

The Effect of Celebrity Endorsements and Promotions on Purchase Decisions Through Purchase Interest

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ARTICLE INFO	ABSTRACT
<i>Keywords:</i> Celebrity Endorsement, Promotion, Purchase Interest, Buying Decision	PURPOSE - This study aims to examine the influence of celebrity endorsements and promotions on purchasing decisions, with purchase intention as an intervening variable among consumers of Nadia Roti Bakery Store in Bandar Lampung. METHODOLOGY - This study used a quantitative approach with a survey method. The sampling technique used purposive sampling with the criteria of respondents being at least 18 years old, having been exposed to celebrity endorsements or promotions, and having made at least one purchase. The sample size was 154 respondents determined using the Slovin formula with a 5% error rate. Data were analyzed using regression analysis and mediation tests to examine the relationship between variables. FINDING - The results showed that celebrity endorsements and promotions had a positive and significant effect on purchase intention. In addition, celebrity endorsements, promotions, and purchase intention also had a positive and significant effect on purchase decisions. The results of the mediation test showed that purchase intention was able to mediate the influence of celebrity endorsements and promotions on consumer purchasing decisions. The findings of this study indicate that the use of credible public figures and effective promotional strategies can increase consumer purchasing intention and purchase decisions.

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INTRODUCTION

In today's highly competitive business world, marketing strategy is key to attracting consumers and increasing sales. One strategy that has become increasingly popular in recent years is the use of celebrity endorsements and promotion through social media (Vandiah, 2022). This strategy takes advantage of popularity as well as influence public figures or celebrities to enhance product image, create interest, and encourage consumers to make purchases. In addition, promotions through the media social assessed effective in reach the audience that more widely, quickly and interactively.



Toko Nadia Roti, as wrong one perpetrator business in field culinary (bakery), has apply various effort marketing for increase sales of its products. In its operations, shop this face dynamics which quite fluctuating related interest buy and decision purchase consumer. Based on management observations, a decrease in product purchases often occurs at certain times, such as during fruit season, when people tend to buy fruit. Fresh as snack alternative compared to product bread or bakery. In side other, shop this also experience surge purchase which quite significant on period certain, like moment day highway religious, in where demand for bakery products increases along with the tradition of sharing food or entertaining guests. Seeing this fluctuation, Toko Nadia Roti management attempted an endorsement strategy by engaging several local influencers and increasing promotional activities through social media, particularly Instagram and TikTok. The goal was to increase consumer purchasing interest, hoping this strategy would anticipate a decline in purchases during slow periods while simultaneously optimizing sales during peak periods.

According to study latest on year 2022, the influence of celebrity endorsements the influence of local celebrities or influencers on purchasing decisions is increasingly significant among the younger generation, with effectiveness reaching 65% through increased purchase intention (Widodo & Marlina, 2023). This study shows that local celebrities or influencers can increase brand credibility by up to 40% compared to conventional advertising, especially in emerging markets such as Indonesia. In addition, digital promotion such as flash sales on social media have been proven to strengthen purchasing interest as a bridge towards purchasing decisions, with a regression coefficient of 0.52 (Firman et al., 2021). Potential consumers are more likely to purchase products endorsed by celebrities they trust and admire (Barus et al., 2024). This research is relevant because it can provide marketing strategy recommendations for similar MSMEs in Lampung, which contribute to the economy local.

With use approach quantitative Structural Equation Modeling (SEM), thesis this test hypothesis that celebrity endorsement and promotion has a positive effect on purchasing decisions, with purchase intention as an intervening variable. Findings from a 2022 study confirmed that in the food market local, intervention This can increase loyalty consumer until 30% (Sari & Wijaya, 2022). Therefore, this research is expected to contribute to the development of consumer behavior marketing theory and MSME business practices in Indonesia. However, even though the celebrity endorsement strategy and promotions have been implemented, until now there has been no concrete scientific evidence regarding the extent to which these two strategies actually influence purchasing interest, and how purchasing interest acts as an intervening variable that can encourage increased consumer purchasing decisions (Novriyanti et al., 2025). Therefore, research is needed that can empirically analyze the relationship between celebrity endorsement, promotions, purchasing interest, and purchasing decisions at Toko Nadia Roti.

