ABSTRACT

The Influence of Celebrity Endorsement on Brand Awareness and Purchase Intention on the Shopee Application in Tasikmalaya City

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This research focuses on the influence of celebrity endorsements on brand awareness and purchase intention on the Shopee application in Tasikmalaya City, Indonesia. Survey methods and structural equation modeling (SEM) with mediation analysis were used to investigate the relationships between these key constructs. The aim of the research is to explore the influence of celebrity endorsements on brand awareness and purchase intention. The research findings are expected to contribute to both theoretical understanding and practical strategies for e-commerce companies, especially Shopee, to improve their business performance in a highly competitive market. This research was conducted from December 2023 to April 2024, with a sample size of 247 Shopee users in Tasikmalaya. This research uses a non-probability method with a purposive sampling method. The research results state that the influence of celebrity endorsements influences brand awareness, and brand awareness also influences purchase intention. However, the influence of celebrity endorsement on purchase intention is explained as not having a significant effect because there are several factors.

Keywords: Celebrity Endorsement; Brand Awareness; Purchase Intention

ABSTRAK

Pengaruh *Celebrity Endorsement* terhadap *Brand Awareness* dan *Purchase Intention* pada Aplikasi Shopee di Kota Tasikmalaya

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Penelitian ini berfokus pada pengaruh *celebrity endorsement* terhadap *brand awareness* dan *purchase intention* pada aplikasi Shopee di Kota Tasikmalaya, Indonesia. Metode survei dan pemodelan persamaan struktural (SEM) dengan analisis mediasi digunakan untuk menyelidiki hubungan antara konstruk-konstruk kunci ini. Tujuan penelitian adalah untuk mengeksplorasi pengaruh *celebrity endorsement* terhadap *brand awareness* dan *purchase intention*. Temuan penelitian diharapkan dapat memberikan kontribusi baik pada pemahaman teoritis maupun strategi praktis bagi perusahaan *e-commerce*, khususnya Shopee, untuk meningkatkan kinerja bisnis mereka di pasar yang sangat kompetitif. Penelitian ini dilakukan dari Desember 2023 hingga April 2024, dengan ukuran sampel sebanyak 247 pengguna Shopee di Tasikmalaya. Penelitian ini menggunakan metode non-probabilitas dengan metode purposive sampling. Hasil penelitian menyatakan bahwa pengaruh *celebrity endorsement* berpengaruh terhadap *brand awareness,* dan juga *brand awareness* berpengaruh terhadap *purchase intention.* Tetapi pengaruh *celebrity endorsement* terhadap *purchase intention* dijelaskan tidak berpengaruh signifikan karena ada beberapa faktor.

Kata Kunci: *Celebrity Endorsement; Brand Awareness*; *Purchase Intention*