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Interconnection: An Economic Perspective Horizon

Brand Trust, Celebrity Endorser, and Product Bundling on Purchasing Interest and Its Impact on Decisions to Purchase Starbucks Drink at Pekanbaru

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ABSTRACT

This research aims to determine and analyze the influence of brand trust, celebrity endorsers and product bundling on purchasing interest and purchasing decisions for Starbucks drinks at Pekanbaru. The population in this study is all residents of the city of Pekanbaru in 2023, the number of which is unknown. Furthermore, with a sampling technique using the Roscoe Formula, a sample size of 100 respondents will be obtained and an accidental sampling technique will be used in sampling. Data analysis in this study used the second-generation multivariate data analysis method or SEM (Structural Equation Model) using PLS (Partial Least Square). Based on the research results, the results show that brand trust has a positive and significant effect on buying interest, celebrity endorsers have a positive and not significant effect on buying interest, product bundling has a positive and not significant effect on buying interest, brand trust has a positive and significant effect on purchasing decisions, celebrity endorsers has a negative and insignificant effect on purchasing decisions, product bundling has a positive and insignificant effect on purchasing decisions and purchase interest has a positive and significant effect on purchasing decisions for Starbucks drinks Pekanbaru.

INTRODUCTION

The development of the business world itself follows cultural developments in Indonesia, where one of the cultural developments that also opens up the development of the business world is the coffee culture (Kersiati et al., 2023). According to Almadani in Kompasiana (2022), the trend of drinking coffee has become one of the most popular drinks in the world and is occurring among Generation Z in the 21st century in Indonesia. This trend has also led to the development of the coffee shop business as a gathering place that is most popular with young people, especially coffee drinkers.

Starbucks is one of the world's most well-known coffee drink brands and has been established since 1971 with a number of official outlets exceeding 30,000 units spread across 79 countries in the world. Where this company was founded by three founders who both love coffee and tea, namely Jerry Baldwin, Gordon Bowker and Zev Siegel in Seattle, United States and the name Starbucks itself comes from Herman Melville's classic novel, Moby Dick (ourstory.id, 2019). The first Starbucks Coffee Indonesia outlet was at Plaza Indonesia which was operated on May 17 2022 and it was recorded that as of January 2018, Starbucks had 326 branches located in all major cities in Indonesia. In Indonesia itself, Starbucks is under the auspices of PT Mitra Adi Perkasa Tbk (MAPI).

Even though it has been around for a long time in the world, Starbucks still has to improve (Sari et al., 2022) its marketing management, especially because of the intense competition which requires the creation of interesting things in order to compete with its competitors. In marketing management, the most important thing is related to consumers or customers, where the focus is to make consumers interested or decide to purchase products provided by a shop or company or known as creating purchasing decisions.

A purchasing decision is a process where consumers go through certain stages to purchase a product. However, the birth of a purchasing decision does not occur simply, but rather through a time-consuming process (Kholidah and Arifiyanto, 2020). Purchasing decisions greatly influence sales growth (Walentina & Anton, 2022)

in a company. If consumer decisions are good (Sinaga, 2024), it will also have a good impact on the company. However, there are many factors that can influence decision making, especially in purchasing, which factors must be an important concern for a business company.

On the other hand, Sulistiowati (2019) stated that with the rise of new startups in the coffee business which is currently a phenomenon due to the rise of brands (Amin et al., 2023) that want to beat Starbucks such as Janji Jiwa, Kopi Konichiwa, Fore, Kopi Soe, Kopi Lain Hati, Kopi Kenangan which currently This is mushrooming in the city center, especially the Pekanbaru area, making Starbucks Coffee's competition with other coffee shop brands (Özcan & Elçi, 2020) very tight. If you look at the Top Brand data, which is always different in each phase, this makes Starbucks management have to rack their brains in preparing marketing strategies to retain consumers and increase consumer buying interest. This is also supported by the results of a pre-survey regarding purchasing interest and purchasing decisions for Starbucks in Pekanbaru. The following are the results of a pre-survey conducted on 30 Starbucks consumers in Pekanbaru.

Table 1. Recapitulation of Starbucks Consumer Pre-Survey Results in Pekanbaru

| No | Question | Number of Question Answers | |
		Yes	No
1	Are you interested in buying products from Starbucks?	25 (83.33%)	5 (16.67%)
2	Did you decide to buy a Starbucks product after your interest in buying arose?	22 (73.33%)	8 (26.67%)

Source: Processed Data, 2023

Based on the table above, the results showed that 25 out of 30 people or 83.33% who were consumers had an interest in buying the product, while 5 others or 16.67% chose the answer no. Furthermore, 22 people or 73.33% decided to buy Starbucks Mall SKA Pekanbaru products and the remaining 8 people or 26.67% chose the answer not deciding to buy. The reason why consumers choose the answer of not being interested or not deciding to buy Starbucks products is because the price offered is too high and does not match the product received, there are many other competing products that are more attractive to buy and various other reasons. This shows that Starbucks needs to pay attention to the purchasing interests and purchasing decisions of consumers, especially those in Pekanbaru, because the key to the success of a company, especially in the field of food or beverage sales, lies in purchases from consumers.