This research is important because it can provide strategic input for management in determining targeted marketing policies. Furthermore, the results can contribute to academic research on consumer behavior and the effectiveness of marketing strategies in the micro, small, and medium enterprise (MSME) sector, particularly in culinary businesses such as bakeries (Shakpuytri & Rahayu, 2024).

LITERATURE REVIEW

Celebrity Endorsement, Purchase Interest, and Purchase Decision

Celebrity endorsement is an effective marketing communication strategy for attracting consumer attention and shaping positive perceptions of a product. The presence of a public figure with high credibility, appeal, and popularity can increase consumer trust in promotional messages. When consumers perceive a celebrity endorser as skilled, honest, and relevant to the advertised product, the marketing message is more easily accepted and internalized, thus encouraging purchase interest (Hossain et al., 2025). A celebrity's attractiveness, whether in terms of physical appearance, lifestyle, or personality, can trigger a process of self-identification in consumers. Consumers who admire or identify with a celebrity's image tend to imitate their behavior, including their decision to purchase the endorsed product. This imitation process then manifests in increased purchase interest in the promoted product (Tarigan et al., 2023). Furthermore, the effectiveness of celebrity endorsements is enhanced when there is a match between the celebrity's image and the product's characteristics, making the promotional message feel more relevant and convincing to consumers (Prakoso & Mega, 2023). Celebrity endorsements not only influence purchase intention, but also play a crucial role in driving purchasing decisions. Celebrities who effectively communicate product information and possess a high level of appeal can build consumer trust and confidence, thereby accelerating the purchasing decision-making process (Kholiq & Sari, 2021). Previous studies have shown that the stronger the influence of celebrity endorsements perceived by consumers, the greater the likelihood of consumers making a purchase decision (Aqilah et al., 2022; Bukit et al., 2023; Lina & Angela, 2023). Based on this description, the hypothesis proposed is:

H1: Celebrity endorsement has a positive and significant effect on purchase intention.

H2: Celebrity endorsement has a positive and significant influence on purchasing decisions.

Promotion, Purchase Interest, and Purchase Decisions

Promotion is a crucial element in the marketing mix, communicating product advantages and persuading consumers to make a purchase. Effective promotions, whether through discounts, advertising, or digital media, can increase consumer attention and interest in the product being offered (Ayumi & Budiarmo, 2021). When promotional messages are delivered in an engaging and relevant manner, consumers are more likely to consider the product, thus increasing purchase intention (Abdul Kohar Septyadi et al., 2022). Promotions also have a direct influence on purchasing decisions. Special price offers, clear product information, and appropriate promotional intensity can encourage consumers to make immediate purchasing decisions. Previous research shows that sales promotions have a positive and significant influence on purchasing decisions, both in the retail sector and on e-commerce platforms (Fajri et al., 2021; Yusuf & Sunarsi, 2020). Effective promotions can create a higher perceived value in consumers' minds, thereby accelerating the purchasing decision-making process (Humairoh et al., 2023). Thus, promotions not only play a role in increasing purchasing interest but also directly influence consumer purchasing decisions. Based on this explanation, the following hypothesis is proposed:

H3: Promotion has a positive and significant effect on purchasing interest.

H4: Promotion has a positive and significant effect on purchasing decisions.

Purchase Interest and Purchase Decisions

Purchase interest is a consumer's psychological tendency that reflects the desire to purchase a product. According to Kotler and Keller (Rofiudin et al., 2025), purchase interest arises in response to marketing stimuli that indicate a consumer's desire to make a purchase.

Purchase interest is a crucial stage before consumers actually make a purchase decision. Various studies have shown that purchase intention has a positive and significant influence on purchasing decisions. Consumers with strong purchase intention tend to be more confident and confident in their purchasing decisions (Chaniago et al., 2023; Fadhilah et al., 2025). The stronger the purchase intention, the more likely consumers are to realize their desire through actual purchase (Br.T & Purnama, 2025). Based on this description, the hypothesis proposed is:
H5: Purchase interest has a positive and significant effect on purchasing decisions.

