

## The Mediating Role of Brand Trust in Influencing the Relationship Between Perceived Price and Celebrity Endorsement on Purchase Intention for Tridaya Tour and Travel Umrah Packages



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**ABSTRACT:** This research aims to analyze The mediating role of brand trust in influencing the relationship between perceived price and celebrity endorsement on purchase intention for Tridaya Tour and Travel Umrah packages. The type of research used in this research is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample is 175 pilgrims who have used and intend to use the Tridaya Tour and Travel agency to go for Umrah. The sampling technique was purposive sampling. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that perceived price has a significant effect on brand trust, celebrity endorsement has a significant effect on brand trust, brand trust has a significant effect on purchase intention, perceived price has a significant effect on purchase intention, celebrity endorsement has a significant effect on purchase intention, perceived price has a significant effect on purchase intention with brand trust as mediation, and celebrity endorsements have a significant effect on purchase intention with brand trust as mediation.

**KEYWORDS:** Perceived Price, Celebrity Endorsement, Brand Trust, Purchase Intention

### I. INTRODUCTION

The Hajj pilgrimage is a mandatory requirement for a Muslim's Islamic perfection after the shahada, prayer, zakat and fasting. Muslims who have physical and material abilities are obliged to visit Baitullah in the city of Mecca, Saudi Arabia. However, the pilgrimage departure in Indonesia requires quite a long time due to the limited number of haj quotas given by the Saudi Arabian government. Based on data from the website of the Ministry of Religion of the Republic of Indonesia (2022) it is known that there are 5,193,143 pilgrims who have registered for the pilgrimage. Meanwhile, the number of Hajj quotas given by the Saudi Arabian government for Indonesian pilgrims in 2023 is 92,246 people. This means, of the total registered pilgrims, only 1.8% will be able to go on Hajj in 2023.

The long waiting time for the Hajj departure in Indonesia, which can be up to 20 to 30 years, makes many Muslims choose to perform the mini Hajj first or what is called Umrah (Alfianto & Fikriyah, 2021). Umrah is basically not much different from Hajj. Even though there are differences in law, pillars, time and place of implementation between haj and umrah, it is seen from their purpose, namely that both are pilgrimages to perfect one's faith and get closer to Allah. In addition, looking at the meaning of umrah itself, namely a visit to Baiktullah, so umrah is also known as religious tourism. This is because the Umrah trip has a special meaning, namely visiting God's house to worship God. Therefore Umrah is also categorized or referred to as religious tourism (Makmur, 2021).

Umrah as a form of religious tourism is basically an alternative that many Muslims in Indonesia have chosen to anticipate the long queues for Hajj.(Andriani & Aryanto, 2021). This can be seen from the increase in the number of pilgrims who go for Umrah each year, according to information obtained from The Muslim Association of Hajj and Umrah Organizers of the Republic of Indonesia in 2021 stated that there was an increase in the number of Umrah pilgrims from 1435 H/2014 to 1439H/2018. However, in 1440 H/2019 there was a decrease in the number of congregations by 3.10% from the previous year. The decline in

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the number of Umrah pilgrims in 2019 was not due to a reduction in the number of pilgrims wishing to perform Umrah but because the Saudi Arabian government limited Umrah visas to prevent the spread of the Covid-19 virus, and in 2020 and 2021, the Saudi Arabian government closed all Umrah trips to the city of Mecca considering the increasing number of Covid-19 cases. However, the Saudi Arabian government only opened the Umrah trip for Indonesian pilgrims on July 30 2022.

Since the announcement of the opening, the Ministry of Hajj and Umrah (2022) stated that the number of pilgrims registering to perform Umrah in 2022 or 1444 AH was many times greater than in previous years. This can be seen from the number of Umrah travel permits issued by the Ministry of Hajj and Umrah in 2022, namely 70 million pilgrims. This number is far greater than in 2019 which only amounted to 974,650 worshippers, and in 2018, which amounted to 1,000,000 worshippers. In addition, it is predicted that the number of Indonesian Umrah pilgrims will continue to increase every year (Azis et al., 2021). In other words, the Umrah market continues to experience a very significant increase every year and this is certainly a business opportunity, especially for Umrah travel agents.

The Umrah travel business can be said to be a very potential business because the market is very large, especially in Indonesia because the largest Muslim population is in Indonesia. Therefore, the umrah travel business is a very profitable business prospect for travel agents because to carry out the umrah pilgrimage, pilgrims need an agent or travel agency. (Buddy et al., 2019).

The large Umrah market has made many travel agency business actors take advantage of this opportunity by establishing a special Umrah travel agency. This can be seen in the number of Umrah travel agencies registered on the Ministry of Religion website (2022), namely 1,788 Umrah travel agencies spread throughout Indonesia. This means that there is quite tight competition in the Umrah travel market because there are quite a few business actors involved in the Umrah travel business sector and the same thing also happens in the West Sumatra region.

Based on data from the Ministry of Religion (2022), it is known that the number of licensed Umrah travel agencies in the city of Padang which have branches in the West Sumatra region is 12 travel agencies and already has branches in several regions of West Sumatra. One of the new arrivals from the 12 licensed Umrah travel agencies is Tridaya Tour and Travel. Tridaya Tour and Travel only received a license from the Minister of Religion in 2019 just when the issue of the Covid-19 pandemic spread abroad and in 2020, the Covid-19 virus spread globally and the Saudi Arabian government closed all forms of pilgrimage to Mecca including umrah and because this makes Tridaya Tour and Travel unable to carry out an effective marketing strategy.

As one of the newcomers in the umrah travel business in Padang City which has branches in the West Sumatra region, Tridaya Tour and Travel must of course be able to determine an effective marketing strategy to influence purchase intentions so that Tridaya Tour and Travel can win the tough competition in the travel business Umrah. In marketing strategies, consumer behavior is a serious concern for producers or service providers, one of which is purchase intention (Saifuddin, 2019). Purchase intention occurs when a customer simultaneously experiences a strong psychological state that stimulates the will, desire, and desire to buy (Herjanto et al., 2020).