Before a purchase decision occurs, consumers will usually show an interest in purchasing first. Buying interest itself is a feeling of interest or desire for an object that arises in an individual's self or attitude so that there is a series of positive behaviors in order to carry out purchasing decision activities (Gunawan, 2022). Where there are several aspects of buying interest, starting from the emergence of great attention from buyers towards a product or service (Akmal et al., 2023; Hidayat et al., 2022; Lukman et al., 2022; Nasution et al., 2022), then a feeling of interest that arises because of attention to the product, after consumers have interest there will be a desire to own the product. Finally, confidence in the product will emerge, which will ultimately lead (Imarni et al., 2022) to action to make a purchasing decision.

One aspect of buying interest is about confidence or trust in the brand. Brand trust is the initial key that a product offered under a certain brand by a company is reliable and if the brand of a product is reliable for consumers, then it is certain that consumers will have the intention (Habibi et al., 2022) to buy it (Rahayu, 2021). However, this view can have a positive or negative meaning, a consumer's positive view of a brand (Fajri et al., 2021) will automatically form good trust, and vice versa.

In this era, the use of popular celebrities will attract and be trusted by consumers, especially generation Z, who are known as celebrity endorsers. Celebrity endorsers are attractive figures and can advertise products, have good credibility so they can generate purchase intentions in people who see the advertisement and decide to buy the advertised product (Putri et al., 2023). A celebrity endorser needs to have credibility so that he can influence and create positive beliefs about the product.

Another marketing strategy is product bundling. Product bundling itself is defined as a marketing strategy where products are grouped together into two or more in one sales package at one price (Rahmawati, 2022). Product bundling will help a company sell products correctly, provided that it must have the right strategy in pairing the products to be bundled, so that it can achieve purchasing interest and purchasing decisions from consumers regarding the bundling.

The purpose of this research is to determine and analyze the influence of brand trust, celebrity endorsers, product bundling on purchasing interest and purchasing decisions and to determine and analyze the influence of purchasing interest on purchasing decisions for Starbucks drinks.

LITERATURE REVIEW

Buying decision

A purchasing decision is a process where consumers go through certain stages to purchase a product (Kholidah and Arifiyanto, 2020). There are three indicators in determining purchasing decisions (Lotte et al., 2023): (1) Product Steadiness, (2) Product Purchasing Habits and (3) Product Purchasing Speed.

Purchase Interest

Purchase interest is a feeling of interest or desire for an object that arises in an individual's self or attitude so that there is a series of positive behaviors in order to carry out purchasing decision activities (Gunawan, 2022). Purchase interest can be identified through several indicators (Kambolong et al., 2021), namely: (1) Transactional Interest, (2) Referential Interest, (3) Prefrential Interest and (4) Explorative Interest.

Brand Trust

Brand trust is the initial key that a product offered under a certain brand by a company is reliable and if the brand of a product is reliable for consumers, then it is certain that consumers will have the intention to buy it (Rahayu, 2021). The indicators of brand trust (Firmansyah, 2023) are: (1) Brand Reliability and (2) Brand Intention.

Celebrity Endorser

Celebrity endorsers are attractive figures and can advertise products, have good credibility so they can generate purchase intentions in people who see the advertisement and decide to buy the advertised product (Putri et al., 2023). The indicators for celebrity endorsers (Devi et al., 2023) are: (1) Visibility (Popularity of a Celebrity), (2) Credibility (Credibility of a Celebrity), (3) Attraction / Celebrity Attractiveness (Attractiveness of a Celebrity) and (4) Power / Celebrity Suitability.

Product Bundling

Product bundling is defined as a marketing strategy where products are grouped together into two or more in one sales package at one price (Rahmawati, 2022). Indicators of product bundling include (Rahmawati, 2022) namely: (1) Price Suitability, (2) Combination of Main and Supporting Products, and (3) Suitability of Needs.

The Influence of Brand Trust on Purchase Intention

Brand trust is the initial key that a product offered under a certain brand by a company is reliable and if the brand of a product is reliable for consumers, then it is certain that consumers will have the intention to buy it (Rahayu, 2021). However, this view can have a positive or negative meaning, a consumer's positive view of a brand will automatically form good trust, and vice versa if consumers have negative thoughts or views on a product brand, then the brand trust that is formed will also be bad. Meanwhile, buying interest is the desire to own a product that will arise if a consumer is influenced by the quality (Saputro et al., 2022) and qualities of a product as well as information (Sudarno et al., 2022) about the product (Kambolong et al., 2021).

Based on research from Laraswati and Setyawati (2022) it is concluded that brand trust has a positive and significant effect on buying interest, in contrast to research from Tria and Syah (2021) which concludes that brand trust has a positive and insignificant effect on buying interest, while research from Ningsih (2021) 2017) concluded that brand trust has a negative and insignificant effect on purchase intention.

H1: Brand Trust has a positive effect on Starbucks Purchase Interest in Pekanbaru.

The Influence of Celebrity Endorsers on Purchase Intention

Celebrity endorsers are attractive figures and can advertise products, have good credibility so they can generate purchase intentions in people who see the advertisement and decide to buy the advertised product (Putri et al., 2023). One of the factors in buying interest (Mursid and Palupiningtyas, 2022) is the reference group which is all groups that influence directly or indirectly consumer attitudes.