The Role of Purchase Interest as an Intervening Variable

Purchase intention also acts as an intervening variable in the relationship between celebrity endorsements and promotions on purchasing decisions. The presence of celebrities in product promotions can shape positive perceptions and increase consumer interest, which in turn drives purchase intention and ultimately leads to purchase decisions (Napitupulu et al., 2023). This aligns with the Theory of Planned Behavior, which states that subjective norms and social influence can shape a person's intentions or interests before taking action (Elistia & Nurma, 2023). Similarly, engaging and relevant promotions can increase consumer purchase interest before ultimately influencing purchase decisions. Promotions through social media, for example, have been shown to increase consumer interest and engagement, which then drives purchase decisions (Andriani et al., 2023; Zhang et al., 2023). Based on this explanation, the hypothesis proposed is:

H6: Celebrity endorsement has a positive and significant effect on purchasing decisions through purchase intention.

H7: Promotion has a positive and significant effect on purchasing decisions through purchase interest.

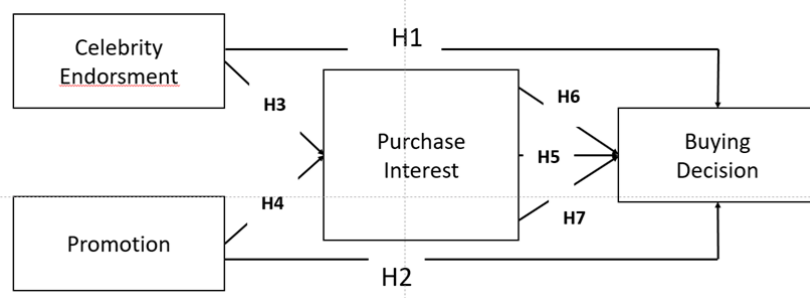


Figure 1. Conceptual Framework.

METHODOLOGY

Research Design

This study uses a quantitative approach with a survey method, because it aims to measure the relationship between variables and test hypotheses statistically. The research design used is cross-sectional research, namely data collection conducted at a specific point in time (point-time approach), where respondent data is obtained only once through a questionnaire (Malhotra, 2020). This study is explanatory, because it explains the causal relationship between the independent variables, namely Celebrity Endorsement and Promotion, to the dependent variable Purchase Decision, with Purchase Intention as an intervening variable. This study uses a case study at the Toko Nadia Roti in Bandar Lampung as the research context.

Sample and Data Collection

The population in this study were all consumers of Toko Nadia Roti in Bandar Lampung who had purchased bakery products. The exact population size was unknown, so the sampling technique used was purposive sampling, with the criteria for respondents being at least 18 years old, having seen celebrity endorsements or store promotions, and having made at least one purchase. The sample size was determined using the Slovin formula with a 5% error rate (0.05), with an estimated population of 250 people, resulting in a sample size of 154 respondents. The data used in this study were primary data collected through questionnaires using a Likert scale of 1–5. The questionnaires were distributed online via Google Forms and directly to consumers at the store location (Malhotra, 2020).

Measurement

All variables in this study were measured using indicators adapted from previous research. Celebrity Endorsement was measured through indicators of credibility, likeability, attractiveness, and trustworthiness of the endorser (Carrisa & Rodhiah, 2025). Promotion was measured through promotion frequency, promotion quality, promotion quantity, promotion time, and promotion targeting accuracy (Widyastuti, 2018). Purchase Intention was measured through transactional, referential, preferential, and exploratory interest indicators (Arta & Yasa, 2019), while Purchase Decision was measured through needs and desires for the product, stability of quality, desire to try, and repurchase decisions (Wang et al., 2023). All indicators were measured using a Likert scale of 1–5.

