

## THE INFLUENCE OF CELEBRITY ENDORSERS AND BRAND TRUST ON CONSUMER PURCHASING DECISIONS ON THE ORIGINAL SKINCARE PRODUCTS IN TANA TORAJA

*Charisma Lolopayung<sup>1</sup>, Jens Batara Marewa<sup>2</sup>, Helba Rundupadang<sup>3</sup>*

<sup>1,2,3</sup>Management Program, Christian University of Indonesia Toraja

<sup>1</sup>[kharismalolopayung@gmail.com](mailto:kharismalolopayung@gmail.com)

<sup>2</sup>[Distro\\_pasal@yahoo.com](mailto:Distro_pasal@yahoo.com)

<sup>3</sup>[helba.rundupadang@gmail.com](mailto:helba.rundupadang@gmail.com)

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### Abstract

The purpose of this study was to determine the effect of Celebrity Endorser and Brand Trust on consumer purchasing decisions on The Originote skincare products in Tana Toraja partially and simultaneously. The data collection procedure for this study is: questionnaire. The method used in this study is the Quantitative Method using the Multiple Linear Regression method and processed using SPSS 29. This study was conducted in Tana Toraja Regency, with a sample of 97 respondents. The technique used by researchers in sampling is the Lemeshow formula. The results of the calculation with the t test on the Celebrity Endorser variable  $t_{count} > t_{table}$  with a value of  $(8.137) > (1.661)$  and on the Brand Trust variable  $t_{count} > t_{table}$  with a value of  $(6.572) > (1.661)$ . The conclusion of this study is that Celebrity Endorser and Brand Trust influence Consumer Purchasing Decisions on The Originote Skincare Products in Tana Toraja partially and simultaneously.

### INTRODUCTION

Currently, there are many local and international skincare brands offered on the market with various types of products, with various benefits that are suitable for each consumer. Every marketer competes to get success in the competition by improving the quality of the products they provide to consumers with the ultimate goal of making a decision to buy from the consumer, which will later have a big impact on the purchase decision from the consumer.

In addition to improving product quality, the brand also improves its marketing strategy so that its products can be known by the wider community. The marketing strategy that is currently widely applied is the "viral marketing strategy". Viral



marketing itself is marketing that relies on individuals to spread a message about a product or service which often involves the use of social media and other digital platforms. Viral marketing can be very effective because it utilizes digital "word of mouth" and can reach a wide audience in a short time.

In Tana Toraja, the trend of using skincare among young people, especially students, is starting to increase. This is in line with the awareness of the younger generation about the importance of skin care. They are beginning to understand that skincare is not only about beauty, but also about health. The skincare products used also vary, ranging from local products to international products. In addition, they also began to consider factors such as the content of the product and its effects on the skin. Thus, the use of skincare products is no longer just a routine, but also a part of their healthy lifestyle.

Currently, the skincare that is most in demand by consumers is The Originote skincare because the brand is trending on social media, not only because of the trend but the skin care products launched by The Originote are claimed to be able to improve the skin barrier by relying on the formulation of pure active ingredients that are able to overcome various skin problems. So many consumers entrust their skincare to this brand.

The Originote skincare product has currently entered a wide market trend, there are many reviews from celebrities who claim that this product is not only pocket-friendly, but it turns out that the product also has good quality. This raises a feeling of fear of missing out (fomo) where consumers are interested in buying and trying The Originote products.

The Originote itself has implemented a viral marketing strategy as one of the ways to introduce and market their products. Where The Originote brand utilizes brand trust from its consumers in a market place that has feedback from consumers. In addition to brand trust, The Originote also conducts celebrity endorsements on the TikTok and Instagram applications, where this gets a good response from the celebrity followers they endorse, one of which is a tiktok/content creator "Beauty Lecturer" who has content about makeup or skincare that often gets quite good feedback in the comment column. The Originote itself has implemented a viral marketing strategy as one of the ways to introduce and market their products. Where The Originote brand utilizes brand trust from its consumers in a market place that has feedback from consumers. In addition to brand trust, The Originote also conducts celebrity endorsements on the TikTok and Instagram applications, where this gets a good response from the celebrity followers they endorse, one of which is a tiktok/content creator "Beauty Lecturer" who has content about makeup or skincare that often gets quite good feedback in the comment column.