Based on research from Damayanti et al. (2021) it is concluded that celebrity endorsers have a positive and significant effect on buying interest, which is different from other research from Lusiyani and Isa (2021) which concludes that celebrity endorsers have a positive and insignificant effect on buying interest. Other research from Nugrah et al., (2023) concluded that celebrity endorsers have a negative and significant effect on buying interest, while research from Laraswanti and Setyawati (2022) concluded that celebrity endorsers have a negative and insignificant effect on buying interest.

H2: Celebrity Endorser has a positive effect on Starbucks Purchase Interest in Pekanbaru.

The Influence of Product Bundling on Purchase Intention

Product bundling is defined as a marketing strategy where products are grouped together into two or more in one sales package at one price (Rahmawati, 2022). This strategy will make the price more economical or cheaper than the total price of the unit packaging and can also be applied to any product that is not selling well or a new product that is less well known and in demand by consumers. One of the stages in buying interest is awareness, which is something that enters a person's thinking and is influenced by the product or service (Jacksen et al., 2021) itself (Kambolong et al., 2021).

Based on research from Subianto (2022), it was concluded that product bundling had a positive and significant effect on buying interest, while research from Jumaedi et al., (2017) concluded that product bundling had a positive and insignificant effect on buying interest.

H3: Product Bundling has a positive effect on Starbucks Purchase Interest in Pekanbaru.

The Influence of Brand Trust on Purchasing Decisions

Brand (Arif et al., 2021) trust is also defined as the brand's ability to be trusted, which originates from the consumer's belief that the product is able to fulfill the promised value and the brand's good intentions which are based on the consumer's belief that the brand is able to prioritize consumer interests (Gunawan et al., 2022). He also added that having good brand trust will have an impact on consumer perception, where consumers will have a positive impression and buy products because they believe in the brand of the product without needing to consider (Tantular et al., 2023) many things.

Based on research from Sigar et al., (2021) it is stated that brand trust has a positive and significant effect on purchasing decisions, while research from Halim and Cahyono (2022) concludes that brand trust has a positive and insignificant effect on purchasing decisions. Other research from Santoso et al., (2020) concluded that brand trust has a negative and significant effect on purchasing decisions, while research from Aprilia and Andarini (2023) concluded that brand trust has a negative and insignificant effect on purchasing decisions.

H4: Brand Trust has a positive effect on Starbucks Purchase Decisions in Pekanbaru.

The Influence of Celebrity Endorsers on Purchasing Decisions

Celebrity endorser is advertising which is quite common in carrying out promotions (Purnama et al., 2023) through explicit associations using celebrities or is also interpreted as one of the channels used by celebrities by expressing the words of consumers to carry out brand promotions based on the consumer's popularity and personality (Adriansyah et al., 2023) (Nim'ah et al., 2022). One of the roles (Abd et al., 2023) played by people in purchasing decisions (Saleh and Said, 2019) is that of influencers, namely people whose views and suggestions influence purchasing decisions.

Based on research from Kalangi et al., (2019), they concluded that celebrity endorsers had a positive and significant influence on purchasing decisions, in contrast to research from Hanif and Achmad (2021) which concluded that celebrity endorsers had a positive and insignificant influence on purchasing decisions. Other research from (Rahmawati et al., 2023) concluded that celebrity endorsers have a negative and significant influence on purchasing decisions, while Amrullah (2021) concluded that celebrity endorsers have a negative and insignificant influence on purchasing decisions.

H5: Celebrity Endorser has a positive effect on Starbucks Purchase Decisions in Pekanbaru.

The Influence of Product Bundling on Purchasing Decisions

Product bundling is also defined as the integration and sale of two or more separate products at various prices and product bundling takes longer if it is to be changed because it is related to the physical product and its design (Yuliari et al., 2021). The product bundling strategy will make the price more economical than the total price of the unit package, thereby enabling product purchasing decisions.

Based on research from Garbashanty and Sudaryanto (2023), it is concluded that product bundling has a positive and significant effect on purchasing decisions, while research from Dewi (2023) states that product bundling has a negative and insignificant effect on purchasing decisions.

H6: Product Bundling has a positive effect on Starbucks Purchase Decisions in Pekanbaru.

The Influence of Purchase Interest on Purchase Decisions

Purchase interest is the desire to own a product that will arise if a consumer is influenced by the quality and quality of a product as well as information about the product (Kambolong et al., 2021). The aspects that attract

buying interest include attention, namely the buyer's great attention to a product and the interest that arises because of attention to the product, then the desire to own the product and finally the confidence to make a purchasing decision (Gunawan, 2022).

Based on research from Solihin (2020), it is concluded that buying interest has a positive and significant effect on purchasing decisions, in contrast to research from Rakhmawati (2018) which concludes that buying interest has a positive and insignificant effect on purchasing decisions, while research from Hutri and Yuliviona (2022) concluded that buying interest has a negative and insignificant effect on purchasing decisions.