Data analysis

The data analysis technique used in this study is Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach using SmartPLS software. The PLS-SEM method was chosen because it is capable of analyzing complex causal relationships, involving latent variables, and does not require strict data normality assumptions (Hair et al., 2019); (Pristiyono, Kanchanawongpaisan, Sipnarong, 2025). Data analysis includes descriptive analysis, testing the measurement model (outer model) which includes validity and reliability tests, and testing the structural model (inner model) to examine direct and indirect relationships between variables. A mediation test was conducted to determine the role of Purchase Intention in mediating the influence of Celebrity Endorsement and Promotion on Purchase Decisions using the bootstrapping method.

RESULTS AND DISCUSSION

Respondent Description

This study used 154 respondents as a sample. Respondent characteristics were analyzed based on age and domicile. Most respondents were aged 46 and above, and the majority were from Bandar Lampung. Details of the respondent profiles and characteristics are presented in Table 1 below.

Table 1. Respondent Profile and Characteristics (n = 154)

Attribute	Characteristics	N	%
Age	18–25 Years	9	5.84%
	26–45 Years	29	18.83%
	> 46 Years	118	76.62%
Domicile	Bandar Lampung	96	62.34%
	Outside Lampung	58	37.66%
Total		154	100%

Source: Processed data, 2026.

Outer Testing Model

Outer model evaluation is conducted to test the feasibility of the measurement model used in terms of both validity and reliability. In the evaluation of the outer model with reflective indicators, the level of validity is sought using the convergent validity and discriminant validity approaches, while in terms of reliability, it is sought using the composite reliability approach. Convergent validity of the measurement model with reflective indicators can be determined through the correlation between the indicator value and its construct, which can be seen from the results of the outer loading output.

Convergent Validity Analysis

SmartPLS 3.0 software with an outer loading validity limit of ≥ 0.3 and ideally > 0.7 in the convergent validity test (Hair et al., 2019). Two techniques were used to conduct the test: mean variance extraction and outer loading.

Table 2. Outer Loadings Test Results

No.	Indicator	Outer Loadings	Information
1.	X1_1	0.780	Valid
2.	X1_2	0.796	Valid
3.	X1_3	0.728	Valid
4.	X2_1	0.845	Valid
5.	X2_2	0.814	Valid
6.	X2_3	0.796	Valid
7.	X2_4	0.795	Valid
8.	X2_5	0.866	Valid
9.	Z_1	0.847	Valid
10.	Z_2	0.824	Valid
11.	Z_4	0.824	Valid
12.	Y_1	0.772	Valid
13.	Y_2	0.892	Valid
14.	Y_4	0.865	Valid

Source: SmartPLS 4.0 Data Processing Results (2026)

In this study, several indicators were eliminated because they did not meet the outer loadings criteria, indicating measurement validity issues. Exploratory Factor Analysis (EFA) was used to identify possible cross-loadings, a condition where an indicator contains more than one latent construct, which can weaken discriminant validity. Elimination of problematic indicators was carried out to improve the quality of the measurement model, while still considering the trade-off between the number of indicators and the construct's discriminant strength. Based on Table 2, the results of the second stage of the outer loadings test indicate that all remaining indicators have values ≥ 0.70 , thus being declared valid and meeting the convergent validity criteria, and are suitable for use in reliability analysis and subsequent structural relationship testing.

In addition, the researcher retested the findings with the average variance extracted (AVE) test after conducting the outer loadings test, which can be seen as follows.

Table 3. Results of the Average Variance Extracted Test

No.	Variables	AVE	Information
1.	Celebrity Endorsement	0.590	Valid
2.	Promotion	0.678	Valid
3.	Purchase Interest	0.691	Valid
4.	Buying decision	0.713	Valid

Source: SmartPLS 4.0 Data Processing Results (2026)

Based on Table 3. the results of the Average Variance Extracted (AVE) test, all variables in this study have an AVE value greater than 0.50 so that they are declared valid and meet the criteria for convergent validity. In detail, the Celebrity Endorsement variable has an AVE value of 0.590, Promotion of 0.678, Purchase Intention of 0.691, and Purchase Decision of 0.713. AVE values exceeding 0.50 indicate that each construct is able to explain more than half of the variance of its indicators, so it can be concluded that the indicators used have been able to represent each latent variable well and the measurement model is suitable for further analysis.

