



## Celebrity Credibility, Social Media Influence, and Purchase Intention: The Mediating Role of Trustworthiness and Perceived Quality on Kopi Kenangan Instagram

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**Abstract**

**Background:** The Indonesian coffee beverage industry continues to grow, particularly among young consumers who are active on social media. Through Instagram, Kopi Kenangan collaborates with celebrities and influencers to strengthen brand image, build trust, and increase purchase intention. However, negative public perceptions of celebrity endorsers may reduce trust, perceived quality, and consumers' willingness to buy.

**Objective:** This study aims to analyze the influence of celebrity credibility, celebrity attractiveness, and social media influence on trustworthiness, perceived quality, and purchase intention toward Kopi Kenangan products on Instagram.

**Methods:** This study used a quantitative survey approach with non-probability sampling. Data from 385 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The measurement model met reliability and validity criteria, with all outer loadings above 0.708, Composite Reliability values above 0.70, AVE values above 0.50, and HTMT values below 0.85.

**Results:** The findings showed that social media influence ( $\beta = 0.565$ ,  $p < 0.001$ ) and celebrity credibility ( $\beta = 0.308$ ,  $p < 0.001$ ) significantly influenced trustworthiness, while celebrity attractiveness had no significant effect. Perceived quality was strongly influenced by social media influence ( $\beta = 0.762$ ,  $p < 0.001$ ) and significantly affected purchase intention ( $\beta = 0.556$ ,  $p < 0.001$ ). Trustworthiness also significantly influenced purchase intention ( $\beta = 0.151$ ,  $p = 0.035$ ).

**Conclusion:** Purchase intention toward Kopi Kenangan is more effectively increased through perceived quality and trust, driven mainly by social media influence and celebrity credibility rather than celebrity attractiveness.

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### INTRODUCTION

Kopi Kenangan is a modern coffee shop chain established in 2017 in Jakarta and operates under PT Bumi Berkah Boga. The company was founded by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa, with the vision of delivering high-quality Indonesian coffee through a fast, practical, and affordable grab-and-go concept. Since its inception, Kopi Kenangan has been committed to becoming a local brand with international standards through product innovation and a strong digital approach in its marketing activities (Sandrina, 2026).

Society 5.0 emerges as a response to the challenges of the Industrial Revolution 4.0 through the creation of new value based on advanced technological development. This concept

aims to reduce social and economic inequality, supported by superior human resources and adequate digital infrastructure as essential requirements for its implementation (Wahyuningtyas et al., 2022). The rapid development of social media has transformed how companies market their products and shape modern consumer behaviour (Lisun et al., 2024). Marketers use digital technologies to influence individual behaviour as part of strategies to persuade consumers to purchase their products. Interactive technologies are specifically utilized to shape consumer behaviour and increase purchase intention (Indrawati et al., 2022; Sugiat et al., 2020).

Instagram, which is highly popular across various demographics, serves as a strategic channel for companies to engage with young customers through creative content and celebrity endorsements. In today's highly visual and interactive digital market, this phenomenon has driven changes in digital marketing strategies. Companies increasingly compete by leveraging celebrities and influencers to enhance branding and strengthen product competitiveness. Businesses are also increasingly utilizing social media for various marketing activities, such as advertising, customer engagement, customer relationship management, and internal communication among employees. The increasing convenience and importance of social media have made it more popular, encouraging marketers to focus more on social media-based marketing strategies (Prasetio et al., 2022).

A Jakpat survey shows that coffee consumption habits in Indonesia remain strong, with one in two people regularly consuming instant milk coffee in 2025. This indicates a consumer preference for practical and easily accessible products, which aligns with the characteristics of "Kopi Kenangan" as a ready-to-drink instant milk coffee. In this context, these preferences can be influenced by celebrity credibility and consumer appeal on Instagram, which may increase customer trust in product quality and encourage purchase behaviour.

As a popular coffee brand in Indonesia, Kopi Kenangan has implemented effective digital marketing strategies, particularly through Instagram. Celebrity endorsements and viral content on the platform have been proven to enhance customer trust, perceived quality, and purchase intention. Data shows that Kopi Kenangan has thousands of followers on social media and a high level of engagement. Several promotional photos and videos have increased the brand's popularity among young consumers.

