has a negative and relatively small influence on purchasing decisions and brand image. Brand image also has a significant positive influence on purchasing decisions.

B. Uji Hipotesis

Based on the data analysis carried out, the results can be used to test the research hypothesis by referring to the r Statistics and P Values. The hypothesis will be accepted if the P Value is less than 0.05. This study involves direct and indirect influences, considering that there are independent variables, dependent variables, and mediation variables. The results of the analysis of the influence between variables were obtained as follows:

Table 2 Results of the Direct Effect Hypothesis Test through Path Coefficient Bootstrapping Technique

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
X1 -> Y	0.219	0.230	0.048	4.566	0.000	Significant Influence and Positive Direction
X2 -> Y	-0.019	-0.011	0.123	0.158	0.875	No Significant Effect and Direction of Negative Relationship
X1 -> Z	0.271	0.284	0.061	4.478	0.000	Significant Influence and Positive Direction
X2 -> Z	-0.014	-0.025	0.066	0.210	0.834	No Significant Effect and Direction of Negative Relationship
Z -> Y	0.364	0.373	0.042	8.657	0.000	Significant Influence and Positive Relationship Direction

Source: Data Processed by Researchers through PLS Output Results, 2023

1. Direct Impact Testing

This study proposes five hypotheses, which are tested using bootstrapping analysis techniques. Through the t-statistical results obtained, the significance of the influence of independent variables on dependent variables can be determined. If the t-statistic value is greater than 1.967 (TINV (0.05.50), which is the t-table value at a significance level of 5%), then the influence is considered significant. In addition, the results of the P Value are also analyzed; if the P Value for each variable is less than 0.05, then the null hypothesis (H0) will be rejected. The positive influence can be determined through the value of the Original Sample.

Here is a summary of the results of the direct impact test:

Table 3 Results of Direct Influence Testing

Variable	Hypothesis	Direction	Great Influence	T Statistics ((O/STDEV))	T Table	P Values	Information
X1->Y	H1	Positive	0,219	4,566	1,967	0,000	Significant Influence
X2->Y	H2	Negative	-0,019	0,158	1,967	0,875	No Significant Effect
X1->Z	H3	Positive	0,271	4,478	1,967	0,000	Significant Influence
X2->Z	H4	Negative	-0,014	0,210	1,967	0,834	No Significant Effect
Z->Y	H5	Positive	0,364	8,657	1,967	0,000	Significant Influence

Source: Data Processed by Researchers, 2023

The t-statistic for the effect of X1 on Y is 4.566, which is greater than the t-table value (1.967). The magnitude of the influence is 0.219 and the P-value is 0.000, which is smaller than 0.05. Therefore, it can be concluded that X1 has a significant effect on Y. Thus, H1 is accepted and H0 is rejected.

The t-statistic for the effect of X2 on Y is 0.158, which is smaller than the t-table value (1.967). The magnitude of the influence is -0.019 with a P-value of 0.875, which is greater than 0.05. Therefore, it can be concluded that X2 has no significant effect on Y. H2 is rejected and H0 is accepted.

The t-statistic for the influence of X1 on Z is 4.478, which is greater than the t-table value (1.967). The magnitude of the influence is 0.271 with a P-value of 0.000, which is less than 0.05. Therefore, it can be concluded that X1 has a significant effect on Z. Thus, H3 is accepted and H0 is rejected.

The t-statistic for the effect of X2 on Z is 0.210, which is smaller than the t-table value (1.967). The magnitude of the influence is -0.014 with a P-value of 0.834, which is greater than 0.05. Therefore, it can be concluded that X2

has no significant effect on Z. Thus, H4 is rejected and H0 is accepted.

The t-statistic for the influence of Z on Y is 8.657, which is greater than the t-table value (1.967). The magnitude of the influence is 0.364 with a P-value of 0.000, which is smaller than 0.05. Therefore, it can be concluded that Z has a significant effect on Y. Thus, H5 is accepted and H0 is rejected.