H7: Purchase Intention has a positive effect on Starbucks Purchase Decisions in Pekanbaru.
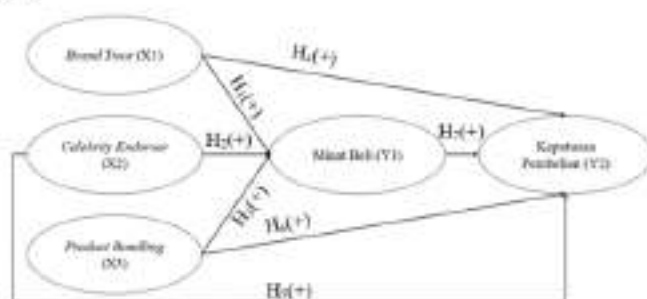
Research Framework

Figure 1. Framework of Thought

Source: Processed data, 2023

METHODOLOGY

Population and Sampling

The population in this study is the unknown number of Pekanbaru City residents in 2023. Meanwhile, the sample used in this research was taken using the Roscoe Formula and Accidental Sampling technique, totaling 100 samples or respondents.

Operational Research Variables

Table 2. Operational Variables

Variable	Indicator	Statement	Source	Scale
Purchase Interest (Y1)	Transactional Interest	I have an interest in buying Starbucks products.	(Kambolong et al., 2021)	Interval
		I have a tendency to buy Starbucks products.		
	Referential Interest	I tend to recommend Starbucks products		
		I am interested in recommending Starbucks products.		
	Preferential Interest	I have a preference for Starbucks products.		
		I have not changed my preference for Starbucks products.		
	Explorative Interest	I am looking for information about Starbucks products.		
		I prioritize positive information about Starbucks products		
Purchase Decision (Y2)	Product Stability	I feel Starbucks products are of good quality .	(Lotte et al., 2023)	Interval
		I feel that Starbucks products provide product quality that meets my needs.		
	Habits in Buying Products	I habitually choose Starbucks products to fulfill my product needs.		
		I feel that Starbucks products provide benefits (Renaldo et al., 2022) that make me continue to make purchases.		
	Speed in Purchasing Products	I quickly choose Starbucks products when I need them.		
		I find it easy to decide to buy products presented by Starbucks products.		
Brand Trust (X1)	Brand Reliability	I feel that Starbucks products have good brand reliability.	(Firmansyah, 2023)	Interval
		I feel that consumers of Starbucks products have confidence that their products can meet their needs.		
	Brand Awesomeness	I feel confident that Starbucks products put consumers' interests first.		

Variable	Indicator	Statement	Source	Scale
	(Brand Intention)	I feel like Starbucks products can solve problems that arise unexpectedly.		
Celebrity Endorser (X2)	Visibility (Popularity and a Celebrity)	I feel that the celebrity choice for Starbucks products, namely the South Korean girl group Blackpink, has high popularity.	(Devi et al., 2023)	Interval
		I feel like I am part of the celebrity fans of Starbucks product choice, namely the South Korean girl group Blackpink.		
	Crebility (Credibility of a Celebrity)	I feel that Starbucks product celebrities, namely the South Korean girl group Blackpink, have the skills and expertise to promote.		
		I feel that the celebrity chosen by Starbucks products, namely the South Korean girl group Blackpink, has credibility in promoting it.		
	Attraction/ Celebrity attractiveness	I feel that the celebrity choice for Starbucks products, namely the South Korean girl group Blackpink, has high endorsement appeal.		
		I feel that the celebrities chosen for Starbucks products, namely the South Korean girl group Blackpink, are interesting because they have the perception of an attractive physical appearance.		
	Power/ Celebrity Suitability	I feel that the celebrity choice for Starbucks products, namely the South Korean girl group Blackpink, has the ability to attract consumers.		
		I feel that the celebrities chosen by Starbucks products, namely the South Korean girl group Blackpink, are suitable for the products being promoted.		
Product Bundling (X3)	Price Match	I feel that the price of the packaged products offered by Starbucks products are appropriate.	(Rahmawati, 2022)	Interval
		I feel that the price of the products combined bundled by Starbucks is appropriate.		
	Merger of Main and Supporting Products	I feel that Starbucks' product strategy has combined main and supporting products.		
		I feel that the products selected by Starbucks are in line with consumer expectations.		
	Suitability of Needs	I feel that Starbucks products combine products based on consumer needs.		
		I feel that the combined product results from Starbucks suit my needs.		

Source: Processed data, 2023

Data analysis technique

Descriptive Analysis

Sugiyono (2014) states that descriptive analysis (Chandra et al., 2023; Lind et al., 2018; Sekaran & Bougie, 2016) is a statistical method used to analyze data by describing and illustrating the data that has been collected as it is without the intention of making generally accepted conclusions or generalizations. In this research there are 5 variables consisting of 3 exogenous (free) variables in this research, namely Brand Trust (X1), Celebrity Endorser (X2) and Product Bundling (X3) as well as 2 endogenous (bound) variables namely Purchase Interest (Y1) and Purchase Decision (Y2).