Advertisements are presented in attractive and visually appealing styles in these posts. Each post features celebrities with strong attractiveness, credibility in lifestyle representation, and alignment with Kopi Kenangan's contemporary and premium brand image.

This campaign demonstrates how Kopi Kenangan utilizes social media, especially Instagram, to build emotional relationships with consumers through trusted and well-liked celebrities. Instagram is chosen as the research platform because celebrities or brand ambassadors appear more frequently and are more active on Instagram compared to other social media platforms, resulting in higher engagement and consumer trust. The presence of celebrities on Instagram significantly increases trustworthiness toward the brand, perceived quality, and consumer purchase intention.

The novelty of this study lies in three contributions. First, it examines the dual mediating roles of Trustworthiness and Perceived Quality simultaneously in the celebrity endorsement-purchase intention pathway, extending beyond single-mediator models prevalent in existing literature. Second, it contextualizes the Source Credibility Theory within the Indonesian ready-to-drink coffee market on Instagram, a product category and platform combination not previously investigated. Third, it differentiates between celebrity credibility and celebrity attractiveness effects on trust formation, providing empirical evidence that challenges the assumption of uniform celebrity attribute influence on consumer behavior.

This phenomenon is relevant to study because marketing strategies based on celebrity endorsement and social media influence have become one of the most effective approaches in attracting the attention of young, social media-active consumers. Therefore, Kopi Kenangan can use celebrities and its Instagram platform as the basis for analysis to understand the extent to which celebrity credibility, attractiveness, and social media influence shape consumer perceptions.

One important factor in shaping consumer perception of products is celebrity credibility, which consists of expertise, trustworthiness, and attractiveness. Based on the Source Credibility

Theory Hovland & Weiss in Serman (2023), the more credible a celebrity endorser is, the greater the consumer trust and purchase intention toward the promoted product. The Source Credibility Theory explains that the level of expertise, trustworthiness, and attractiveness of a message source significantly influences communication effectiveness. In the context of social media, celebrity credibility determines the extent to which audiences accept advertisements and influences purchasing decisions. Celebrities with positive reputations and high levels of expertise can increase customer trust and encourage purchase intention (AlFarraj et al., 2021).

Celebrity attractiveness significantly influences public perception of product quality and purchasing decisions. According to the Halo Effect theory, one characteristic such as physical attractiveness or a public figure's style can lead to more favorable judgments of other attributes, including product quality (Jain et al., 2024). In other words, when a celebrity has characteristics or a lifestyle associated with a brand, consumers tend to evaluate the product more positively. This phenomenon demonstrates how celebrity attractiveness shapes consumer perception through visual and emotional associations attached to public figures (Min et al., 2019).

Moreover, celebrity attractiveness has a stronger influence on purchasing decisions due to advances in social media. Because of algorithms that display user interactions and visual content in real time, social media especially Instagram has become an ideal platform for marketing and promotion (Aprianingsih et al., 2020). Instagram is chosen in this study because celebrities or brand ambassadors are more visible and active on this platform compared to others, allowing greater engagement and consumer trust. This phenomenon also enhances perceived quality and purchase intention, particularly in Indonesia, where Instagram is widely used for brand promotion and product image building. Previous empirical studies have produced inconsistent findings regarding celebrity endorsement effectiveness.

AlFarraj (2021) found that both celebrity credibility and attractiveness significantly influence purchase intention in the aesthetic dermatology industry, whereas Febriati (2020) reported that celebrity credibility has a stronger effect than attractiveness when mediated by brand image. Conversely, Lili (2022) demonstrated that celebrity attractiveness exerts a stronger influence on purchase intention than credibility in the context of general consumer products. These contradictory findings suggest that the relative importance of celebrity attributes may be contingent upon product category, cultural context, and platform characteristics. Similarly, regarding social media influence, Hossain (2025) found significant direct effects on purchase intention for natural beauty care products, while other studies have reported that social media influence operates primarily through mediating variables rather than directly affecting purchase decisions. These inconsistencies justify the need for context-specific investigation of these relationships within the Indonesian coffee market on Instagram.