2. Indirect Influence Testing

Testing the indirect influence of credibility and trust variables on purchasing decisions through brand image as a mediating variable. The results of the analysis can be seen from the indirects effects of the bootstrapping technique. The results are summarized as follows:

Table 4 Results of Indirect Influence Testing

Variable	Hypothesis	Direction	Great Influence	T Statistics ((O/STDEV))	T Table	P Values	Information
X1->Z->Y	H6	Negative	0,099	3,567	1,967	0,000	Significant Influence
X2->Z->Y	H7	Positive	-0,005	0,205	1,967	0,838	No Significant Effect

Source: Data Processed by Researchers, 2024

Referring to the table, the T-statistic for the indirect influence of X1 on Y through Z is 3.567, which is greater than the t-table value (1.967). The magnitude of the influence is 0.099 with a P-value of 0.000, which is smaller than 0.05. Therefore, it can be concluded that X1 has a significant effect on Y through Z. Thus, H6 is accepted and H0 is rejected.

The t-statistic for the indirect influence of X2 on Y through Z is 0.205, which is smaller than the t-table value (1.967). The magnitude of the influence is -0.005 with a P-value of 0.838, which is greater than 0.05. Therefore, it can be concluded that X2 has no significant effect on Y through Z. H7 is rejected and H0 is accepted.

C. Discussion

1. The Effect of Credibility on Purchase Decisions

Based on the table above, it can be seen that the T-statistic for the influence of X1 on Y is 4.566, which is greater than the t-table value (1.967). The magnitude of the influence is 0.219 and the P-value is 0.000, which is smaller than 0.05. Therefore, it can be concluded that X1 has a significant effect on Y. Thus, H1 is accepted and H0 is rejected.

Credibility plays a crucial role in influencing consumer purchasing decisions, especially in the context of high-engagement products such as smartphones. In the case of purchasing Samsung Galaxy series smartphones, the credibility of information sources, such as celebrity endorsements Al Ghazali, can have a significant impact on consumer perception and behavior. According to Source Credibility Theory, credibility consists of two main components, namely expertise and trust. These two components help shape consumer attitudes towards products, which in turn can influence their purchasing decisions (Hovland in Keller & Aaker, 2018).

In a competitive market like South Jakarta, consumers are often exposed to various sources of information that make them more selective and critical in the decision-making process. Research shows that when a source of information is considered credible, it positively influences consumer attitudes and increases the likelihood of a purchase (Johnson et al., 2019). However, the influence of credibility can vary depending on the specific context and consumer behavior.

Credibility is one of the important factors that affect consumers' purchasing decisions. The credibility of an endorser, such as Al Ghazali in the promotion of Samsung Galaxy Series

products, can strengthen consumers' positive perception of the product. Credibility theory states that credibility consists of three main elements: expertise, trustworthiness, and attractiveness.

In the context of purchase decisions, consumers tend to trust recommendations or endorsements from public figures who are considered credible. According to research conducted by Ohanian (1990), the credibility of endorsers significantly affects consumer attitudes towards advertisements and advertised products, which in turn has an impact on purchase intent. Consumers who view Al Ghazali as a credible figure, both in terms of expertise and trust, are more likely to perceive Samsung Galaxy Series products as quality products and in accordance with their needs.

Research by T. H. Hovland and W. Weiss in Goldsmith et al. (2020) revealed that credible sources of information have a greater influence on changes in consumer attitudes than less credible sources. The study supports the idea that credibility, both in terms of expertise and trust, plays an important role in influencing perceptions and purchasing decisions.

Furthermore, research by Goldsmith et al. (2020) found that the credibility of a source directly affects consumer purchase intent. Consumers who are exposed to ads with endorsers who are considered credible show higher purchase intent compared to those exposed to less credible endorsers.

In the context of this study, Al Ghazali's credibility as an endorser functions as a variable that can strengthen the brand image of Samsung Galaxy Series products. With the increasing credibility of endorsers, consumer trust in the product also tends to increase, which ultimately drives purchase decisions. This is in accordance with the purchase decision theory which

states that trust in information sources is one of the main drivers in the decision-making process.