Many marketing strategies can be chosen by companies such as building trust and brand trust to increase consumer purchase intention. Tong & Su (2018) states that a consumer's tendency to buy a brand or take action related to purchasing a product can be measured by the level of likelihood that consumers trust the advertiser and the information they get about the product advertisement.

Consumer trust in a brand is obtained when marketers can create and maintain positive emotional relationships with consumers (Nuraida et al., 2022). Brand trust is one of the most important pillars of a strong brand. Brand trust is generated by a combination of brand personality and brand experience. That is, when a customer feels that their personality matches the brand, they feel emotionally connected, and at the same time, enhance their positive experience with the brand (Herjanto et al., 2020). Respondents felt that a trustworthy and reliable brand could help them feel more secure when determining purchase intentions (Benhardy et al., 2020). Meanwhile, in practice, building brand trust is not easy, especially for Umrah travel agencies that are just starting out, such as Tridaya Tour and Travel. Moreover, in recent years there have been many cases of fraud committed by Umrah travel agencies. Like in 2019, it was discovered that 167,586 pilgrims were defrauded by 6 Umrah travel agencies with a total loss of Rp. 3.3 trillion (Ardani et al., 2022).

Many cases of fraud committed by Umrah travel agents have made people's trust in Umrah travel agents very low (Arif, 2019). This is of course a challenge for the Umrah travel agency Tridaya Tour and Travel because Tridaya Tour is a new player in the Umrah market and the rise in fraud cases means the company's credibility is also being questioned considering that building brand trust takes quite a long time. Apart from that, based on the results of initial interviews with Tridaya Tour and Travel managers, it is known that due to the closure of Umrah and Hajj trips by the king of Saudi Arabia during the Covid-19 pandemic, the company was in uncertainty and this made marketing strategies unable to be implemented effectively and the impact towards

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the company, the congregation does not really know or are familiar with the Tridaya Tour and Travel travel agency so that the congregation's brand trust has not been created well.

Another variable that can influence purchase intention is perceived price. Consumers use their perception of price as a way to feel the value of a product so that consumers can determine their intention to purchase a product (Ayub & Kusumadewi, 2021b). Apart from that, perceived price also influences brand trust, where perceived price is closely related to consumer trust. When the price of a service or product meets expectations, then consumer trust in the product will increase and they will continue to use the product and will even recommend it to others. On the other hand, if the consumer feel that the price is not in line with their expectations or profits. Consumers will feel distrustful of the service or product (Irfan et al., 2022). This is because the price of the Umrah package was different from the prices of other products and services, where the price of the Umrah package was considered quite high by some people.

The next variable that is thought to influence purchase intention is celebrity endorsement. Consumers tend to have greater purchase intentions when the endorser's credibility is very high. When a credible source is used as an endorser in advertising, it can influence consumer beliefs, judgments, attitudes and/or behavior and consumers can be motivated to receive the impact (information) as accurately as possible and use it. The role of celebrities in advertising is an important determining factor in forming consumer attitudes and purchasing intentions. Celebrity endorsers have the competence to influence the usefulness of the products they endorse (Suriyadi, 2021). In addition, celebrity endorsement also affects brand trust. Celebrity endorsements are an efficient strategy used by marketers. It addresses consumer needs from a psychological point of view. As a result, it influences the behavior and decision-making of the product or brand being promoted. Marketers use celebrity fame to promote goods. Celebrity appearances are sought to entrust the brand to consumers (Firman et al., 2021).

In the Umrah market, generally celebrity endorsement The person used for endorsements is ustadz. This is because the ustadz is considered to have compatibility with Umrah travel services because they are related to religious tourism. Apart from that, the ustadz is a figure who has high knowledge in the religious field and is considered very suitable for promoting Umrah travel agencies. Therefore, many Umrah travel agents use ustadz for endorsements (Alfanda, et al., 2018). Nevertheless, based on The results of interviews with Tridaya Tour and Travel managers revealed that Tridaya Tour and Travel only implemented the Ustad endorsement strategy after the Kingdom of Saudi Arabia opened Umrah travel in Mecca. So far, Tridaya Tour and Travel has only used two ustadz for endorsements and later these ustadz will go on Umrah with the congregation. However, as far as the manager's observations are concerned, it is known that endorsements are carried out occasionally during lectures or recitations, such as urging the congregation of the ustadz to go on Umrah with him, but on social media the ustadz does not carry out direct endorsements like endorsements carried out by celebrities.

This research is considered important because the majority of Indonesia's population, especially the West Sumatra Region, are Muslims and this certainly makes the number of congregations who want to go for Umrah high every year because visiting God's house is one of the dreams of all Muslims in the world. For this phenomenon, in the future, of course, it will make competition for Umrah trips even higher, not to mention that there are many unlicensed travellers who are aggressively carrying out marketing strategies to influence the purchase intention of pilgrims. Therefore, as an official travel agent, Tridaya Tour and Travel needs to know the variables that affect the purchase intention of pilgrims so that Tridaya Tour and Travel can win the competition.

## **II. LITERATURE REVIEW**

### **Purchase Intentions**

In the marketing strategy, consumer behavior is a serious concern for producers or service providers, one of which is purchase intention (Saifuddin, 2019). Purchase intention (purchase intention) is part of the consumer behavior component in the attitude of consuming, the tendency of respondents to act before the purchase decision is actually implemented (Nuraida et al., 2022). Purchase intention occurs when a customer simultaneously experiences a strong psychological state that stimulates the will, desire, and desire to buy (Herjanto et al., 2020). Purchase intention is something that is identified with the intention of the buyer to buy certain goods and the number of units of goods needed within a certain time (Lutfie & Marcelino, 2020). Purchase intention is a statement in the consumer's self that shows the tendency or interest of consumers to buy a product in a certain amount and a certain period of time that can be used by marketers to predict customer desires (Japarianto & Adelia, 2020).