Celebrity attractiveness refers to the extent to which consumers recognize and trust celebrities or public figures who possess a distinctive image in society (Khalid & Yasmeen, 2019; Lord et al., 2019). A celebrity's characteristics are typically reflected in their lifestyle, personality, and unique appeal that differentiate them from others. In addition, celebrities often have high social popularity and are widely acknowledged for their achievements across various fields, including entertainment, sports, and the arts (Moraes et al., 2019).

Social media is a technology-centered ecosystem in which individuals, companies, and organizations are interconnected to engage in various behaviors, interactions, and exchanges. Today, social media has become both widespread and culturally significant (Almazrouei et al., 2021). Influencers are individuals who create and distribute content to audiences they have built on social media platforms. This category includes well-known celebrities, reality stars, and other types of influencers (Grau, 2022).

Social media has evolved beyond a platform for entertainment or communication into a technology-driven community (Grau, 2022). Within this ecosystem, individuals, businesses, and groups are connected through diverse interactions and data exchanges. Due to its cultural relevance, social media plays a crucial role in digital marketing strategies.

Based on previous studies, regarding the influence of celebrity credibility as a brand ambassador on purchase intention Febriati (2020) and Rahmanisah (2022) define the credibility of brand ambassadors particularly celebrities serving as brand ambassadors as the extent to which the public perceives a brand ambassador to possess sufficient knowledge about a specific

topic and to be trustworthy in conveying accurate and convincing information regarding the promoted brand or product (Nyamakanga et al., 2019).

According to Grau (2022), credibility generally explains how positive characteristics of a communicator influence the audience’s acceptance of a message. In *The Role of Social Media Influencer Marketing in Building Brands*, source credibility is identified as a critical factor in marketing communication effectiveness, particularly when messages are delivered by endorsers or celebrities. It determines how effectively marketing messages are received and processed by audiences.

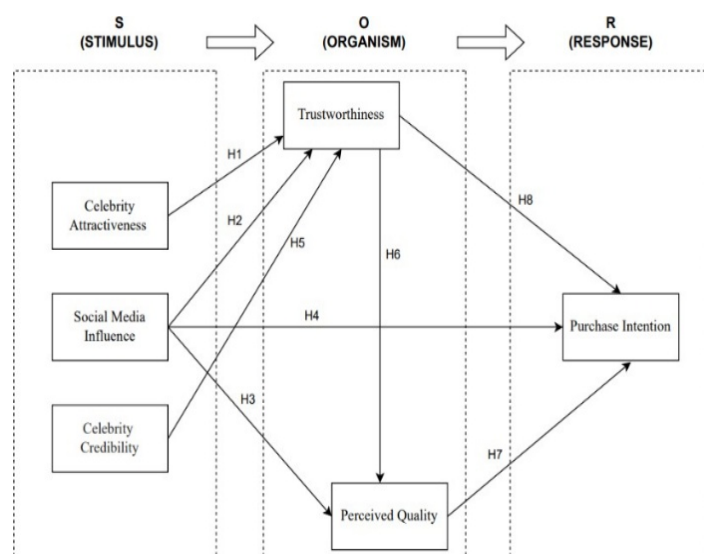
In a branding context, brand trust is defined as the degree of consumer confidence that a brand will fulfill its promises, deliver value, and act consistently in the consumer’s best interest (Shin et al., 2019). It includes dimensions such as credibility (the brand’s ability to provide accurate information), benevolence (the brand’s goodwill toward consumers), and integrity (consistency in brand behavior). This trust is essential for long-term loyalty and for reducing perceived consumer risk (Colquitt & Baer, 2023).

Perceived quality refers to consumers’ subjective evaluation of how superior a product or service is, compared to its objective characteristics. This evaluation is shaped by how consumers assess product benefits, compare them with the costs incurred, and determine whether the product meets or exceeds expectations. Perceived quality plays a significant role in purchase decisions, brand loyalty, and brand equity development, as higher perceived quality strengthens consumer trust and preference toward a brand (Lili et al., 2022). Understanding the factors that influence perceived quality is essential, as it is shaped by product features, user experience, and brand perception, all of which collectively form consumers’ judgments of quality.