Based on the results of the survey, the credibility of the endorser, in this case Al Ghazali, has a significant influence on the purchase decision. The majority of respondents agreed that the endorsement by Al Ghazali reinforces Samsung's perception as a technology innovator, with 89.9% stating that it influenced their purchasing decisions. In addition, Samsung's brand image supported by Al Ghazali increased consumer confidence in the quality of Galaxy Series products, with 95.3% of respondents responding positively to this statement. Al Ghazali's endorsement also strengthens consumers' confidence to buy the Samsung Galaxy Series from authorized distributors to ensure product authenticity, with 93.0% of respondents agreeing. These results overall show that Al Ghazali's credibility plays an important role in increasing positive perceptions and consumer confidence in the product, which directly influences purchase decisions.

The findings of this study indicate that in the context of consumers in South Jakarta, Al Ghazali's credibility positively influences the purchase decision of Samsung Galaxy Series products. Consumers who feel confident in Al Ghazali's credibility are more interested in buying the product compared to those who are not affected by the credibility factor.

2. Trust in Purchase Decisions

Based on the results of the analysis shown in table 4.19, the T-statistic for the influence of X2 on Y is 0.158, which is smaller than the t-table value (1.967). The magnitude of the influence is -0.019 with a P-value of 0.875, which is greater than 0.05. Therefore, it can be concluded that X2

has no significant effect on Y. H2 is rejected and H0 is accepted. These results show that the influence of Trust on Purchase Decisions is not significant. Some of the factors that underpin this include First, consumer trust in the Samsung Galaxy brand may be so high that it is no longer a determining factor in purchasing decisions. In mature markets, where products and brands are well known, trust no longer plays a big role because consumers already have a sufficient level of basic trust in the brand. In this situation, other factors such as product features, pricing, and user reviews are more influential.

Second, consumers in South Jakarta are more influenced by pragmatic factors such as price and technical specifications than emotional factors such as trust. In the highly competitive smartphone market, purchasing decisions are often driven by price and feature comparisons rather than by trust in brands. This is especially true if consumers feel that all major brands have almost the same quality and can be trusted.

Third, information from other sources that are considered more objective, such as product reviews and recommendations from friends or family, is more influential than trust in the brand. Consumers trust more the first-hand experiences of the people around them or online reviews that are perceived as more honest and unbiased. In this case, even though they trust the Samsung brand, the final decision is more influenced by real feedback from other users.

Fourth, high brand loyalty can reduce the influence of trust as a decision factor. Consumers who are already loyal to a particular brand, such as Samsung, no longer consider trust as a major factor because they are already familiar with the brand. This loyalty can make them focus more on technology updates and

new features than on the aspects of trust they already have.

Based on the survey results, trust does not seem to have a significant effect on purchasing decisions. The data shows that the majority of respondents, namely 67.05%, strongly disagree with the statement that they feel confident in the product and will buy and use it. In addition, 51.18% of respondents also strongly disagreed with the statement that they felt confident in the product features and would use them. These results indicate that while there is a certain level of trust from consumers, it is not strong enough to significantly influence purchasing decisions in this survey.

Research by Smith (2020) shows that in a highly competitive market and with similar products, trust in the brand is not always the main determinant of purchase decisions. Consumers are more likely to see price and feature comparisons. On the other hand, research by Keller and Aaker (2018) shows that trust in the brand can be a determining factor in purchasing decisions if the product has a clear differentiation.

Based on Consumer Trust Theory, it states that trust is the consumer's belief that a particular brand or product will meet their expectations. However, in a highly competitive and mature market, this trust is already considered a fundamental factor that no longer significantly influences decisions. Consumers consider trust to be a baseline and focus more on other aspects that are more directly related to their needs and preferences.

In conclusion, various factors such as an already high level of trust, the influence of pragmatic factors such as price and specifications, and trust in user reviews and recommendations from friends or family can explain why trust does not have a significant effect on the purchase decision of Samsung Galaxy in

South Jakarta. Further research that considers local market dynamics and specific consumer behaviors can provide deeper insights.