Partial Test (t Test)

Ghozali (2013) states that the partial or T test is used to determine the influence of the independent variable and the dependent variable partially. The analysis uses the confidence level $(1-\alpha)$ and degrees of freedom to determine the critical value. Where the test is by comparing the tcount value and ttable value or looking at the Pvalue (significance) of each so that it can be determined whether the hypothesis that has been made is significant using a one-tailed or one-tailed statistical test.

RESULT AND DISCUSSION

Based on the research results, a general description of the characteristics of the respondents was obtained as follows:

Table 3. Respondent Characteristics

Demographics	Category	Number of Respondents	%
Gender	Man	54	54
	Woman	46	46
	Total	100	100
Age	< 25 Years	38	38
	25 – 35 Years	32	32
	36 – 45 Years	18	18
	> 45 Years	12	12
	Total	100	100
Work	Doesn't work	6	6
	Office employees	48	48
	Entrepreneur	32	32
	Other	14	14
	Total	100	100
Income	< 5 Million	46	46
	5 – 10 Million	31	31
	10 – 20 Million	19	19
	> 20 Million	4	4
	Total	100	100
Visit Intensity	< 4x / Month	63	63
	4–8x / Month	28	28
	8-12x / Month	9	9
	> 12x / Month	0	0
	Total	100	100

Source: Processed data, 2023

Based on the table above where the total sample is 100 consumers, the majority are male with a total of 54 people or 54%. These results explain that more consumers of Starbucks Pekanbaru products are male than female. Furthermore, in terms of age, the majority have an age range < 25 years with a total of 38 people or 38%. These results explain that this age is the age for someone to become a consumer, especially at Starbucks Pekanbaru.

Then in terms of work (Elfita et al., 2022; Rusilawati, 2023; Sudarno et al., 2023), the majority work as office employees, namely 48 people or 48%. These results explain that the most dominant occupation of Starbucks consumers in Pekanbaru is office employees because office employees usually choose shopping centers, especially coffee shops, as a gathering place to hold meetings or just hang out with colleagues. Then in terms of income, the majority have income in the range < 5 million, namely 46 people or 46%. This explains that the highest income, especially for Starbucks consumers in Pekanbaru, is <5 million. This is in accordance with the UMK range in Pekanbaru City which is still within that range.

Finally, based on the table above, of the total sample of 100 consumers, the majority have a visit intensity of <4x / Month, namely 63 people or 63%. These results explain that the highest intensity of visits by a consumer to a coffee shop in the shopping center is around <4x / month, especially at Starbucks Pekanbaru.

Convergent Validity Test

Table 4. Loading Factor

Variable	Indicator	Loading Factor
Experiential Marketing	X1.1	0.775
	X1.2	0.839
	X1.3	0.743
	X1.4	0.860
Celebrity Endorser	X2.1	0.742
	X2.2	0.795
	X2.3	0.798
	X2.4	0.647
	X2.5	0.741
	X2.6	0.730
	X2.7	0.709

Variable	Indicator	Loading Factor
	X2.8	0.606
	X3.1	0.683
	X3.2	0.769
Product Bundling	X3.3	0.511
	X3.4	0.712
	X3.5	0.809
	X3.6	0.848
	Y1.1	0.819
	Y1.2	0.852
	Y1.3	0.838
Purchase Interest	Y1.4	0.869
	Y1.5	0.843
	Y1.6	0.862
	Y1.7	0.842
	Y1.8	0.876
	Y2.1	0.838
	Y2.2	0.783
Buying decision	Y2.3	0.818
	Y2.4	0.845
	Y2.5	0.887
	Y2.6	0.880

Source: Processed data, 2023

Based on the table above, it can be seen that the results have met convergent validity because all factor loadings are > 0.5 and it can be concluded that the convergent validity of all groups of endogenous constructs is valid.

Construct Reliability Test

Table 5. Construct Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
Brand Trust	0.921	0.744
Celebrity Endorser	0.897	0.524
Product Bundling	0.870	0.533
Purchase Interest	0.954	0.723
Buying Decision	0.936	0.710

Source: Processed Data, 2023

Based on the results of the validity and reliability tests of the measurement model (Sevendy et al., 2023), it can be concluded that all observed variables are valid in measuring the latent variables and the reliability of the measurement model is also good. This shows that the indicators are reliable in constructing the echogenic construct.

Formative Indicators

Table 6. Multicollinearity Test

Variable	Indicator	VIF
	X1.1	2.018
Brand Trust	X1.2	2.003
	X1.3	2.978
	X1.4	2.688
	X2.1	1.674
	X2.2	2.211
	X2.3	2.238
	X2.4	1.568
Celebrity Endorser	X2.5	2.078
	X2.6	1.843
	X2.7	2.084
	X2.8	1.948
Product Bundling	X3.1	1.520

Variable	Indicator	VIF
	X3.2	1.685
	X3.3	1.322
	X3.4	1.705
	X3.5	2.235
	X3.6	2.743
	Y1.1	3.232
	Y1.2	3.325
	Y1.3	3.781
Purchase Intention	Y1.4	3.852
	Y1.5	3.984
	Y1.6	3.703
	Y1.7	3.616
	Y1.8	4.111
	Y2.1	2.587
	Y2.2	1.995
	Y2.3	2.324
Buying Decision	Y2.4	2.998
	Y2.5	3.715
	Y2.6	4.349

Source: Processed Data, 2023

Based on the results of the multicollinearity test in the table above, it can be stated that there are no symptoms of multicollinearity between variables because the VIF value between the indicators is still below 10.