According to Indrawati (2023), purchase intention refers to consumers’ behavioral intention or desire to buy a product after evaluating information and experiences obtained from both personal sources and digital media such as electronic word-of-mouth (eWOM). It represents the consumer’s mental readiness to perform a purchase in the future after forming a positive attitude toward a product or brand.

In consumer behavior literature, purchase intention is understood as an individual’s willingness, plan, or tendency to acquire goods or services based on information evaluation, experience, and favorable attitudes toward a brand. It is considered the final stage in the decision-making process before actual purchase behavior occurs (Shastri, 2021).

Purchase intention emerges when consumers have evaluated available information and developed a preference for a specific brand. At this stage, it reflects conative behavior, meaning an internal motivation to act based on established attitudes and perceptions. Consumers who receive credible information from social media or online reviews (eWOM) are more likely to develop stronger purchase intentions toward a product.



**Figure 1.** Research Framework

Source: (Hossain et al., 2025)

### Research hypotheses

- 1) H1 There is a significant effect of Celebrity Attractiveness on Trustworthiness in Kopi Kenangan products.
- 2) H2 There is a significant effect of Instagram Social Media on consumer Trustworthiness of Kopi Kenangan products.
- 3) H3 There is a significant effect of Instagram Social Media on Perceived Quality of Kopi Kenangan products.
- 4) H4 There is a significant effect of Instagram Social Media on Purchase Intention of Kopi Kenangan products.
- 5) H5 There is a significant effect of Celebrity Credibility on Trustworthiness in Kopi Kenangan products

This study has both academic and practical significance. Practically, the findings can help Kopi Kenangan and other local brands develop more effective digital promotion strategies by selecting celebrities and influencers that align with brand image. Academically, this research contributes to the literature on digital marketing, influencer credibility, and consumer behaviour in the social media era, particularly on Instagram, which has become a central hub of urban consumption trends.

The focus of this study is to analyze the influence of Celebrity Credibility, Attractiveness, and Social Media Influence on Trustworthiness, Perceived Quality, and Purchase Intention for Kopi Kenangan on Instagram. The main objective is to identify the most dominant factors affecting consumer purchase intention, thereby providing strategic recommendations for optimizing Kopi Kenangan's digital marketing in the social media era.

Based on the research problem, the objectives of this study are as follows: (1) To determine the significant effect of Celebrity Attractiveness on Trustworthiness of Kopi Kenangan products, (2) to determine the significant effect of Instagram Social Media on consumer Trustworthiness toward Kopi Kenangan products, (3) to determine the significant effect of Instagram Social Media on Perceived Quality of Kopi Kenangan products, (4) to determine the significant effect of Instagram Social Media on Purchase Intention of Kopi Kenangan products, (5) to determine the significant effect of Celebrity Credibility on Trustworthiness of Kopi Kenangan products, (6) to determine the significant effect of consumer Trustworthiness on Perceived Quality of Kopi Kenangan products, (7) to determine the significant effect of Perceived Quality on Purchase Intention of Kopi Kenangan products, and (8) to determine the significant effect of consumer Trustworthiness on Purchase Intention of Kopi Kenangan products.

### METHOD

This study employed a quantitative research approach with an explanatory design to examine the relationships among Celebrity Attractiveness, Celebrity Credibility, Social Media Influence, Trustworthiness, Perceived Quality, and Purchase Intention toward Kopi Kenangan products on Instagram. The quantitative approach was selected because it enables the measurement of causal relationships among variables and facilitates hypothesis testing using statistical procedures. The research population consisted of Instagram users who were familiar with Kopi Kenangan products and had been exposed to promotional content featuring celebrities or influencers on the brand's Instagram account. Data were collected through an online questionnaire distributed using Google Forms. A non-probability sampling technique, specifically purposive sampling, was applied to ensure that respondents met the established criteria, namely: (1) being at least 17 years old, (2) actively using Instagram, (3) knowing the Kopi Kenangan brand, and (4) having viewed promotional content related to Kopi Kenangan on Instagram. A total of 385 valid responses were obtained and used for further analysis.