3. The Effect of Credibility on Brand Image

The t-statistic for the influence of X1 on Z is 4.478, which is greater than the t-table value (1.967). The magnitude of the influence is 0.271 with a P-value of 0.000, which is less than 0.05. Therefore, it can be concluded that X1 has a significant effect on Z. Thus, H3 is accepted and H0 is rejected. Credibility greatly affects consumer perception of a brand or brand image. Brand image is an impression or perception that is formed in the minds of consumers about a brand, and the credibility of those who support or promote the brand can strengthen or weaken this perception. The credibility possessed by an endorser like Al Ghazali in promoting the Samsung Galaxy Series can create a positive perception of the brand in the eyes of consumers.

According to credibility theory, the main components of credibility, namely expertise, trustworthiness, and attractiveness, directly affect how consumers perceive and evaluate a brand. If an endorser is considered to have high credibility, then the positive values possessed by the endorser tend to be transferred to the endorsed brand. This is known as the halo effect, where the positive qualities associated with the endorser have an effect on the brand image.

Research conducted by Spry et al. (2011) shows that the credibility of endorsers has a significant influence on brand image. The study found that consumers who see endorsers as credible figures tend to have a positive view of the endorsed brand, which in turn increases the value of the brand in the eyes of consumers.

Furthermore, research by Erdogan (2019) states that the use of

endorsers with high credibility can strengthen brand image and help differentiate brands from competitors. This is especially relevant in the case of technological products such as the Samsung Galaxy Series, where differentiation and a strong brand image are essential to win the market competition.

Based on the survey results, the credibility of endorsers has a significant influence on brand image. Most of the respondents, namely 84.4%, agreed that Al Ghazali's endorsement reinforces a positive perception of Samsung's reputation. In addition, 92.8% of respondents consider that Samsung Galaxy Series promotions have become more attractive thanks to the endorsement. These findings show that Al Ghazali's credibility as an endorser is effective in strengthening Samsung's brand image, increasing positive perceptions of brand reputation, and increasing product promotional appeal.

In the context of this study, Al Ghazali's credibility as an endorser acts as a key factor that affects consumer perception of the Samsung Galaxy Series brand image. According to the theory of credibility, endorsers who are considered to have expertise and can be trusted will improve the image of the endorsed brand. This happens because consumers tend to transfer the positive qualities they associate with endorsers to the product or brand being promoted.

The findings of this study show that Al Ghazali's credibility positively affects the brand image of the Samsung Galaxy Series among consumers in South Jakarta. Consumers who believe in Al Ghazali's credibility are more likely to view the Samsung Galaxy Series as a trusted and high-quality brand. In turn, it strengthens the brand image and has the potential to improve purchasing decisions.

Credibility affects brand image because consumers tend to associate the values and characteristics of the endorser with the endorsed brand. If an endorser like Al Ghazali has a good reputation, expertise in a particular field, and is considered trustworthy, then this positive image will be transferred to the Samsung Galaxy Series. Thus, the brand image becomes stronger and more positive, because it is supported by figures who are trusted by the target consumers.

4. The Influence of Trust on Brand Image

The t-statistic of the direct influence of T-statistics for the influence of X2 on Z is 0.210, which is smaller than the t-table value (1.967). The magnitude of the influence is -0.014 with a P-value of 0.834, which is greater than 0.05. Therefore, it can be concluded that X2 has no significant effect on Z. Thus, H4 is rejected and H0 is accepted. These results show that the influence of Trust has no significant effect on Brand Image .

Trust in the context of marketing is often defined as the consumer's belief that a brand or company will deliver on its promises and act in accordance with the consumer's best interests. According to the theory of trust, this factor is considered important in building a long-term relationship between the brand and the consumer. Morgan and Hunt (2014) explain that trust is a key element in Relationship Marketing theory, which emphasizes the importance of building and maintaining strong relationships between companies and consumers.

Brand image, on the other hand, is the perception that consumers have of a brand based on the associations formed in their minds. According to Keller (2013), brand image consists of various associations related to the brand, including attributes, benefits, and values perceived by consumers. In this context,

brand image is shaped by a variety of factors, including consumer experience with the product, marketing communications, and recommendations from third parties.