Inner Model Test (Structural Model)
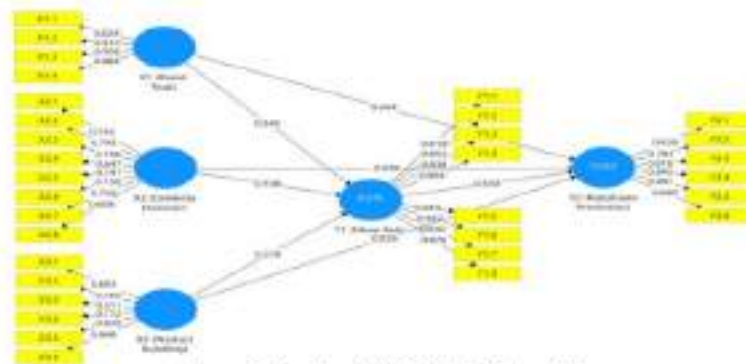
Figure 2. Results of SEM PLS Path Analysis

Source: SmartPLS 3.0 Processed Data, 2023

Based on the SmartPLS calculation results in the image above, the path analysis equations for structural models I and II can be obtained. Where the path analysis equation for structural model I is as follows:

$$Y1 = 0.343X1 + 0.108X2 + 0.279X3$$

Furthermore, the path analysis equation for structural model II is as follows:

$$Y2 = 0.554Y1 + 0.284X1 - 0.038X2 + 0.039X3$$

Coefficient of Determination (R2)

Based on the coefficient of determination test, the adjusted R-Square Purchase Interest value is 0.356 or 35.6%. This means that the Buying Interest variable at Starbucks at SKA Pekanbaru Mall is influenced by the Brand Trust, Celebrity Endorser and Product Bundling variables by 35.6%. Meanwhile, the remaining 64.4% was influenced by other factors not disclosed in this research.

Furthermore, the adjusted R-Square value for Purchase Decisions was 0.543 or 54.3%. This means that the Purchase Decision variable for Starbucks products in Pekanbaru is influenced by the Brand Trust, Celebrity

Endorser, Product Bundling and Purchase Interest variables by 54.3%. Meanwhile, the remaining 45.7% was influenced by other factors not disclosed in this research

Hypothesis Testing (Partial or t Test)

Table 7. Hypothesis Testing - Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Brand Trust => Purchase Interest	0.343	0.33	0.114	2.383	0.018	Sig
Brand Trust => Purchase Decision	0.284	0.292	0.116	2.440	0.015	Sig
Celebrity Endorser => Purchase Interest	0.108	0.134	0.124	0.873	0.383	Insig
Celebrity Endorser => Purchase Decision	-0.038	-0.036	0.097	0.393	0.695	Insig
Product Bundling => Purchase Interest	0.279	0.278	0.162	1.792	0.086	Insig
Product Bundling => Purchase Decision	0.039	0.041	0.104	0.378	0.706	Insig
Purchase Interest => Purchase Decision	0.554	0.536	0.102	5.419	0.000	Sig

Source: Processed Data, 2023

Discussion

The Influence of Brand Trust on Purchase Intention

Based on the results of the descriptive analysis, the average value of the brand trust variable score showed that the brand trust at Starbucks at the SKA Pekanbaru Mall was rated as very good by respondents. These results explain that brand trust has a very important role in influencing a person's buying interest when visiting a shop. coffee. Therefore, it can be said that brand trust must always be considered in order to attract someone's buying interest. Furthermore, based on the regression coefficient value of the brand trust variable which is positive, it is known that the brand trust variable has a positive relationship (Adrian et al., 2022) or influence on the purchase interest variable. This means that the higher a consumer's brand trust, the higher the consumer's buying interest. In addition, from the results of hypothesis testing, it was found that the brand trust variable had a significant effect on purchasing interest.

Based on the description above, it can be concluded that the first research hypothesis which states that brand trust has a positive effect on interest in purchasing Starbucks products in Pekanbaru is accepted. This is because brand trust is the initial key that a product offered under a certain brand by a company can be relied on. When the trust received is good or positive, a person will have an interest in making a purchase and the average consumer in Pekanbaru has trust or brand trust in Starbucks products, so it can easily increase buying interest. The results of this research are in accordance with research from Laraswati and Setyawati (2022) which states that brand trust has a positive and significant effect on buying interest, but is different from research from Tria and Syah (2021) and Ningsih (2017).

The Influence of Celebrity Endorsers on Purchase Intention

Based on the results of the descriptive analysis, the average score of the celebrity endorser variable was obtained. It was found that celebrity endorsers on Starbucks products in Pekanbaru were rated as very good by respondents. These results explain that celebrity endorsers have a very important role in influencing a person's buying interest when visiting a coffee shop. Therefore, it can be said that celebrity endorsers must always be paid attention to in order to attract someone's buying interest. Furthermore, based on the regression coefficient value of the celebrity endorser variable which is positive, it is known that the celebrity endorser variable has a positive relationship or influence on the purchase interest variable. This means that the higher the celebrity endorser a consumer is, the higher the consumer's buying interest will be. In addition, from the results of partial or hypothesis testing, it was found that the celebrity endorser variable had no significant effect on purchase interest.