Discriminant Validity Analysis

Cross-loading values in discriminant validity analysis tests. Here, they compare the cross-loading values obtained after data processing using SmartPLS with the outer loading values of each indicator within each variable. All research indicators are considered valid if the outer loading value of each variable is higher than the cross-loading value.

Table 4. Results of Discriminant Validity Test

Indicator	Celebrity Endorsement	Promotion	Purchase Interest	Buying decision
X1_1	0.780	0.564	0.492	0.545
X1_2	0.796	0.627	0.524	0.583
X1_3	0.728	0.437	0.429	0.457
X2_1	0.650	0.845	0.645	0.706
X2_2	0.586	0.814	0.678	0.664
X2_3	0.536	0.796	0.601	0.581
X2_4	0.552	0.795	0.612	0.633
X2_5	0.609	0.866	0.713	0.705
Z_1	0.540	0.702	0.847	0.671
Z_2	0.490	0.637	0.824	0.570
Z_4	0.538	0.632	0.824	0.702
Y_1	0.520	0.587	0.516	0.772
Y_2	0.623	0.756	0.754	0.892
Y_4	0.605	0.674	0.686	0.865

Source: SmartPLS 4.0 Data Processing Results (2026)

Based on Table 4, the results of the Discriminant Validity test using the cross-loading method, all indicators show the highest loading values on the constructs they measure

compared to other constructs. This means that each indicator is better able to represent its own variable than other variables in the model. Referring to Hair et al. (2019), a loading value greater than 0.70 indicates that the construct is able to explain most of the indicator's variance. The results of this test indicate that the variables Celebrity Endorsement , Promotion, Purchase Intention, and Purchase Decision have met the criteria for discriminant validity, so it can be concluded that each construct in this study is distinct and does not overlap, and is suitable for further analysis in the structural model.

Composite Reliability and Cronbach's Alpha Analysis

Researchers used Cronbach's Alpha and composite reliability tests in accordance with the reliability analysis approach. The resulting composite reliability output shows the reliability test results for each variable.

Table 5. Results of Cronbach's Alpha and Composite Reliability Tests

No.	Variables	Cronbach's Alpha	Composite Reliability
1.	Celebrity Endorsement	0.754	0.761
2.	Promotion	0.881	0.884
3.	Purchase Interest	0.777	0.780
4.	Buying decision	0.799	0.818

Source: SmartPLS 4.0 Data Processing Results (2026)

Based on Table 5, the results of the Cronbach's Alpha and Composite Reliability tests, all variables in this study showed values that met the reliability criteria. Referring to Hair et al. (2019), a construct is declared reliable if it has a Cronbach's Alpha and Composite Reliability value greater than 0.70. The test results show that the variables Celebrity Endorsement, Promotion, Purchase Intention, and Purchase Decision each have a Cronbach's Alpha and Composite Reliability value above 0.70, so it can be concluded that all indicators in this study are consistent and able to measure the construct reliably. Thus, the measurement model in this study is suitable for use in the next stage of analysis.

Inner Model Testing

After ensuring that each construct meets the requirements of convergent validity, discriminant validity, and composite reliability, the structural model must be evaluated. This model, also known as the internal model, is used to analyze the relationships between latent variables according to the research's substantive theory. Using bootstrapping and SmartPLS, the internal model test is assessed. This involves evaluating R², path coefficients, and model fit. To determine whether the model and data fit, a model fit test is used.

Coefficient of Determination (R²) Test

Based on substantive theory, the internal model (also known as the structural model, substantive theory, or internal connections) explains the relationships between latent variables. For dependent constructs, R-square is used to assess the structural model. According to Hair et al. (2019), the R² value can be used to evaluate whether certain exogenous and endogenous factors have a significant impact.