Although trust theory emphasizes the importance of this factor in the relationship between consumers and brands, there are several reasons why trust does not have a significant effect on brand image, especially in the context of technology products such as the Samsung Galaxy Series that are supported by endorsements from public figures such as Al Ghazali.

First, trust as a stable factor that is not dynamic. Trust is often considered a stable and long-term element in the relationship between consumers and brands. Because of its stable nature, trust does not directly affect consumers' perception of the brand image which tends to be more dynamic and is influenced by various other factors such as product innovation, quality, and marketing communication. In other words, trust plays a greater role in maintaining consumer loyalty than directly affecting the brand image.

Second, endorsement as a Dominant Factor in Brand Image Formation. In research involving endorsements by public figures, such as Al Ghazali, brand image is influenced more by the credibility of the endorser than by trust. Consumers focus more on the personality and credibility of the endorser, which directly affects their perception of the brand. In this context, trust becomes less relevant because the brand image is more formed by positive associations that are transferred from endorsers to brands.

Third, uncertainty in Technology Products. Technology products such as smartphones often undergo rapid changes in terms of features and specifications, which can lead to uncertainty among consumers. In this situation, trust in the brand is not enough

to form a strong brand image. Conversely, consumers may be more attracted to innovations, new features, and trustworthy reviews, all of which are more related to credibility than to long-term trust.

Based on the survey results, trust does not have a significant influence on brand image. The majority of respondents expressed disagreement with the statement that celebrity endorsers have adequate knowledge of the product's advantages, with 29.08% voting Strongly Disapprove. In addition, 51.18% of respondents feel unsure about the features of the product and its use. These findings show that although there is an element of trust, it does not significantly affect the brand image, as many respondents do not feel confident in the knowledge and features of the product communicated by the endorser.

Research by Lafferty, Goldsmith, and Newell (2002) found that trust has no significant influence on brand image, especially in the context of highly technical and innovative products. The study shows that in the case of technology products, consumers are more influenced by factors such as innovation, product reviews, and the credibility of information sources, than by trust in brands.

Furthermore, research conducted by Erdem and Swait (2014) also supports these findings, stating that trust does not have a significant effect on brand image in an industry where innovation and product change occur rapidly. In this context, brand image is more shaped by consumers' perception of product quality and the credibility of the information they receive, rather than by trust in the brand.

In research conducted in the context of Samsung Galaxy Series products and endorsements by Al Ghazali, it was found that trust does not have a significant influence on brand image. This is due to several factors,

including the dominance of the influence of endorser credibility and the dynamic nature of technology products that prioritize innovation and quality over trust. These findings show that in the context of tech products and celebrity endorsements, consumers are more influenced by their perception of endorsers and product quality than by the trust they have in brands in general.

5. The Influence of Brand Image on Purchase Decisions

The t-statistic of the direct influence of Z on Y is greater than that of the t-table (1.967), which is 8.990 with an influence magnitude of 0.364 and the P-value < 0.05 of 0.000. So it can be concluded that Z to Y has a significant effect. So in accordance with this, H5 is accepted and H0 is rejected. The results of the study show that brand image has a significant influence on purchase decisions. Brand Image, as a brand associated with quality and stylish products, plays a crucial role in the purchase decision of products such as Samsung Galaxy. In South Jakarta, endorsements by celebrities such as Al Ghazali reinforce the influence of Brand Image on consumer behavior. There are several factors that explain this relationship. Brand Image is known for its positive image related to quality and innovation. The brand's reputation creates the perception that the products it endorses, including Samsung Galaxy, are also of high quality. Consumers tend to trust products that come from brands they already know and respect, so they are more likely to make positive purchase decisions.

The survey results show that brand image has a significant influence on purchase decisions, especially in the context of Samsung Galaxy Series products. The majority of respondents, 91.4%, agreed that a positive brand image, supported by an endorsement

from Al Ghazali, motivated them to buy the product for their families. In addition, 83.6% of respondents felt that Al Ghazali's endorsement made the bundle offer for the Samsung Galaxy Series more attractive. These findings indicate that a positive brand image not only affects individual purchasing decisions but also plays an important role in purchasing decisions for families.