Purchase intention It can also be defined as the likelihood of a consumer purchasing a particular brand or how likely it is that a consumer will switch from one brand to another. Various factors can influence consumers' purchasing intentions such as their feelings and emotions. When consumers feel happy and satisfied in purchasing a product or service then it can strengthen the consumer's intention to buy something but failure to meet expectations can result in them not buying (Benhardy et al., 2020).

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Purchase intention is framed from the customer's perspective on items consisting of the buyer's trust in the brand and brand assessment, so that from these two stages the intention to buy emerges (Lutfie & Marcelino, 2020).

Purchase intention arises after an alternative evaluation process is carried out, in this evaluation process a person will make a series of choices regarding the product to be purchased based on brand or interest (Kotler & Keller, 2016). Purchase intention can also arise if a consumer feels very interested in various information about a product obtained through advertising, the experience of people who have used it, and the urgent need for a product. (Rini et al., 2017).

### **Brand Trust**

In the branding literature, the concept of brand trust is based on a brand-consumer relationship perspective (DAM, 2020). Consumer trust in a brand is obtained when marketers can create and maintain positive emotional relationships with consumers (Nuraida et al., 2022). Brand trust is one of the most important pillars of a strong brand. Brand trust is generated by a combination of brand personality and brand experience. That is, when a customer feels that their personality matches the brand, they feel emotionally connected and, at the same time, enhance their positive experience with the brand. In this way, this positive experience generates higher brand trust and more importantly increases the customer's sense of security and likability. As a result, brand trust contributes positively to stronger brand attachment, brand commitment and brand loyalty (Herjanto et al., 2020)

Brand trust recognized as the client's readiness to rely on the brand to achieve stated goals. Brand trust is defined as a buyer's willingness to rely on a brand from an uncertain perspective because of the anticipation that the brand will provide positive outcomes (DAM, 2020). Brand trust defined as a consumer's willingness to trust a brand when faced with risks and have hope of achieving positive outcomes (Benhardy et al., 2020). Brand trust is a consumer's view of reliability that is created from experiences, transactions, or interactions with fulfilling expectations from product performance and satisfaction (Natsir & Ernawati, 2020) Brand trust is defined as a feeling of security when interacting with a brand based on the perception that the brand is reliable and responsible for the interests of consumers (Suriyadi, 2021). The concept of brand trust is explained as customer trust about various brands will fulfill needs and aspirations to develop repeat purchasing behavior to involve brand trust, and to develop relationships between brands and consumers when customers have trust in the product (Khan & Age, 2021). Brand trust is an expectation based on the belief that a brand has certain characteristics that are consistent, competent and credible (Suriyadi, 2021).

### **Perceived Price**

Price is something that companies need to pay attention to because price is a measure of the value of an item or service, in other words, determining the price of market demand determines the price of an item or service. Price is a number of sacrifices that must be paid by customers to obtain products or services (Satrio & Putri, 2023). Price is not just the exchange rate of goods or services; Consumers always expect a mutual match between the benefits of the product they receive. Companies must realize the desire of consumers to obtain a fair price, where the costs incurred are proportional to the profits obtained (Ayub & Kusumadewi, 2021b).

Price is the amount of value that buyers exchange for the benefits of owning and using a product or service that allows a company to gain inexpensive profits by capturing the customer value it creates. Furthermore, the definition of price is the amount of money charged for a product or various values exchanged by consumers for the benefits of owning or using the product (Irfan et al., 2022). Perceived price is a consumer's assessment of the comparison of the amount of sacrifice with what will be obtained from products and services. Price perception is a consumer's judgment and related emotional forms regarding whether the price offered by the seller and the prices contrasted at different encounters are reasonable, appropriate or reasonable. Consumer price perceptions are influenced by the prices offered by other companies for the same goods (Lutfie & Marcelino, 2020).

### **Celebrity Endorsements**

Celebrity endorsements is one of the most popular methods in the world, using celebrities who are attractive, have high popularity and can be trusted by the target public to make the product being promoted known and in demand (Berliana & Nurlinda, 2022). Celebrity endorsements is a worldwide famous marketing communications strategy that allows vendors to leverage celebrity fame in endorsing their goods (Carrillat et al., 2019). It is generally acknowledged that celebrity endorsements have a beneficial impact on brands, purchasing choices, products, and stock value (Khan & Age, 2021). The use of celebrity endorsers must go through several considerations, including the level of popularity of the celebrity and the celebrity chosen can represent the character of the product being advertised (Berliana & Nurlinda, 2022).

Celebrity Endorser is someone who likes public recognition and is famous in society or at least the target audience of the brand, where he can make maximum use of his reputation to appear with advertised products to attract consumers. (Nguyen, 2021). Traditionally, the concept of celebrity can be understood as someone who is known to the public and is considered a role

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model for society because of their professional competence or beauty. Celebrities can inspire consumers' desires, hopes, and dreams. Additionally, celebrities can serve as brand personification, creating bonds, and facilitating connections with consumers. Celebrities are used to positively influence consumer behavior towards a product (Firman, et al., 2021), and advertising campaigns create a connection between the product and the celebrity, leading to the transfer of meaning that can be positive or negative towards the product (Escalas & Bettman, 2017). Companies leverage various aspects of celebrities to minimize risks, such as recruiting image, familiarity, brand/celebrity fit, etc., and one of the most significant of all is the celebrity's trustworthiness. (Chen et al., 2021).