Viral marketing strategies can be realized due to the celebrity endorsement and brand trust factors, where celebrity endorsements function as a bridge between consumers and brands or can be interpreted as components that can bring in the market. Brand trust can occur if the product sold has a solution that consumers need, such as what has been described through celebrity endorsements, from here will viral marketing or word of mouth online be realized. However, over time, this viral

marketing strategy is very difficult to implement if you only use celebrity endorsements and brand trust, because many potential consumers know that this method is just a marketing strategy. Previously, consumers considered that celebrity endorsements were the story of a celebrity's experience with the product they used, so that it made their followers interested and even used the product. Based on this phenomenon, it is necessary to conduct research on viral marketing strategies using two factors, namely celebrity endorsements and brand trust. Thus, relevant and effective strategies can be found. Based on this, it is necessary to conduct research on the Influence of Celebrity Endorsers and Brand Trust on Consumer Purchase Decisions on The Originate products in Tana Toraja.

### RESEARCH METHODOLOGY

This study uses a quantitative method through an associative approach, where the data is in the form of numbers that can be processed and analyzed using mathematical calculations and statistics obtained from a sample of the original users in Tana Toraja.

In this study, the population is the users of The Originote skincare products in Tana Toraja.

The sampling technique in this study uses non-probability, by using the accidental sampling method, which is a method of taking sample sizes based on one of the matches, which means that the sample is obtained by a researcher by chance without any prior planning and the researcher believes that the person is worthy of being used as a source of information for his research. In addition, in this study, the number of population is unknown, so the sampling technique uses the Lemeshow formula. In calculating the number of populations using the Lemeshow as a result of the

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

From the formula above, the determination of the number of samples uses the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$\begin{aligned} n &= \frac{Z^2 \cdot P \cdot (1 - P)}{d^2} \\ n &= \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2} \\ n &= \frac{3,8416 \cdot (0,25)}{0,01} \\ n &= 96,04 = 97 \end{aligned}$$

Based on the results of the calculation above, the number of samples obtained, to facilitate the research was rounded up but 97 respondents. The data collection procedure used in this study is a questionnaire.

The data analysis techniques used in this study are using validity tests, reliability tests, correlation coefficients, determination coefficients (R<sup>2</sup>), multiple linear regression, partial testing (t-test), and simultaneous testing (f-test).

### RESULTS AND DISCUSSION

#### 1. Research Results

##### Validity Test



**Table 1. Validity test results**

Variable	Statement	R Count	R Table	Information
Celebrity Endorser (X1)	X1.1	0.888	0.205	Valid
	X1.2	0.866	0.205	Valid
	X1.3	0.890	0.205	Valid
	X1.4	0.855	0.205	Valid
Brand Trust (X2)	X2.1	0.849	0.205	Valid
	X2.2	0.862	0.205	Valid
	X2.3	0.817	0.205	Valid
Purchase Decision (Y)	Y.1	0.801	0.205	Valid
	Y.2	0.648	0.205	Valid
	Y.3	0.708	0.205	Valid
	Y.5	0.853	0.205	Valid
	Y.6	0.849	0.205	Valid

Source : Processed data (SPSS, 2024)

Based on table 1 above, it can be seen that all statements in variables are valid. This is seen in the calculation of each statement item greater (>) than the value of the table with a significant level for all statement items in the level table of 0.05 or 5%.