In addition, as a public figure who has a wide following, Al Ghazali has the ability to influence purchasing decisions through endorsements. Al Ghazali's presence in the Samsung Galaxy promotional campaign provides social security to consumers that the product is a good choice. The influence of these celebrities often leads to a decrease in consumer doubts about the products they consider, especially in markets like South Jakarta which are dynamic and highly connected to the latest trends.

Brand Image uses an effective marketing strategy by associating their products with popular celebrities. The endorsement by Al Ghazali underscores Samsung Galaxy's position as a trendy and fashionable product. The marketing campaign involving Al Ghazali not only attracted media attention but also created buzz among consumers, especially in the young market segment that follows the development of celebrities.

In addition, Al Ghazali's positive image in society can directly affect consumer perception of Samsung Galaxy. An endorsement from someone who is considered accomplished and trustworthy gives additional credibility to the product. When Al Ghazali claims that Samsung Galaxy is a product worth considering, his followers tend to believe and follow through on the advice.

In the digital age, social media plays a big role in shaping purchasing decisions. Al Ghazali's endorsements uploaded to social media, supported by

Brand Image, can go viral and reach a wider audience. This creates an effect that strengthens purchasing decisions in South Jakarta, where consumers are deeply connected to digital trends and the influence of social media.

Brand Image and Al Ghazali together build an emotional connection with consumers. When consumers feel emotionally connected to a brand or public figure who supports a product, they are more likely to buy the product. This link strengthens the decision to buy Samsung Galaxy, especially in a market that is sensitive to personal recommendations and endorsements.

The brand image and endorsement by Al Ghazali contributed significantly to the purchase decision of Samsung Galaxy in South Jakarta. Brand reputation, celebrity influence, effective marketing strategies, positive image, and the power of social media all work together to influence consumer behavior. This shows how important branding and endorsement strategies are in shaping purchasing decisions in a competitive market.

6. Influence of Mediated Credibility (X1) on Brand Image (Z) Purchase Decision (Y)

The t-statistic of the indirect influence of X1 on Y through Z is greater than that of the t-table (1.967), which is 3.724 with an influence magnitude of 0.097 and the P-value < 0.05 of 0.000. So it can be concluded that X1 on Y through Z has a significant effect. So in accordance with this, H6 is accepted and H0 is rejected. Credibility refers to the extent to which a source of information or a brand is considered trustworthy, competent, and has good intentions. In the context of marketing, credibility can come from a variety of sources, such as the credibility of a company, the credibility of a product, or even the credibility of an individual who endorses a particular brand. Credibility plays an

important role because consumers tend to choose products that they consider to come from trustworthy sources.

The survey results show that the credibility of endorsers, such as Al Ghazali, plays an important role in strengthening the brand image, which in turn influences purchasing decisions. The majority of respondents, 89.9%, felt that Al Ghazali's endorsement increased the positive perception of the Samsung brand, while 84.4% reported that this increase in brand image encouraged them to make a purchase decision. These findings underscore that the credibility of endorsers not only has a direct impact on brand perception, but also mediates the influence of brand image on consumer purchase decisions.

Hovland et al. (2013) stated that source credibility is an important factor in influencing consumer attitudes and behaviors. Consumers who believe in the credibility of a source will be able to respond positively to marketing messages, which can lead to purchase decisions. Therefore, in the context of this study, the credibility of the Samsung brand and the credibility of Al Ghazali as an endorser are key factors that can influence the purchase decision.

Brand image is the consumer's perception of a brand that is formed through various attributes and benefits related to the brand. Brand image reflects how consumers perceive the brand, including perceptions of quality, trust, and other associations attached to the brand.

In this study, brand image is positioned as an intervening variable, which means that credibility (X1) does not directly affect the purchase decision (Y), but affects the purchase decision through the brand image (Z). When a brand image is formed by strong credibility, consumers will be more likely to have a positive perception of the brand. For example, if consumers see Al Ghazali as a credible figure and he

endorses Samsung Galaxy, Samsung's brand image in the eyes of consumers will be more positive.