The measurement instrument consisted of structured questionnaire items assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The constructs of Celebrity Attractiveness, Celebrity Credibility, Social Media Influence, Trustworthiness, Perceived Quality, and Purchase Intention were adapted from established studies in the marketing and consumer behavior literature. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software.

The analysis procedure involved evaluating the measurement model (outer model) through tests of convergent validity, discriminant validity, and construct reliability, followed by evaluation of the structural model (inner model) using the coefficient of determination ( $R^2$ ), predictive relevance, goodness-of-fit assessment, and hypothesis testing through the bootstrapping technique. Hypotheses were considered significant when the t-statistic exceeded 1.96 and the p-value was less than 0.05, indicating a statistically significant relationship among the variables under investigation. This analytical approach was chosen because PLS-SEM is suitable for complex models involving multiple latent variables and mediating relationships, while also accommodating data that may not fully satisfy multivariate normality assumptions.

To address potential common method bias, Harman's single-factor test was conducted, revealing that the first unrotated factor explained 37.8% of total variance, below the 50% threshold (Podsakoff et al., 2003). Additionally, a full collinearity VIF assessment was performed following Kock (2015), with all VIF values below 3.3, confirming the absence of significant common method bias.

## RESULTS AND DISCUSSION

### Results

In this study, data were collected and processed from 386 respondents through Google Forms. Out of the total respondents, 385 were considered valid after data validation, meeting the minimum required sample size. The findings are presented in the following sections. Based on respondents' awareness of the Kopi Kenangan brand, all 385 respondents (100%) indicated that they were familiar with the brand, confirming that all participants met the research criteria. Regarding Instagram usage, all respondents (100%) stated that they actively use or have used Instagram, demonstrating that the participants were relevant users of the platform as the primary medium examined in this study. In terms of gender distribution, the majority of respondents were female, consisting of 252 respondents (65.5%), while 133 respondents (34.5%) were male, indicating that the sample was dominated by female participants.

Based on age characteristics, most respondents were within the 17–22 years age group (275 respondents; 71.4%), followed by respondents aged 23–27 years (80 respondents; 20.8%), while other age categories represented smaller proportions, showing that the sample mainly consisted of young consumers. Regarding educational background, the majority of respondents had a senior high school/vocational education level (256 respondents; 66.5%), followed by bachelor's degree holders (102 respondents; 26.5%), diploma holders (19 respondents; 4.9%), and a small number of respondents with master's and doctoral degrees. In terms of occupation, most respondents were students (296 respondents; 76.9%), followed by private employees (45 respondents; 11.7%), unemployed individuals (21 respondents; 5.5%), civil servants (14 respondents; 3.6%), and entrepreneurs (9 respondents; 2.3%). These characteristics indicate that the respondents were predominantly young students and active social media users, making them suitable for examining the influence of celebrity endorsement and Instagram marketing activities on consumer perceptions and purchase intention toward Kopi Kenangan products.

### *Descriptive Analysis*

The descriptive analysis of research variables shows that all variables were categorized as "Agree," indicating positive perceptions among respondents toward Kopi Kenangan's marketing activities and products. For Celebrity Attractiveness, the total score obtained was 7,778 out of a maximum score of 9,625, resulting in a percentage of 80.810%, which falls within the "Agree" category (68.01%–84.00%). This indicates that respondents generally perceived the attractiveness of celebrities featured in Kopi Kenangan's Instagram promotions positively. Meanwhile, Celebrity Credibility obtained a total score of 7,609 out of 9,625, with a percentage of 79.055%, also categorized as "Agree," suggesting that respondents considered the endorsing celebrities to be credible, trustworthy, and capable of effectively conveying promotional messages.

The Social Media Influence variable achieved a score of 7,369 out of 9,625, equivalent to 76.561%, indicating that respondents perceived Instagram as having a positive influence on their consumer behavior. Furthermore, Trustworthiness obtained a score of 7,298 out of 9,625, with a

percentage of 75.823%, reflecting a positive level of consumer trust toward Kopi Kenangan products. For Perceived Quality, the total score reached 8,962 out of 11,550, resulting in 77.593%, which indicates that respondents agreed that Kopi Kenangan provides good product quality in terms of taste, reliability, and satisfaction. Finally, Purchase Intention recorded a score of 6,145 out of 7,700, equivalent to 79.805%, categorized as “Agree,” demonstrating that respondents showed a relatively high intention to purchase Kopi Kenangan products through Instagram. Overall, these findings indicate that celebrity endorsement, social media influence, consumer trust, perceived quality, and purchase intention toward Kopi Kenangan received positive evaluations from respondents.