Based on the description above, it can be concluded that the second research hypothesis which states that celebrity endorsers have a positive influence on interest in buying Starbucks products in Pekanbaru is accepted. This is because when a consumer has an attractive figure who is considered to have credibility and becomes a reference group for their product needs, then this will encourage buying interest in the consumer. On average, consumers of Starbucks products in Pekanbaru are interested in using celebrity endorsers for Starbucks products,

so they can easily increase purchasing interest even though it has not had a significant impact. The results of this research are in accordance with research from Lustyani and Isa (2021) which states that celebrity endorsers have a positive and insignificant effect on buying interest, but are different from research from Damayanti et al., (2021), Nugrah et al., (2023) and Lamaswanti and Setyawati (2022).

The Influence of Product Bundling on Purchase Intention

Based on the results of the descriptive analysis, the average value of the product bundling variable score showed that the product bundling of Starbucks products in Pekanbaru was considered very good by respondents. These results explain that product bundling has a very important role in influencing a person's buying interest when visiting a coffee shop. Therefore, it can be said that product bundling must always be considered in order to attract someone's buying interest. Furthermore, based on the positive value of the regression coefficient for the product bundling variable, it is known that the product bundling variable has a positive relationship or influence on the purchase interest variable. This means that the higher a consumer's product bundling, the higher the consumer's buying interest. In addition, from the results of partial or hypothesis testing, it was found that the product bundling variable had no significant effect on purchasing interest.

Based on the description above, it can be concluded that the third research hypothesis which states that product bundling has a positive effect on interest in buying Starbucks products in Pekanbaru is accepted. This is because if we look at the stage of buying interest, namely awareness, when consumers receive a price offer that is more economical or cheaper than the total unit price, then this will stimulate and create awareness which will give rise to buying interest in the product. On average, consumers of Starbucks products in Pekanbaru are interested in using product bundling from Starbucks, so it can easily increase purchasing interest even though it has not yet had a significant impact. The results of this research are in accordance with research from Junaedi et al., (2017) which states that product bundling has a positive and insignificant effect on purchasing interest, but is different from research from Subianto (2022)

The Influence of Brand Trust on Purchasing Decisions

Based on the results of the descriptive analysis, the average score of the brand trust variable showed that the brand trust at Starbucks in Pekanbaru was rated as very good by respondents. These results explain that brand trust has a very important role in influencing a person's purchasing decisions when visiting a coffee shop. Therefore, it can be said that brand trust must always be considered in order to reach a person's purchasing decision. Furthermore, based on the positive value of the regression coefficient for the brand trust variable, it is known that the brand trust variable has a positive relationship or influence on the purchasing decision variable. This means that the higher a consumer's brand trust, the higher the consumer's purchasing decision will be. In addition, from the results of partial or hypothesis testing, it was found that the brand trust variable had a significant effect on purchasing decisions (Fadhli et al., 2022; Setiawan et al., 2021; Sirait et al., 2022; Sriadmitrum et al., 2022; Wardana et al., 2022).

Based on the description above, it can be concluded that the fourth research hypothesis which states that brand trust has a positive effect on purchasing decisions for Starbucks products in Pekanbaru is accepted. This is because good brand trust will have an impact on consumer perceptions, where consumers will have a positive impression and buy the product because they believe in the brand of the product without needing to consider many things and one of the stages that can create a purchasing decision is trust in the brand of the product. required products or brand trust. On average, consumers of Starbucks products in Pekanbaru have trust or brand trust from Starbucks, so they can easily increase their purchasing decisions. The results of this research are in accordance with research from Sigar et al., (2021) which states that brand trust has a positive and significant effect on purchasing decisions, but is different from research from Halim and Cahyono (2022), Santoso et al., (2020) and Aprilia and Andarini (2023).

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the results of the descriptive analysis, the average score for the celebrity endorser variable showed that celebrity endorsers at Starbucks in Pekanbaru were rated (Renaldo et al., 2023) as very good by respondents. These results explain that celebrity endorsers have a very important role in influencing a person's purchasing decisions when visiting a coffee shop. Therefore, it can be said that celebrity endorsers must always be considered in order to reach someone's purchasing decision. Furthermore, based on the regression coefficient value of the celebrity endorser variable which is negative, it is known that the celebrity endorser variable has a negative relationship or influence on the purchasing decision variable. This means that the higher the celebrity endorser a consumer is, the lower the consumer's purchasing decision will be. In addition, from the results of partial or hypothesis testing, it was found that the celebrity endorser variable had no significant effect on purchasing decisions (Atika et al., 2022; Gusriani et al., 2022; Istiana et al., 2022; Reinaldo & Chandra, 2020; Wahyudi et al., 2023).