According to Kotler and Keller (2016), a strong brand image can increase consumer preferences and loyalty to the brand, which ultimately affects purchase decisions. In other words, when the brand image has been well formed because of its high credibility, consumers will be more likely to choose the brand than its competitors.

Credibility has a significant influence on the formation of brand image. When a brand or endorser has high credibility, consumers tend to associate the brand with high quality and trust. This positive association strengthens the brand image, which then influences consumer behavior in making purchase decisions.

According to Keller (2013), a positive brand image can be a determining factor in the purchase decision process, especially when consumers are faced with a variety of product choices. Consumers will choose products that have a brand image that they consider best suited their needs and preferences.

In the context of this research, if Al Ghazali as an endorser has high credibility, this will strengthen the brand image of the Samsung Galaxy Series. Consumers who view Al Ghazali as a trustworthy and influential figure will consider that the products he endorses have good quality. This will improve Samsung's brand image in the eyes of consumers and influence their decision to buy the product.

According to Amos, Holmes, and Strutton (2008), the effectiveness of celebrity endorsers shows that celebrity credibility has a significant influence on brand image and purchase decisions. They found that celebrities who are seen as having high credibility are able to

build a strong brand image and increase the likelihood of consumers buying endorsed products.

In addition, Goldsmith, Lafferty, and Newell (2020) emphasized that the credibility of the endorser plays an important role in shaping a positive perception of the brand, which then has an impact on the purchase decision. These findings support the hypothesis that credibility influences purchasing decisions through brand image.

From the point of view of communication theory, the theory of Source Credibility proposed by Hovland et al. (2013) is a solid foundation in understanding how credibility affects consumer behavior. This theory states that the reception of a message is greatly influenced by the perception of the credibility of the source that conveys the message. In the context of marketing, the source can be the brand itself or the individual who endorses the brand.

This theory is also relevant to the Two-Step Flow of Communication model, which states that information or messages are often filtered through "opinion leaders" before reaching consumers. In this study, Al Ghazali can be considered an opinion leader, where his credibility can influence how consumers perceive the Samsung brand.

The influence of credibility on purchasing decisions through brand image can be explained through several factors:

1. **Positive**

Association. High endorser credibility tends to create a positive association with the endorsed brand. Consumers may assume that products promoted by credible individuals are of higher quality and value.

2. **Belief.** Credibility helps in building trust. When consumers trust an endorser or brand, they consider the product more in their purchasing decisions. This trust is transferred from

the endorser to the brand, strengthening the brand image.

3. **Quality Perception.**

Consumers often use credibility as a proxy for quality. Brands that are backed by credible endorsers are often considered more qualified, which in turn affects brand image and purchase decisions.

4. **Risk Reduction.**

The credibility of the endorser can reduce the perception of risk associated with the purchase of the product. Consumers tend to feel safer buying a product promoted by someone they consider credible, thereby increasing the chances of a purchase.

Credibility plays an important role in shaping a brand image which in turn influences purchasing decisions. In this study, Al Ghazali's credibility as an endorser of the Samsung Galaxy Series serves to strengthen Samsung's brand image, which then increases the likelihood of consumers buying the product. The Source and evidence from previous research support the hypothesis that credibility influences purchasing decisions through brand image, explaining how these elements interact in the context of modern marketing.

7. **Influence of Trust (X2) mediated on Brand Image (Z) Purchase Decision (Y)**

The t-statistic of the indirect influence of X2 on Y through Z is smaller than that of the t-table (1.967), which is 0.009 with an influence magnitude of 0.000 and the P-value > 0.05 is 0.993. So it can be concluded that X2 on Y through Z has no significant effect. So in accordance with this, H7 is rejected and H0 is accepted. The results show that trust (X2) mediated against brand image (Z) purchase decision (Y).

Brand image has been proven to influence purchase decisions, the survey results show that trust mediated by

brand image does not have a significant influence on purchase decisions. Most of the respondents, namely 67.05% and 51.18%, did not feel confident in the features or quality of the product. These findings indicate that while brand image can influence brand perception and purchase decisions, consumer trust formed through brand image does not play a major role in determining their purchasing decisions.