The efficacy of celebrity endorsements is also supported by credibility, expertise, and attractiveness (Firman et al., 2021). Celebrity credibility means the way in which recipients perceive a source as having relevant knowledge or experience and trust the source to provide unbiased information (Khan & Age, 2021). Credibility in this case refers to the belief conveyed by celebrities to the public or their followers, such as; Expertise relates to the knowledge and experience possessed by a proponent of a particular subject; and attractiveness is associated with physical appearance, beauty, and the sympathetic nature of celebrities. When consumers believe that the endorser reflects their ideal self-concept and self-image, advertising evaluations can be positive, which of course can increase consumer product purchases (Choi, 2019).

### III. RESEARCH METHODS

This research design is quantitative considering that the data source used in this study is primary data with statistical analysis to empirically test the relationship between research variables. (Sekaran & Bougie, 2011). As for This type of research is explanatory, aiming to see whether a variable has an influence on the outcome variable (Sekaran and Bougie, 2016). The population used is all pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah. The sampling technique used was purposive sampling (Sekaran & Bougie, 2016). The sample criteria used are as follows: congregation over 17 years old, The Umrah community is domiciled in the West Sumatra Region, The congregation has use the Tridaya Tour and Travel travel agency to go for Umrah within the last 3 years. If they have never gone for Umrah, the congregation intends to use the Tridaya Tour and Travel travel agency to go for Umrah. Hair et al., (2010) states that a study is considered representative if the number of samples used is as many as the number of indicators multiplied by 5-10 or at least 100 (one hundred) samples or respondents. In this study, the number of indicators is 35, so  $35 \times 5 = 175$ . So the sample is 175 pilgrims who have used and intend to use the Tridaya Tour and Travel agency to go for Umrah. The questionnaire in this research was distributed online using Google Form and offline. The questionnaire questions were prepared using a Likert scale to obtain interval data. This research data analysis uses Structural Equation Modeling - Partial Least Square (SEM-PLS).

### IV. RESEARCH RESULTS AND DISCUSSION

The structural model of the assessment uses the R-square and the t test and the significance of the parameter coefficients. The R-squares value is used to assess the ability of the independent latent variable to explain whether the dependent latent variable has substantive explanatory ability. The following results of the R-square test can be seen in Table 1 below.

**Table 1** R Square value

	R Square
Brand Trusts	0.852
Purchase Intentions	0.871

Source: Primary data processed in 2023

Based on Table 1, it is known that the R-square value for the brand trust variable is 0.852 which can be interpreted as 85.2% of brand trust which can be explained by perceived price and celebrity endorsement while the remaining 14.8% is explained by other variables not explained in this research. .

The R-square value for the purchase intention variable is 0.871 which can be interpreted as meaning that 87.1% of purchase intention can be explained by perceived price, celebrity endorsement, brand trust while the remaining 12.9% is explained by other variables not explained in this research.

Furthermore, to find out whether a hypothesis is accepted or not, it is necessary to test the hypothesis using the Bootstrapping function in SmartPLS 3.0. The hypothesis/significance test can be seen from the results of the output path coefficient for the direct effect and the total indirect effect for the indirect effect. Where the original sample value shows a positive (+) or negative (-) influence. The results of the hypothesis are declared accepted when using the provisions for the results of the two-tailed hypothesis (2-way hypothesis) with the provisions in the form of a large t-statistic value from the value of t table (1.96)



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for a significance degree of 0.05(Hair et al., 2014).The following results of the hypothesis test of direct and indirect effects in this study can be described as follows:

**Table 2.**Path Coefficient Results And *Indirect Effect*

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
H1	Perceived Price -> Brand Trust	0.301	0.297	0.051	5,936	0.000
H2	Celebrity Endorsement -> Brand Trust	0.654	0.655	0.048	13,667	0.000
H3	Brand Trust -> Purchase Intention	0.532	0.541	0.082	6,504	0.000
H4	Perceived Price -> Purchase Intention	0.211	0.204	0.058	3,661	0.000
H5	Celebrity Endorsement -> Purchase Intention	0.226	0.224	0.079	2,862	0.004
H6	Perceived Price -> Brand Trust -> Purchase Intention	0.160	0.162	0.041	3,910	0.000
H7	Celebrity Endorsement -> Brand Trust -> Purchase Intention	0.348	0.353	0.053	6,513	0.000

Source: Primary data processed in 2023

### The Influence of Perceived Price on Brand Trust

The results of the first hypothesis testing show *perceived price* has a significant effect on brand trust in the Tridaya Tour and Travel Umrah Packages, this can be seen from the t-statistics value of  $5.936 > 1.96$  or it can be seen from the p value which is  $0.000 < 0.05$ . Thus the first hypothesis is accepted. This shows that the better the perceived price, the greater the brand trust in the Tridaya Tour and Travel Umrah Package

This indicates that pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah are the respondents in this study. considering the price offered Tridaya Tour and Travel to influence their brand trust in the Tridaya Tour and Travel Umrah Package they choose and use it. Where the congregation will decide their brand trust on the Tridaya Tour and Travel Umrah Package by considering that the price of the Umrah packages offered by Tridaya Tour and Travel is in accordance with the promised facilities, can be reached by the financial condition of the congregation, and is able to compete with other similar Umrah and Hajj travel companies. Furthermore, discount promos on Umrah packages are able to attract pilgrims' intentions to use their services, as well as the prices for Umrah packages offered are in accordance with the quality of service expected by the congregation and are competitive with the prices of other Umrah and Hajj travel companies. So all of these things affect brand trust in the Tridaya Tour and Travel Umrah Package

Congregants who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who are respondents in this research have a variety of monthly incomes starting from around  $< \text{Rp. } 1,000,000$  up to  $> \text{Rp. } 11,000,000$ . Thus, whatever the congregation's monthly income, they can still go as long as the Umrah funds collected meet the Umrah costs required by the Tridaya Tour and Travel travel agency in accordance with the Umrah package offered. This shows that the Umrah package prices offered by Tridaya Tour and Travel This is a consideration for the congregation in influencing their brand trust in the Tridaya Tour and Travel Umrah Packages they choose and use.