Table 6. R Square Test

Variables	R Square	R Square Adjusted
Buying decision	0.719	0.714
Purchase Interest	0.634	0.630

Source: SmartPLS 4.0 Data Processing Results (2026)

Based on Table 6, the R Square value for the Purchase Decision variable is 0.719, which indicates that the independent variable in the research model is able to explain 71.9% of the variation in Purchase Decision, while the remaining 28.1% is influenced by other variables outside this research model. Meanwhile, the R Square value for the Purchase Intention variable is 0.634, which means that the independent variable is able to explain 63.4% of the variation in Purchase Intention, while the remaining 36.6% is explained by other factors not studied. Referring to Rodríguez et al (2020) criteria, an R Square value above 0.50 is included in the strong category, so it can be concluded that the structural model in this study has good predictive ability.

Path Coefficient Test

In a path model, the path coefficient is a standardized regression coefficient (beta) that reflects the direct relationship between the independent and dependent variables. Ghozali (2018) states that hypothesis testing is performed by examining the T-statistic value at a 95% significance level ($\alpha = 0.05$). For the hypothesis to be accepted, the p-value reported by the bootstrapping process must be less than 0.05.

Table 7. Path Coefficient Direct

Hypothesis	Relationship between variables	Path Coefficient	T-Statistics	P-Value	Information
H1	X1 → Z	0.133	1,695	0.046	Significant Positive
H2	X2 → Y	0.197	2,885	0.002	Significant Positive
H3	X1 → Z	0.696	10,995	0,000	Significant Positive
H4	X2 → Y	0.375	4,318	0,000	Significant Positive
H5	Z → Y	0.361	4,763	0,000	Significant Positive

Note: X1 - Celebrity Endorsement, X2 - Promotion, Y - Purchase Decision, Z - Purchase Interest.

Source: SmartPLS 4.0 Data Processing Results (2026)

Based on Table 7, the results of the test of the relationship between variables indicate that all hypotheses in this study are empirically supported. In H1, the Celebrity Endorsement variable (X1) has a positive and significant effect on Purchase Intention (Z) with a path

coefficient value of 0.133, a T-Statistics value of 1.695 (>1.96), and a P-Value of 0.046 (<0.05). This indicates that the better the Celebrity Endorsement used, the higher the consumer purchase intention. Furthermore, in H2, the Promotion variable (X2) is proven to have a positive and significant effect on Purchasing Decisions (Y) with a path coefficient value of 0.197, a T-Statistics value of 2.885, and a P-Value of 0.002. These results indicate that effective promotions are able to encourage consumers to make purchasing decisions. In H3, the test results show that Celebrity Endorsement (X1) has a positive and significant influence on Purchasing Decisions (Y) with a path coefficient value of 0.696, a T-Statistics value of 10.995, and a P-Value of 0.000. This high coefficient value indicates that Celebrity Endorsement is a dominant factor influencing purchasing decisions. Furthermore, H4 shows that Promotion (X2) has a positive and significant effect on Purchase Interest (Z) with a path coefficient value of 0.375, a T-Statistics value of 4.318, and a P-Value of 0.000. This confirms that the intensity and quality of promotions carried out by the company are able to increase consumer purchase interest. Finally, in H5, the Purchase Interest variable (Z) is proven to have a positive and significant effect on Purchase Decisions (Y) with a path coefficient value of 0.361, a T-Statistics value of 4.763, and a P-Value of 0.000. This finding shows that the higher the consumer's purchase interest, the greater the likelihood of consumers making a purchase decision.

Table 8. Indirect Path Coefficient

Hypothesis	Relationship between variables	Path Coefficient	T-Statistics	P-Value	Information
H1	X1 → Y → Z	0.048	1,816	0.036	Significant Positive
H2	X1 → Y → Z	0.251	4,020	0,000	Significant Positive

Note: X1 – Celebrity Endorsement, X2 – Promotion, Y – Purchase Decision, Z – Purchase Interest.