### **Partial Least Squares Structural Equation Modeling (PLS-SEM)**

#### *Structural Model Evaluation*

According to Hair (2021), structural model evaluation includes several stages, one of which is the coefficient of determination ( $R^2$ ), which indicates the explanatory power of the model.

#### *Coefficient of Determination ( $R^2$ )*

**Table 1.** Coefficient of Determination ( $R^2$ )

Variable	R Square	Adjusted R Square
Perceived Quality	0.581	0.580
Purchase Intention	0.602	0.599
Trustworthiness	0.708	0.705

The  $R^2$  value for Perceived Quality (0.581) indicates that 58.1% of its variance is explained by the independent variables, representing a moderate level. For Purchase Intention (0.602), 60.2% of variance is explained, also indicating a moderate-to-strong level. For Trustworthiness (0.708), 70.8% of variance is explained, indicating a strong explanatory power. Overall, the model demonstrates moderate to strong explanatory capability, particularly for Trustworthiness.

#### *Goodness of Fit (GoF)*

Based on Tenenhaus et al. (2005), GoF is calculated as:

- Average AVE = 0.646
- Average  $R^2$  = 0.630

$$\text{GoF} = \sqrt{(0.646 \times 0.630)} = \sqrt{0.407} \approx 0.638$$

This value exceeds 0.36, indicating a large model fit, meaning the model has strong overall explanatory and predictive relevance.

#### *Hypothesis Testing*

Hypothesis testing was conducted using the bootstrapping method in SmartPLS (Hair et al., 2021). The criteria are:

- t-statistic  $\geq 1.96$  and p-value  $\leq 0.05$  → significant (accepted hypothesis)
- otherwise → not significant (rejected hypothesis)

### **Results of Hypothesis Testing**

**Table 2.** Results of Hypothesis Testing

Relationship	Coefficient	T-stat	P-value	Result
Celebrity Attractiveness → Trustworthiness	0.038	0.781	0.435	Not significant
Celebrity Credibility → Trustworthiness	0.308	6.040	0.000	Significant
Perceived Quality → Purchase Intention	0.556	7.052	0.000	Significant
Social Media Influence → Perceived Quality	0.762	29.542	0.000	Significant
Social Media Influence → Purchase Intention	0.105	1.309	0.191	Not significant
Social Media Influence → Trustworthiness	0.565	16.783	0.000	Significant
Trustworthiness → Purchase Intention	0.151	2.112	0.035	Significant

### **Hypothesis Interpretation**

1. H1 is rejected: Celebrity Attractiveness does not significantly affect Trustworthiness.
2. H2 is accepted: Social Media Influence significantly affects Trustworthiness.
3. H3 is accepted: Social Media Influence significantly affects Perceived Quality.
4. H4 is rejected: Social Media Influence does not significantly affect Purchase Intention.
5. H5 is accepted: Celebrity Credibility significantly affects Trustworthiness.
6. H6 is accepted: Trustworthiness significantly affects Perceived Quality.
7. H7 is accepted: Perceived Quality significantly affects Purchase Intention.
8. H8 is accepted: Trustworthiness significantly affects Purchase Intention.

### **Discussion**

The findings of this study demonstrate that social media influence and celebrity credibility play pivotal roles in shaping consumer trustworthiness toward Kopi Kenangan products on Instagram, whereas celebrity attractiveness does not significantly influence trust. These results reinforce the fundamental assumptions of Source Credibility Theory, which emphasizes that expertise and credibility are more influential than physical attractiveness in persuading consumers. In the context of digital marketing, consumers appear to evaluate endorsers based on their authenticity, knowledge, and reliability rather than merely on their visual appeal. This finding is consistent with AlFarraj et al. (2021), who argued that credible endorsers enhance consumer confidence by reducing uncertainty and increasing the persuasive power of marketing communications.