### Reliability Test

**Table 2**  
**Reliability test results**

Variable	Cronbach's Alpha	Alpha	Information
Celebrity Endorser (X1)	0.898	0.70	Reiliabeil
Brand Trust (X2)	0.794	0.70	Reiliabeil
Purchase Decision (Y)	0.832	0.70	Reiliabeil

Source : Processed data (SPSS, 2024)

Based on the table 2 above, the reliability test was carried out with the Cronbach'S Alpha statistical test. Based on the output results of SPSS, it shows that the Cronbach'S Alpha value for the celebrity endorser variable is 0.898, for the brand trust variable is 0.794 and for the purchase decision variable is 0.832. Thus the statement items on all three variables are considered reliable or reliable to use.

### Correlation Coefficient

**Table 3**  
**Correlation test results**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.846 a	.716	.709	1.61482	.716	118.211	2	94	<.001

a. Predictors: (Constant), Brand Trust, Celebrity Endorser

Source : Processed data (SPSS, 2024)

Based on table 3 above, it is interpreted that the magnitude of the correlation coefficient of variable X1 and variable X2 with Y is 0.846 so that it is categorized as having a very strong correlation level, which is in the range of 0.75 – 0.99. This value also shows that there is a very strong relationship between Celebrity Endorsers and Brand Trust and Purchase Decisions.

### Determination Coefficient (R<sup>2</sup>)

**Table 4. Determination test results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846a	.716	.709	1.61482

a. Predictors: (Constant), Brand Trust, Celebrity Endorser

Source : Processed data (SPSS, 2024)

From the results of the determination test, it is known that the adjusted R Square value obtained is 0.716 (71.6%), this indicates that the Celebrity Endorser and Brand Trust variables contribute 71.6% in the formation of the Purchase Decision.

### Multiple Linear Regression

**Table 5. Multiple linear regression test results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,741	1.195		2.294	.024
	Celebrity Endorser	.597	.080	.517	7,482	<.001
	Brand Trust	.673	.109	.427	6.182	<.001

a. Dependent Variable:Purchase Decision

Source : Processed data (SPSS, 2024)

Based on the results of the Regression Equation Test above which shows that

$$Y = 2.741 + 0.597 + 0.673$$

The explanation of the multiple linear regression equation above is as follows:

- 1) If everything in the independent variables is considered zero or non-existent or not calculated, both in the Celebrity Endorser (X1) and Brand Trust (X2) variables, then the Purchase Decision (Y) has been 2.741.
- 2) If there is an increase in the Celebrity Endorser variable (X1) by 1%, then the Purchase Decision (Y) will increase by 0.597%. Because the regression value is positive, this indicates that the Celebrity Endorser has an effect on the Purchase Decision, so that the more attractive the celebrity endorsed by a product, the purchase decision will also increase, on the other hand, if the celebrity who is endorsed is not attractive, the purchase decision will also decrease.
- 3) If there is an increase in the Brand Trust variable (X2) by 1%, then the Purchase Decision (Y) will increase by 0.673%. Because the regression value is positive, this indicates that Brand Trust affects purchase decisions, so that the more trust in a product, the more purchase decisions will increase, on the other hand, if there is a lack of trust in a product, the purchase decisions will also decrease.

### Partial Test (t-Test)

**Table 6. Results of partial test (t-Test) of celebrity endorser (X1) and brand trust (X2) variables on purchase decision (Y)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.382	1.130		2.109	.038
	Celebrity Endorser	.614	.075	.532	8.137	<.001
	Brand Trust	.676	.103	.430	6,572	<.001

a. Dependent Variable:Purchase Decision

Source : Processed data (SPSS, 2024)

Sign value.  $0.001 < 0.05$

Calculation value  $8,137 >$  table value  $1,661$

#### 1) Influence of Celebrity Endorser (X1) on Purchasing Decisions (Y)

The results of the t-test show that the tcount owned by the Celebrity Endorser variable (X1) is 8.137, with a ttable value of 1.661, so it is known that the Tcount value is  $>$  Ttable, so accept  $H_a$  and reject  $H_o$ .

The significance value of  $t$  from the Celebrity Endorser variable ( $X_1$ ) is 0.001 where this value is much smaller than the significant threshold of 0.05, then accept  $H_a$  and reject  $H_o$ .