Based on the description above, it can be concluded that the fifth research hypothesis which states that celebrity endorsers have a positive influence on purchasing decisions for Starbucks products in Pekanbaru is rejected. This is because choosing a celebrity endorser as a marketing strategy is useful for playing the role of an influencer or influencer for people who need a product to decide to make a purchase of a product presented by a company does not influence the average consumer of Starbucks products in Pekanbaru to make a purchasing decision. against Starbucks. The results of this research are in accordance with research from Amrullah (2021) which states that celebrity endorsers have a negative and insignificant effect on purchasing decisions, but are different from research from Kalangi et al., (2019), Hanif and Achmad (2021) and (Rahmawati et al., 2023).

The Influence of Product Bundling on Purchasing Decisions

Based on the results of the descriptive analysis, the average score for the product bundling variable showed that the product bundling at Starbucks in Pekanbaru was rated as very good by respondents. These results explain that product bundling has a very important role in influencing a person's purchasing decision when visiting a coffee shop. Therefore, it can be said that product bundling must always be considered in order to reach a person's purchasing decision. Furthermore, based on the positive value of the regression coefficient for the product bundling variable, it is known that the product bundling variable has a positive relationship or influence on the purchasing decision variable. This means that the higher a consumer's product bundling, the higher the consumer's purchasing decision will be. In addition, from the results of partial or hypothesis testing, it was found that the product bundling variable had no significant effect on purchasing decisions (Nyoto et al., 2022, 2024).

Based on the description above, it can be concluded that the sixth research hypothesis which states that product bundling has a positive effect on purchasing decisions for Starbucks products in Pekanbaru is accepted. This is because when a company carries out product bundling it will usually emphasize the price of the product offered in order to attract purchasing decisions from consumers. regarding the product package and the average consumer of Starbucks products in Pekanbaru considers that Starbucks product bundling is able to attract purchasing decisions even though it has not had a significant impact. The results of this research are in accordance with research that is different from research from Garbashanty and Sudaryanto (2023) and Dewi (2023) because the research results state that product bundling has a positive and insignificant effect on purchasing decisions (Kurnalasari & Endiana, 2023; Setyowati et al., 2023; Tjahjana et al., 2023).

The Influence of Product Bundling on Purchasing Decisions

Based on the results of the descriptive analysis, the average value of the purchasing interest variable score showed that purchasing interest at Starbucks in Pekanbaru was rated very high by respondents. This result explains that purchasing interest has a very important role in influencing a person's purchasing decision when visiting a coffee shop. Therefore, it can be stated that purchasing interest must always be considered in order to reach a person's purchasing decision. Furthermore, based on the positive value of the regression coefficient for the purchase interest variable, it is known that the purchase interest variable has a positive relationship or influence on the purchase decision variable. This means that the higher a consumer's buying interest, the higher the consumer's purchasing decision will be. In addition, from the results of partial or hypothesis testing, it was found that the purchase interest variable had a significant effect on purchasing decisions (Imron et al., 2024; Nafisah et al., 2023; Nurtamara et al., 2023).

Based on the description above, it can be concluded that the seventh research hypothesis which states that buying interest has a positive influence on Starbucks purchasing decisions at SKA Pekanbaru Mall is accepted. This is because indirectly buying interest will end in consumer purchasing decisions after going through several determining factors and being confident about the product and on average, consumers of Starbucks products in Pekanbaru have high purchasing interest in Starbucks products in Pekanbaru and will be interested in purchasing products from Starbucks. The results of this research are in accordance with research from Solihin (2020) which states that buying interest has a positive and significant effect on purchasing decisions, but is different from research from Rakhmawati (2018) and Hutri and Yuliviona (2022).

CONCLUSION

Conclusion

The conclusions that can be drawn from the results of the research that have been conducted include: (1 Brand Trust has a positive and significant effect on Purchase Interest in Starbucks drinks in Pekanbaru. (2) Celebrity Endorser has a positive and insignificant effect on Purchase Interest in Starbucks drinks in Pekanbaru. (3) Product Bundling has a positive and not significant effect on Purchase Interest in Starbucks drinks in Pekanbaru. (4) Brand Trust has a positive and significant effect on Purchase Decisions for Starbucks drinks in Pekanbaru. (5) Celebrity Endorser has a negative and not significant effect on Purchase Decisions on Starbucks

drinks in Pekanbaru. (6) Product Bundling has a positive and insignificant effect on Purchase Decisions on Starbucks drinks in Pekanbaru. (7) Purchase Interest has a positive and significant effect on Purchase Decisions on Starbucks drinks in Pekanbaru.

Recommendation

Suggestions that can be given regarding the research results are: (1) For academics, it is hoped that they can add other variables that can influence buying interest and purchasing decisions and can utilize this research as a learning or reading resource (Tanjung et al., 2023) that can be used to increase (Stevany et al., 2022) knowledge about marketing (Wijaya et al., 2020) management, especially regarding buying interest and purchasing decisions (2) For companies, it is recommended that Starbucks managers in Pekanbaru always pay close attention to how to create buying interest through factors that positively influence buying interest, especially brand trust, celebrity endorsers and product bundling as well as always pay close attention to how to create purchasing decisions through factors that positively influence purchasing decisions, especially brand trust, product bundling and buying interest. (3) Consumers can use this research as information material to increase their knowledge or as a source of comparison regarding Starbucks, especially in the Pekanbaru area.

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