SmartPLS 4.0 Data Processing Results (2026)

Based on Table 8, the results of the indirect effect test show that the Purchase Intention (Z) variable acts as a mediating variable in the relationship between the independent variable and the dependent variable. In H1, Celebrity Endorsement (X1) is proven to have a positive and significant indirect effect on Purchase Decisions (Y) through Purchase Intention (Z) with a path coefficient value of 0.048, a T-Statistics value of 1.816 (>1.96), and a P-Value of 0.036 (<0.05). This shows that Celebrity Endorsement is able to increase consumer purchasing decisions by increasing purchase interest.

Furthermore, in H2, Promotion (X2) also has a positive and significant indirect influence on Purchasing Decisions (Y) through Purchase Interest (Z) with a path coefficient value of 0.251, a T-Statistics value of 4.020, and a P-Value of 0.000. These results indicate that effective promotions can increase consumer purchasing interest, which ultimately encourages purchasing decisions. Overall, the results of this test confirm that purchase intention plays a significant mediating role in the relationship between celebrity endorsements and promotions on purchasing decisions. Therefore, enhancing celebrity endorsement strategies and appropriate promotions will be more effective in influencing purchasing decisions if

accompanied by efforts to first increase consumer purchase intention.

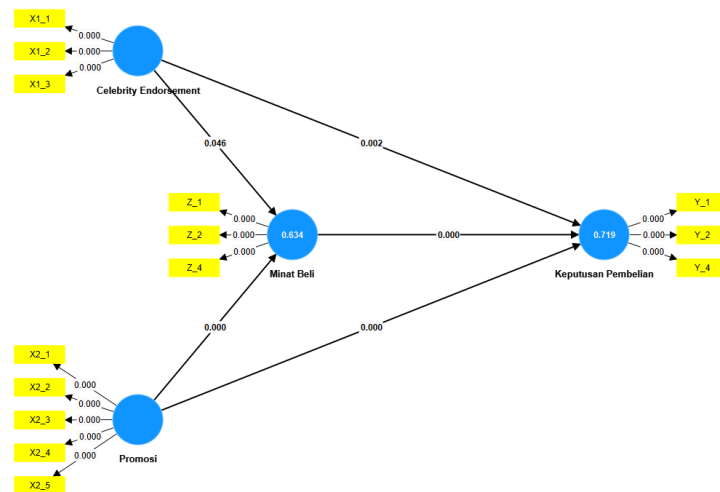


Figure 2. Bootstrapping Test Model Framework Test Results
Source: SmartPLS 4.0 Data Processing Results (2026)

Discussion

Celebrity Endorsement to Interest Buy

These findings indicate that the use of Celebrity Endorsement can increase consumer purchase interest in the product offered. Effective Celebrity Endorsement, such as celebrities who have credibility, attractiveness, and suitability for the product, can attract consumer attention and foster initial interest in the product. This interest encourages consumers to seek further information and consider the product, thereby increasing purchase interest. From the TPB perspective, Celebrity Endorsement acts as an external factor that shapes consumer attitudes toward a product. When consumers have a positive attitude due to the influence of a trusted and admired public figure, their intention or interest to purchase the product will be stronger. The results of this study are in line with the research of (Firman et al., 2021; Tarigan et al., 2023), who stated that celebrity endorsements have a positive and significant effect on consumer purchase intention. This confirms the finding that celebrity endorsements are an effective marketing strategy in building purchase intention.

Celebrity Endorsement to Decision Purchase

A high coefficient value indicates that Celebrity Endorsement is a dominant factor in influencing consumer purchasing decisions. Celebrity Endorsement not only creates interest but also builds consumer trust in the product. Consumers tend to feel more confident in purchasing products promoted by reputable public figures, so that purchasing decisions can be formed directly. In TPB, purchasing decisions are the realization of behavioral intentions. Celebrity Endorsement strengthens positive attitudes and subjective norms, where consumers feel socially compelled to follow the choices of celebrities they admire, resulting in purchasing decisions. This finding is consistent with research by (Aqilah et al., 2022; Bukit et al., 2023; Lina & Angela, 2023) which stated that Celebrity Endorsement has a positive and significant effect on purchasing decisions, especially for products that require a high level of trust from consumers.