The physical separation that exists between buyers and sellers in shopping creates uncertainty for buyers because they mostly transact with new and unknown sellers without brand names. In transactions, consumers are willing to pay higher prices for vendors who are more trustworthy (Japarianto & Adelia, 2020). Consumers consider price to be the main determinant of consumer confidence, where price perceptions will affect consumer confidence (Lutfie & Marcelino, 2020).

Price perception is closely related to consumer trust when the price of a service or product is as expected, then consumer confidence in the product will increase and will continue to use the product and will even recommend it to others, conversely if consumers feel the price is not in line with their expectations or benefits. Consumers will feel distrustful of the service or product (Irfan et al., 2022).

The results of this study are supported by research results Japarianto & Adelia (2020) found that price has a significant effect on trust. this suggests that in transactions, consumers are willing to pay a higher price for a more trustworthy vendor. Companies that build trust usually provide prices that are transparent and in line with quality, so that users have a high level of confidence in using the products or services offered.

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Then the results of this study are supported by research results Lutfie & Marcelino (2020) find *price perception* has a significant effect on consumer trust, so price is an important determining factor in generating trust. Irfan et al., (2022) found that price perceptions have a significant positive effect on consumer confidence. So are Wijaya & Wismantoro (2017) also found that price perception has a positive influence on trust, so if price perception increases then trust will also increase and vice versa. It can be interpreted that the perception of appropriate and competitive prices will influence consumer confidence in the product/service itself.

Furthermore, the results of this research are also supported by research results Benhardy et al., (2020) found that price perception was proven to have a significant positive relationship with brand trust. Consumers perceive service costs very differently, they do not feel that higher prices equal higher service quality. Consumers also do not feel that expensive services give consumers a sense of pride, in fact consumers are more looking for the benefits provided by services. Consumers will make extra effort to find good service at an affordable price. This shows that price for services is important because it influences consumer trust in the brand.

As well as research result Satrio & Putri, (2023) found that price has a significant effect on brand trust. Where the existence of exclusive product/service prices increases trust in the product/service. Something similar was also found Putri et al., (2017) which states that price has a positive and significant effect on brand trust. Similar research also shows that price sensitivity influences trust in brands (Sihite et al., 2015)

### **The Influence of Celebrity Endorsements on Brand Trust**

The results of testing the second hypothesis show that celebrity endorsement has a significant effect on brand trust in the Tridaya Tour and Travel Umrah Package. This can be seen from the t-statistics value of  $13.667 > 1.96$  or can be seen from the p value which is  $0.000 < 0.05$ . Thus the second hypothesis is accepted. This shows that the better the Celebrity endorsement (Ustadz who endorses) the greater the brand trust in the Tridaya Tour and Travel Umrah Package.

This indicates in using travel agency Tridaya Tour and Travel to depart for Umrah, pilgrims who have used and intend to use are the respondents in this study consider *Celebrity endorsements* (Ustadz who endorsed) Umrah packages to influence their brand trust in the Tridaya Tour and Travel Umrah Packages they choose and use it. Where the congregation will determine their brand trust in the Tridaya Tour and Travel Umrah Package when the celebrity endorsement (Ustadz who endorses) has physical attractiveness, popularity, credibility, expertise, suitability/relevance and has several celebrity endorsement supporters (Ustadz who endorses) Umrah packages. Where taking this into account, it will affect their brand trust in the Tridaya Tour and Travel Umrah Packages.

*Celebrity endorsements* is one of the most popular methods in the world, using celebrities who are attractive, have high popularity and can be trusted by the intended public to make the product being promoted become known and in demand. The use of celebrity endorsers must go through several considerations, including the level of celebrity popularity, the problem with the celebrity chosen can represent the character of the advertised product. (Berliana & Nurlinda, 2022)

Celebrity endorsements are an efficient strategy used by marketers. It addresses consumer needs from a psychological point of view. As a result, it influences the behavior and decision-making of the product or brand being promoted. Marketers use celebrity fame to promote goods. Celebrity appearances are sought to entrust the brand to consumers (Firman et al., 2021)

The potential influence of endorser credibility on the trust commitment framework is understood using the theory of reciprocal action. The main principle of this theory is that consumers often develop a sense of commitment to a brand in order to build a relationship with a brand. The principle of positive reciprocity can be extended to celebrity support such as good social interaction between celebrities and fans (Suriyadi, 2021).

Competent and expert celebrities prefer to be more honest and reliable to consumers. Consumers appear to inadvertently convey their impressions of celebrity endorsers to brands because of their trust in celebrity endorsers (Kanwar & Huang, 2022)

The results of this study are supported by research results Takaya (2017) found that there is an influence between celebrity endorsement and brand trust. Kanwar & Huang (2022) found celebrity endorsement has a significant positive effect on brand trust. Something similar was also found Khan & Age (2021) which states celebrity endorsement has a significant positive effect on brand trust. As well as Nuraida et al., (2022) who found a celebrity endorser has a positive and significant effect on brand trust. This shows that the better the expertise of the celebrity endorser chosen by the company in conveying information, the more trusted the company's brand will be.

Then the results of this study are also supported by the results of the study Herjanto et al., (2020) find *celebrity endorsement* has an effect on brand trust. This shows that celebrity endorsements help build higher brand trust. A celebrity's commitment to

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wearing a brand they endorse shows that the celebrity truly believes in the brand, and witnessing this behavior will likely develop stronger brand trust. So, it is important for a celebrity to show commitment to the brand he supports

### The Influence of Brand Trust on Purchase Intention

The results of the third hypothesis test show that brand trust has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Packages, this can be seen from the t-statistics value of  $6.504 > 1.96$  or it can be seen from the p value which is  $0.000 < 0.05$ . Thus the third hypothesis is accepted. This shows that brand trust is increasing then it increases *purchase intention* on the Tridaya Tour and Travel Umrah Package.