Trust is one of the important elements in building a relationship between consumers and brands. In the context of marketing, trust is defined as a consumer's belief in the reliability and integrity of a brand or company. Trust theory suggests that consumers who have high trust in a brand tend to be more loyal and more likely to make repeat purchases (Morgan & Hunt, 2014).

Brand image refers to the overall perception that consumers have of a brand, including the associations, emotions, and values associated with the brand. In marketing theory, brand image is considered one of the important assets that can increase brand value and influence consumer purchase decisions (Aaker, 1996). A positive perception of the brand image can strengthen consumer loyalty and increase the likelihood of purchase.

However, in the case of the Samsung Galaxy Series smartphone with an endorsement from celebrity Al Ghazali, it seems that the brand image formed from mediated trust is not strong enough to significantly influence the purchase decision. This can be explained through several factors of findings that will be discussed further as follows:

First, purchasing decisions for high-tech products such as smartphones often involve a more complex and rational process compared to other products. Consumers tend to do in-depth research, comparing specifications, prices, user reviews, and technical

features before making a final decision (Keller, 2003).

Second, Saturation and Market Competition. The smartphone market, especially for big brands like Samsung, is highly competitive. Consumers are faced with a wide selection of brands and models, all of which offer advanced features and competitive prices. In this situation, the brand image mediated by trust is not strong enough to differentiate Samsung Galaxy products from its competitors. Consumers may be more influenced by more specific product attributes, such as technological innovation, battery life, or camera quality, than by the general perception of brand image influenced by celebrity endorsements (Esch et al., 2016).

Third, Overexposure Endorsement. The use of celebrities for product endorsements is a marketing strategy commonly used to build a brand image. However, if consumers see the same celebrity advertising various products too often, the impact on the brand image can decrease. In the case of Al Ghazali, if consumers feel that the endorsement is no longer authentic or relevant, its influence on brand image and purchase decisions can be weakened (McCracken, 2019).

Fourth, the influence of strong brand preferences. Consumers who already have a strong preference for a particular brand may not be easily influenced by the brand image built through celebrity endorsements. In the smartphone market, brand loyalty can be very strong, especially for consumers who have been using the brand for years. In this situation, the trust mediated by the brand image is not strong enough to change the preferences of an existing brand (Chaudhuri & Holbrook, 2021).

A study by Esch et al. (2016) shows that the relationship between brand image and purchase decisions can vary depending on the type of product

and its context. In high-engagement product categories such as smartphones, other factors such as technical specifications and price can be more influential than brand image formed by trust.

According to Chinomona (2016) emphasized that in some cases, even though brand image is influenced by trust, it is not always a determinant in purchasing decisions. Consumers who buy technology products are often more influenced by rational considerations than by the emotional perceptions associated with brand image.

From the above analysis, it can be concluded that trust mediated by brand image does not have a significant effect on the purchase decision of Samsung Galaxy Series smartphone products in the context of this study. This is due to the complexity of the decision-making process for high-tech products, fierce market competition, and other factors such as strong brand preferences and overexposure endorsements.

While trust and brand image remain important elements in marketing, they don't always play a key role in purchasing decisions, especially in product categories that involve a lot of rational considerations. Therefore, an effective marketing strategy needs to consider a variety of other relevant factors to influence consumers' purchasing decisions more effectively.

CONCLUSION

The credibility of an endorser has a significant influence on purchasing decisions and brand image. Al Ghazali's credibility as an endorser strengthens positive consumer perceptions, improves brand image, and encourages purchase decisions. On the other hand, trust has no direct effect on purchasing decisions and brand image, as consumers focus more on product specifications and prices in a competitive technology

market. Research also shows that a strong brand image, built through the credibility of endorsers, significantly influences purchasing decisions in South Jakarta. However, trust mediated by brand image does not have a significant effect on purchasing decisions. This shows that in the context of technology products, rational factors such as innovation and product specifications are more dominant in shaping purchasing decisions compared to trust or brand image mediated by celebrities.

ACKNOWLEDGMENTS

Thank you to the Defense University of the Republic of Indonesia for the opportunity given to me to conduct research related to social disasters and national defense.

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