Therefore, the test results meet the  $T_{count} > T_{table}$  equation and are significant  $< 0.05$ . So it can be concluded that there is an influence of Celebrity Endorser ( $X_1$ ) on Purchase Decision ( $Y$ ) partially.

### 2) The Effect of Brand Trust ( $X_2$ ) on Purchase Decisions ( $Y$ )

The results of the  $t$ -test show that the  $t_{count}$  for the Brand Trust variable ( $X_2$ ) is 6.572, with a  $t_{table}$  value of 1.661, so it is known that the  $T_{count}$  value is  $> T_{table}$ . So accept  $H_a$  and reject  $H_o$ .

The significant value  $t$  of the Brand Trust variable ( $X_2$ ) is 0.001 where this value is much smaller than the significant threshold of 0.05. So accept  $H_a$  and reject  $H_o$ .

Therefore, the test results meet the equation of  $T_{count} > T_{table}$  and significant  $< 0.05$ . So it can be concluded that there is an influence of Brand Trust ( $X_2$ ) on the Purchase Decision ( $Y$ ) partially.

### Simultaneous Testing (Test F)

**Table 7. Results of simultaneous testing (test F) of celebrity endorser ( $X_1$ ) and brand trust ( $X_2$ ) variables on purchase decision ( $Y$ )**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	639,016	2	319,508	137,047	<.001b
	Residual	219,149	94	2,331		
	Total	858.165	96			
a. Dependent Variable:Purchase Decision						
b. Predictors: (Constant), Brand Trust, Celebrity Endorser						

Source : Processed data (SPSS, 2024)

Sign value.  $0.001 < 0.05$

$F_{count}$  value  $137.047 > F_{table}$  value 3.09

From table 7, it can be seen that the significant value for the influence of Celebrity Endorser ( $X_1$ ) and Brand Trust ( $X_1$ ) on Purchase Decision ( $Y$ ) is  $0.001 < 0.05$  and  $F_{calculated}$   $137.047 > F_{table}$  value 3.09. This proves that  $H_o$  was rejected and  $H_a$  was accepted. This means that there is a significant influence of Celebrity Endorser ( $X_1$ ) and Brand Trust ( $X_2$ ) on Purchase Decisions ( $Y$ ).

## 2. Discussion

### The Influence of Celebrity Endorsers on Purchase Decisions

Based on the results of the analysis of the test results that have been carried out, it is known that the Celebrity Endorser variable ( $X_1$ ) has a regression value of 0.597 which indicates that Celebrity Endorser has an effect on the Purchase Decision because of the resulting value is positive. So that the more attractive the celebrities who are endorsed by a brand, it can increase the level of purchase decisions.

The results of the  $t$ -test show that the  $t_{count}$  for the Celebrity Endorser variable ( $X_1$ ) is 8.137 with a  $t_{table}$  value of 1.661, so it is known that the  $T_{count}$  value  $> T_{table}$ . The significant value  $t$  of the Celebrity Endorser variable ( $X_1$ ) is 0.001



where this value is much smaller than the significant threshold of 0.05. Therefore, the test results meet the equation of  $T_{count} > T_{table}$  and  $sign. < 0.05$ . So reject  $H_0$  (accept  $H_a$ ). So it can be concluded that Celebrity Endorser has an effect on Purchase Decisions.

Therefore, the  $H_1$  hypothesis proposed which reads "The Influence of Celebrity Endorsers on Consumer Purchase Decisions on The Originate Skincare Products in Tana Toraja" has been tested and proven to be correct so that it can be accepted.

### **The Influence of Brand Trust on Purchasing Decisions**

Based on the results of the analysis of the test results that have been carried out, it is known that the Brand Trust variable ( $X_2$ ) has a regression value of 0.673 which indicates that Brand Trust has an effect on the Purchase Decision because the value generated is positive. So if brand trust (trust in a product) is increasing, it will increase purchase decisions.