This indicates that pilgrims who have used and intend to use the travel agency Tridaya Tour and Travel to go for Umrah who are respondents in this study, feel their purchase intention for the Umrah package offered is influenced by their brand trust in the Umrah package. Brand trust can be seen in terms of performance trust Tridaya Tour and Travel as an Umrah travel agency, trust Tridaya Tour and Travel as a complete Umrah travel agency, can rely on Tridaya Tour and Travel as an Umrah travel agency, then trust Tridaya Tour and Travel to provide the best service to its congregation, providing facilities that have been provided promises to provide guaranteed security, will always maintain its reputation, and will fulfill its responsibilities towards its congregation so all of those things influence *purchase intention* on Tridaya Tour and Travel Umrah Packages

Furthermore, if viewed from the perspective of the Congregation, then 48.6% (85 people) of the congregation are those who once used the travel agency Tridaya Tour and Travel to go to Umrah in the last 3 years and the remaining 51.4% (90 people) of the congregation never used it. However, if the Congregation have never gone for Umrah with the Tridaya Tour and Travel travel agency, when asked whether the congregation intended to use this travel agency to go for Umrah, all of the pilgrims, both those who had gone and never before, answered yes and intended to use this travel agency to go for Umrah as much as 100% (175 people). This shows that pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go to Umrah have very good brand trust in the Tridaya Tour and Travel travel agency to go to Umrah. This can be seen from the assessment of brand trust, where the overall average of all items is 4.34 with a TCR value of 86.8%. The TCR value belongs to the very high category. This means that the majority of pilgrims who have used and intend to use strongly agree that they trust Tridaya Tour and Travel as a very good travel agency for Umrah.

The highest average rating of brand trust is found in the BT8 item "I believe Tridaya Tour and Travel will fulfill their responsibility towards their congregation on average of 4.41. This indicator is dominated by answers that strongly agree by 120 respondents with a TCR value of 88.2%. The TCR value on this indicator belongs to the very high category, which means most of it pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah. The respondents in this study strongly agreed that they believed Tridaya Tour and Travel will fulfill its responsibilities towards its congregation. This is because pilgrims for each selected Umrah package receive information regarding registration requirements, information about what is included and not included in the Umrah package, also obtain information regarding the itinerary (travel route for departure to return) and also obtain information on cancellation provisions. Umrah trip.

Trust significantly influences consumer purchase intentions. Because trust is a determining factor for consumers in conducting transactional relationships based on the belief that the person they trust has carried out all their obligations correctly and as expected, the trust that consumers get from the company will be an advantage for the company (Firman et al., 2021). Results of this research supported by research results Lutfie & Marcelino (2020) found that consumer trust has a positive and significant effect on purchase intention. Japarianto & Adelia (2020) found that trust has a significant effect on purchase intention. This shows that in the context of shopping, the relationship between the two is positive for potential buyers. Only customers who have trust will be interested in buying. Tong & Su (2018) states that a consumer's tendency to buy a brand or take action related to purchasing a product can be measured by the level of likelihood that consumers trust the advertiser and the information they get about the product advertisement.

The results of this study are also supported by research results Nuraida et al., (2022) found that brand trust has a positive and significant effect on purchase intention. If brand trust increases, purchase intention will also increase. This shows that the higher the brand trust a company has, the more consumer purchase intention there will be for the products/services offered by the company. Something similar was also found Takaya (2017) which states that there is an influence between brand trust on purchase intention. This means that if brand trust increases, then purchase intention will increase and vice versa

Likewise with research results Herjanto et al., (2020) found that strong brand trust influences purchase intention. Stronger brand trust tends to lead to customer belief in brand attributes and qualities and his perception of the brand as reliable thereby providing cognitive and affective peace of mind to customers. Due to these positive experiences, customers tend to



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maintain their business relationship with the brand by demonstrating their public commitment through spreading positive word of mouth and increasing their purchase intention.

Results of this research supported by research results Benhardy et al., (2020) found brand trust has a significant effect on purchase intention. Respondents felt that a trustworthy and reliable brand could help them feel more secure when determining purchase intentions. Setyawan et al., (2020) stated that brand trust influences purchase intention. This implies that consumers believe that the product is the solution to their problems, due to brand competence, brand credibility, and company reputation.

Results of this research supported by research results DAM (2020) found that brand trust has a significant positive effect on purchase intention. Brand trust is the beginning of purchase intention. Kanwar & Huang (2022) also found that brand trust has a significant positive effect on purchase intention. As well as Suriyadi (2021) found that brand trust influences purchase intention, so if the brand trust given by consumers is higher, it will increase purchase intention. This suggests that brand trust can have a positive effect on purchase and purchase intentions, reducing the risk of uncertainty and encouraging purchases.

### **The Influence of Perceived Price on Purchase Intention**

The results of testing the fourth hypothesis show that perceived price has a significant effect on purchase intention for the Tridaya Tour and Travel Umrah Package. This can be seen from the t-statistics value of  $3.661 > 1.96$  or can be seen from the p value which is  $0.000 < 0.05$ . Thus the fourth hypothesis is accepted. This shows that the better the perceived price, the greater the purchase intention for the Tridaya Tour and Travel Umrah Package.

This indicates that pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah, who are respondents in this research, feel that their purchase intention for the Tridaya Tour and Travel Umrah Package is influenced by the price offered by the Tridaya Tour and Travel agency. Travel to leave for Umrah. This is because for each Umrah package offered, departure time determines the fees that must be paid as well as the Umrah package chosen. The price is determined by the type of room how many people can fit in 1 room which is divided into three types of rooms namely quad (4 people), double (2 people) and triple (3 people) packages have different prices so that the congregation considers the price in their purchase intention for the Umrah Package.