Promotion to Interest Buy

This indicates that the promotion carried out by the company is able to increase

consumer purchase interest. Attractive, informative, and persuasive promotions can increase consumer awareness of the product and provide a psychological incentive to try the product. The more intense and targeted the promotion carried out, the higher the consumer purchase interest. In the TPB framework, promotion functions as a factor in forming attitudes and perceived behavioral control. Clear and attractive promotional information makes consumers feel more confident and able to purchase the product, so that purchase interest increases. These results are in line with research (Br.T & Purnama, 2025; Marsyaf, 2021; Nida Nur Anbiya & Aning Sofyan, 2022) which concluded that promotion has a positive and significant effect on consumer purchase interest.

Promotion to Decision Purchase

These results indicate that promotions can encourage consumers to make purchasing decisions. Promotions that provide special offers, discounts, or information about product added value can accelerate the consumer decision-making process. Consumers perceive greater benefits and are therefore encouraged to make purchases immediately. In the TPB, promotions strengthen behavioral intentions by increasing positive attitudes and perceived behavioral control. Consumers perceive purchasing as easier and more profitable, resulting in faster purchase decisions. These findings support the research findings of (Lestira et al., 2021; Pahmi et al., 2023), which state that promotions have a positive and significant effect on purchasing decisions.

Interest Purchase to Decision Purchase

This indicates that the higher a consumer's purchase intention, the greater the likelihood of a purchase decision. Purchase intention is a psychological stage before consumers actually make a purchase. When purchase intention is strongly formed, consumers tend to realize it in the form of a purchase decision. In the TPB, purchase intention is an intention that is the main predictor of actual behavior. The stronger the intention, the greater the chance of consumers making a purchase. The results of this study are in line with (Chaniago et al., 2023; Fadhillah et al., 2025) who stated that purchase intention has a significant effect on purchase decisions.

Celebrity Endorsement Concerning Purchase Decisions Through Purchase Intention

This indicates the mediating role of Purchase Intention. Celebrity Endorsement is able to increase purchase intention first, which then encourages consumers to make a purchase decision. Thus, purchase intention is an important mechanism in bridging the influence of Celebrity Endorsement on purchase decisions. In TPB, Celebrity Endorsement forms a positive attitude that increases intention (purchase interest), then this intention is manifested in actual behavior in the form of a purchase decision. This finding is in line with (Firman et al., 2021; Tarigan et al., 2023) who stated that mediating variables can strengthen the influence of Celebrity Endorsement on purchase decisions or intention.

Promotion to Decision Purchase Through Interest Buy

This proves that Purchase Intention acts as a strong mediating variable. Effective promotions increase consumer purchase intention, which then encourages consumers to realize that interest in the form of a purchase decision. In TPB, promotions shape attitudes and perceived behavioral control that increase intention. This intention then becomes the main basis for forming a purchase decision. These results are in line with research by (Ayumi & Budiarmo, 2021) which confirm that promotions influence purchasing decisions by increasing purchase intention.

CONCLUSION

Based on the results of the analysis and discussion of research on the influence of Celebrity Endorsement and Promotion on Purchasing Decisions with Purchase Intention as an intervening variable at the Nadia Roti Bakery Store in Bandar Lampung, it can be concluded that all research hypotheses are accepted. Celebrity Endorsement is proven to have a positive and significant effect on Purchase Intention and Purchase Decisions, which shows that the credibility, attractiveness, and suitability of public figures with products are able to build trust and encourage consumers to make purchases. Promotion also has a positive and significant effect on Purchase Intention and Purchase Decisions, which confirms that the intensity and quality of promotions are able to increase interest and encourage consumer purchasing decisions. In addition, Purchase Intention is proven to have a positive and significant effect on Purchase Decisions and acts as an intervening variable that mediates the influence of Celebrity Endorsement and Promotion on Purchase Decisions. This shows that increasing purchase decisions will be more optimal if the marketing strategy is first able to build consumer purchasing interest.

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