The results of the t-test show that the tcount for the Brand Trust ( $X_2$ ) variable is 6.572 with a ttable value of 1.1661, so it is known that the Tcount is  $> T_{table}$ . The significant value t of the Brand Trust ( $X_2$ ) variable is 0.001 where this value is much smaller than the significant threshold of 0.05. Therefore, the test results meet the equation of  $T_{table} >$  and  $sig < 0.05$ . So reject  $H_0$  (accept  $H_a$ ). So it can be concluded that Brand Trust has an effect on Purchase Decisions.

Therefore, the  $H_2$  hypothesis proposed which reads "The Influence of Brand Trust on Consumer Purchase Decisions on The Originate Skincare Products in Tana Toraja" has been tested and proven to be correct so that it can be accepted. **The Influence of Celebrity Endorsers and Brand Trust on Purchasing Decisions**

Based on the results of the analysis of the test results that have been carried out, it is known that the variables Celebrity Endorser ( $X_1$ ), and Brand Trust ( $X_2$ ) each have a positive regression value which indicates that together (simultaneously) Celebrity Endorser ( $X_1$ ) and Brand Trust ( $X_2$ ) have an effect on Purchase Decision ( $Y$ ).

The results of the F test show that the Fcal obtained is 137.047. This Fcal value is much larger than the Ftable value of 3.09. The significant value is 0.001 where this value is much smaller than the significant threshold of 0.05. Therefore, the test results meet the equation of  $F_{count} > F_{table}$  and  $sig < 0.05$ . So reject  $H_0$  (accept). So it can be concluded that Celebrity Endorser and Brand Trust have a simultaneous effect on Purchase Decisions.

Therefore, the  $H_3$  hypothesis proposed which reads: "The influence of Celebrity Endorsers and Brand Trust on Purchase Decisions on The Originate Skincare Products in Tana Toraja" has been tested and proven to be correct so that it can be accepted.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

This study aims to determine the influence of celebrity endorsers and brand trust on consumer purchase decisions on The Originote skincare products in Tana





Toraja. From the formulation of the existing problems presented in the previous chapter, the following conclusions can be drawn:

- 1) Celebrity endorsers have an effect on purchase decisions by regression of 0.597 with a tcal of 8.137 sig. 0.001. From the regression results, it can be concluded that celebrity endorsers influence consumer purchase decisions on The Originote skincare products in Tana Toraja, thus the H1 hypothesis proposed which reads "There is an influence of Celebrity Endorsers on Consumer Purchase Decisions on The Originote Skincare Products in Tana Toraja" has been tested and proven to be true so that it can be accepted.
- 2) Brand trust has an effect on purchase decisions by regression of 0.673 with a calculation of 6.572 sig. 0.001. From the regression results, it can be concluded that brand trust influences consumer purchase decisions on The Originote skincare products in Tana Toraja, thus the H2 hypothesis proposed which reads "There is an influence of Brand Trust on Consumer Purchase Decisions on The Originote Skincare Products in Tana Toraja" has been tested and proven to be true so that it can be accepted.
- 3) Celebrity endorsers and brand trusts have a simultaneous influence on purchase decisions with a calculation of 137,047 sig. 0.001. From these results, it can be concluded that celebrity endorsers and brand trust have a simultaneous or simultaneous influence on consumer purchase decisions on The Originote skincare products in Tana Toraja, thus the H3 hypothesis proposed which reads "There is an influence of Celebrity Endorsers and Brand Trust on Consumer Purchase Decisions on The Originote Skincare Products in Tana Toraja" has been tested and proven to be correct so that it can be accepted.

### **Suggestion**

- 1) For the next researcher, it is hoped that they will be able to expand the research object by using other variables outside the variables that have been studied in order to obtain more varied results so that more complete information is obtained about what can affect consumer purchase decisions , especially in The Originote skincare products in Tana Toraja.
- 2) For The Originote, in terms of marketing strategy and product development, it is very good, especially supported by existing testimonials from users of The Originote skincare products, my suggestion is that The Originote can use offline events and promotions such as in areas such as promotional events, discounts, and special offers to increase brand awareness, especially in Tana Toraja.

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