This is because pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who are respondents in this study have a variety of monthly incomes starting from around  $< \text{Rp. } 1,000,000$  up to  $> \text{Rp. } 11,000,000$ . Thus, whatever the congregation's monthly income, they can still go as long as the Umrah funds collected meet the Umrah costs required by the Tridaya Tour and Travel travel agency in accordance with the Umrah package offered.

Furthermore, all congregations that have used and intend to use it have the highest average rating on perceived price found in item PP5 "The price of the Umrah package offered by Tridaya Tour and Travel is in accordance with the quality of service expected by the congregation" with an average of 4.15. This indicator was dominated by answers of strongly agree by 77 respondents and agree by 65 respondents with a TCR value of 83%. The TCR value is classified as very high, meaning the majority of pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who were respondents in this study strongly agreed that the price of the Umrah package offered is in accordance with the quality of service expected by the congregation. This is because for each Umrah package offered Tridaya Tour and Travel travel agency has provided information regarding hotels for accommodation in Medina and Makah which are different for each departure time, as well as providing airline information and also departure dates, also providing information on how many people can fit in 1 room which is divided into three types of rooms, namely the quad package (4 person), double (2 people) and triple (3 people), where this room type determines the price of the Umrah package paid by the Congregation.

Price greatly influences purchase intention because consumers' ability to buy a product is determined by the money they have and compares it with the facilities they get when buying a product. Price is one of the determinants of product selection which will affect purchase intention (Japarianto & Adelia, 2020). Consumers use their perception of price as a way to feel the value of a product so that consumers can determine their intention to purchase a product (Ayub & Kusumadewi, 2021b).

The results of this study are supported by research results Japarianto & Adelia (2020) found that price has a significant effect on purchase intention. Wang & Chen (2016) found that perceived price has a significant positive effect on purchase intention. Lutfie & Marcelino (2020) found that price perception proved to have a significant effect on purchase intention. Benhardy et al., (2020) found that price perception has a significant effect on purchase intention. Ayub & Kusumadewi (2021b) found that price perception has a positive and significant effect on purchase intention. This means that the higher the price perception, the higher the intention to buy the product. Price perception has a strong influence on purchase intention. The better the consumer's perception of the price of a product, the better the consumer's purchase intention for the product.

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### The Influence of Celebrity Endorsements on Purchase Intention

The results of the fifth hypothesis test show that celebrity endorsement has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Packages. This can be seen from the t-statistics value of  $2.862 > 1.96$  or it can be seen from the p value which is  $0.004 < 0.05$ . Thus the fifth hypothesis is accepted. This shows that the better the celebrity endorsement (Ustadz who endorses) the higher the purchase intention on the Tridaya Tour and Travel Umrah Packages.

Congregants who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who are respondents in this study generally have the same thoughts that basically celebrity endorsement (Ustadz who endorses) Umrah packages is seen from physical attractiveness, popularity, credibility, expertise, suitability / relevance as well as having several celebrity endorsement supporters (Ustadz who endorse) Umrah packages are things that influence their purchase intention for the Tridaya Tour and Travel Umrah Package.

But from all the judgments about *celebrity endorsement* (Ustadz who endorses) is the most considered Congregants who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah are the expertise of *celebrity endorsement* (Ustadz who endorses) with highest average rating with grading items C11, CE12, and CE13 "Celebrity endorsements (Ustadz who endorses) Tridaya Tour and Travel Umrah packages Experienced accompanying Umrah trips on Tridaya Tour and Travel, has knowledge about Umrahas well as have expertise in the services endorsed" with an average of 4.33. Indicators on this dimension are dominated by answers that strongly agree with a dimensional TCR value of 86.6%. The TCR value is classified as very high, meaning the majority pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who were respondents in this study strongly agreed that *celebrity endorsement* (Ustadz who endorses) Umrah packages Experienced accompanying Umrah trips at Tridaya Tour and Travel, has knowledge about Umrahas well as have expertise in the services endorsed. This is because every Umrah departure period Tridaya Tour and Travel collaborates with Ustadz who are different but already have expertise in the field of Umrah travel.

Multiple dimensions *celebrity endorsement* (Ustadz who endorses) others which obtains the highest average rating, namely on the suitability / relevance dimension on assessment items C14, and CE15 in the form of Celebrity endorsement (Ustadz who endorses) Tridaya Tour and Travel Umrah packages have capabilities relevant to the services offered and their image is in line with the company's target consumers with average rating 4.23. Indicators on this dimension are dominated by answers that strongly agree with a dimensional TCR value of 84.6%. Then the credibility dimension for items CE8, CE9, and CE10 is *citra celebrity endorsement* (Ustadz who endorses) can be relied on, then the congregation believes that the presence of the Ustadz in endorsing the Umrah package makes the Umrah service more credible and the use of the Ustadz as an Umrah package endorser increases the level of confidence of the congregation in the Umrah service with average rating 4.21. Indicators on this dimension are dominated by strongly agree answers with a dimensional TCR value of 84.2%. The TCR values in several of these dimensions are classified as very high, meaning the majority pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah who became respondents in this study strongly agreed to suitability/relevance as well as credibility *celebrity endorsement* (Ustadz who endorses) the Umrah package so that it influences their purchase intention on the Tridaya Tour and Travel Umrah Package.

Through the use of celebrities, companies can differentiate their products/services from competitors' products/services in the market. This basis of differentiation is very important because this basis of differentiation will be used by consumers to choose from a variety of products offered by product/service manufacturers (Takaya, 2017). The credibility, popularity, and attractiveness of celebrities tends to develop a positive brand image and purchase intention among people. Favorable reputation and source credibility increases exposure to promotional messages and positive feelings ultimately contribute to purchase intent & customers become emotionally attached at the time of purchase (Kanwar & Huang, 2022).