The insignificant relationship between celebrity attractiveness and trustworthiness suggests that the effectiveness of celebrity endorsements in the coffee beverage industry is not determined solely by physical appearance. Instead, consumers increasingly expect celebrities to demonstrate genuine product experience and authentic recommendations. This result contrasts with the Halo Effect perspective, which proposes that attractive celebrities generate more favorable product evaluations but supports recent studies indicating that attractiveness alone is insufficient to establish long-term consumer trust, particularly for frequently purchased products such as coffee.

Another important finding is that social media influence strongly affects perceived quality, indicating that Instagram serves as an effective platform for communicating product value and quality attributes. Interactive content, customer engagement, and consistent brand communication strengthen consumers' perceptions of product quality. However, social media influence does not directly increase purchase intention, implying that consumers do not immediately translate exposure to promotional content into purchasing behavior. Instead, social media primarily functions as a mechanism for developing favorable perceptions, which subsequently encourage buying decisions through trustworthiness and perceived quality. This finding supports the mediating role proposed in this study and aligns with previous research suggesting that digital marketing effectiveness depends on psychological mechanisms rather than direct behavioral responses.

Furthermore, trustworthiness significantly influences both perceived quality and purchase intention, while perceived quality exerts the strongest direct effect on purchase intention. These findings indicate that consumers who perceive Kopi Kenangan as trustworthy are more likely to evaluate its products positively, thereby increasing their willingness to purchase. Trust reduces perceived risk and strengthens confidence in product performance, ultimately enhancing purchase intention. The relatively high explanatory power of the structural model further indicates that the proposed framework effectively captures consumer decision-making in Instagram-based marketing. Practically, these results suggest that Kopi Kenangan should prioritize collaborations with credible and authentic celebrities while continuously producing informative and engaging Instagram content that highlights product quality rather than relying solely on visually attractive endorsers. Such strategies are expected to strengthen consumer trust, improve perceived quality, and ultimately generate higher purchase intention among young digital consumers.

### CONCLUSION

This study concludes that consumer purchase intention toward Kopi Kenangan products is primarily shaped through trustworthiness and perceived quality rather than through direct social media influence or celebrity attractiveness. Based on SEM-PLS analysis, celebrity attractiveness was found to have no significant effect on trustworthiness, as indicated by a t-statistic of 0.781 and a p-value of 0.435. Similarly, Instagram social media did not directly influence purchase intention, with a t-statistic of 1.309 and a p-value of 0.191. However, Instagram social media significantly influenced consumer trustworthiness and perceived quality, with t-statistic values of 16.783 and 29.542, respectively, and p-values of 0.000. Celebrity credibility also had a significant effect on trustworthiness, as shown by a t-statistic of 6.040 and a p-value of 0.000. These findings indicate that in the coffee product category, credibility, expertise, authenticity, and consistent social media communication are more important in building consumer trust than physical attractiveness or popularity alone.

Furthermore, trustworthiness was proven to significantly affect perceived quality and purchase intention, while perceived quality also had a significant effect on purchase intention. These results show that consumer trust plays a crucial role in strengthening perceptions of product quality and encouraging purchase decisions. Theoretically, this study extends Source Credibility Theory by demonstrating that celebrity credibility has a stronger role than attractiveness in shaping consumer trust, while trustworthiness functions as an important mechanism in the relationship between social media influence and purchase intention. Practically, Kopi Kenangan and similar brands should prioritize credible, authentic, and knowledgeable endorsers, while developing social media content that emphasizes product quality, expertise, and genuine recommendations. This study is limited by its cross-sectional design, single-brand focus, and Instagram-specific context; therefore, future research should use longitudinal designs, compare multiple coffee brands, examine moderating factors such as consumer involvement and brand familiarity, and expand the analysis to platforms such as TikTok and YouTube.

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### AUTHOR CONTRIBUTION STATEMENT

Bunga Salsabila contributed to the formulation of the research topic, data collection, data processing, and initial manuscript preparation. Elvira Azis contributed to conceptual development, research supervision, methodological guidance, data analysis review, and manuscript refinement. Both authors participated in interpreting the findings, revising the manuscript, and approving the final version for publication.

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