People have this belief that those who are famous are more trustworthy and credible. In addition, the choice of being popular with a positive or negative image comes from celebrities, which will be a consideration for brands when looking for suitable endorsers. It is clear that, if the target consumers feel the celebrity endorser is not trustworthy and honest enough, they will avoid exploring the endorsed brand and purchasing its products. (Nguyen, 2021).

Consumers tend to have greater purchase intentions when the endorser's credibility is very high. When a credible source is used as an endorser in advertising, it can influence consumer beliefs, judgments, attitudes and/or behavior and consumers can be motivated to receive the impact (information) as accurately as possible and use it. The role of celebrities in advertising is an important determining factor in forming consumer attitudes and purchasing intentions. Celebrity endorsers have the competence to influence the usefulness of the products they endorse (Suriyadi, 2021).

The results of this study are supported by research results Nuraida et al., (2022) found a celebrity endorser has a positive and significant effect on purchase intention. This shows that the better the celebrity endorser's expertise in conveying information,

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the greater the consumer's purchase intention. Kanwar & Huang (2022) also found celebrity endorsement had a significant positive effect on purchase intention. Herjanto et al., (2020) find *celebrity* endorsement has an effect on purchase intention. This is because customers find meaning and experience positive feelings by owning celebrity-endorsed brand products.

### ***The Effect of Perceived Price on Purchase Intention on Tridaya Tour and Travel Umrah Packages with Brand Trust as Mediation.***

The results of the sixth hypothesis test show that perceived price has a significant effect on purchase intention in the Tridaya Tour and Travel Umrah Packages with brand trust as mediation, this can be seen from the t-statistics value of  $3.910 > 1.96$  or it can be seen from the p value which is  $0.000 < 0.05$ . Thus the sixth hypothesis is accepted

This indicates that brand trust as a mediating (intervening) variable can mediate the effect of perceived price on purchase intention in the Umrah Tridaya Tour and Travel Packages, because brand trust is viewed from an perspective trust Tridaya Tour and Travel as an Umrah travel agency, trust Tridaya Tour and Travel as a complete Umrah travel agency, can rely on Tridaya Tour and Travel as an Umrah travel agency, then trust Tridaya Tour and Travel to provide the best service to its congregation, providing facilities that have been provided promises to provide guaranteed security, will always maintain its reputation, and will fulfill its responsibilities towards its congregation is something that is considered by pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go for Umrah as an intermediary between the influence of perceived price on purchase intention for the Tridaya Tour and Travel Umrah Package.

In transactions, consumers are willing to pay higher prices for vendors who are more trustworthy (Japariato & Adelia, 2020). Consumers consider price to be the main determinant of consumer confidence, where price perceptions will affect consumer confidence (Lutfie & Marcelino, 2020).

Price perception is closely related to consumer trust when the price of a service or product is as expected, then consumer confidence in the product will increase and will continue to use the product and will even recommend it to others, conversely if consumers feel the price is not in line with their expectations or benefits. Consumers will feel distrustful of the service or product (Irfan et al., 2022).

Further more *brand trust* strong influence on purchase intention. Stronger brand trust tends to lead to the customer's trust in the attributes and qualities of the brand and his or her perception of the brand as reliable thereby providing cognitive and affective peace of mind to the customer. Due to these positive experiences, customers are likely to maintain their business relationship with the brand by publicly demonstrating their commitment through positive word of mouth and increasing their purchase intentions (Herjanto et al., 2020)

The results of this study are supported by research results Lutfie & Marcelino (2020) found that price perception has proven to have a significant effect on purchase intention mediated by consumer trust. Benhardy et al., (2020) also found that brand trust mediates the effect of price perception on purchase intention.

### **The Influence of Celebrity Endorsements on Purchase Intention on Tridaya Tour and Travel Umrah Packages with Brand Trust as Mediation**

The results of testing the seventh hypothesis show that celebrity endorsement has a significant effect on purchase intention for the Tridaya Tour and Travel Umrah Package with brand trust as mediation. This can be seen from the t-statistics value of  $6.513 > 1.96$  or can be seen from the p value which is  $0.000 < 0.05$ . Thus the seventh hypothesis is accepted.

This indicates that brand trust as a mediating (intervening) variable can mediate the influence of celebrity endorsement on purchase intention for the Tridaya Tour and Travel Umrah Package, because brand trust is seen from a personal perspective. trust Tridaya Tour and Travel as an Umrah travel agency, trust Tridaya Tour and Travel as a complete Umrah travel agency, can rely on Tridaya Tour and Travel as an Umrah travel agency, then trust Tridaya Tour and Travel to provide the best service to its congregation, providing facilities that have been provided promises to provide guaranteed security, will always maintain its reputation, and will fulfill its responsibilities towards its congregation This is something that is considered by pilgrims who have used and intend to use the Tridaya Tour and Travel travel agency to go on Umrah as an intermediary between the influence of celebrity endorsement on purchase intention for the Tridaya Tour and Travel Umrah Package.

*Celebrity endorsements* is one of the most popular methods in the world, using celebrities who are attractive, have high popularity and can be trusted by the intended public to make the product being promoted become known and in demand. The use of celebrity endorsers must go through several considerations, including the level of celebrity popularity with the chosen celebrity being able to represent the character of the advertised product (Berliana & Nurlinda, 2022)

Marketers use celebrity fame to promote goods. Celebrity appearances are sought to entrust the brand to consumers (Firman et al., 2021). The potential influence of endorser credibility on the trust commitment framework is understood using the theory of reciprocal action. The main principle of this theory is that consumers often develop a sense of commitment to

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a brand in order to build a relationship with a brand. The principle of positive reciprocity can be extended to celebrity support such as good social interaction between celebrities and fans (Suriyadi, 2021).

Competent and expert celebrities prefer to be more honest and reliable to consumers. Consumers appear to inadvertently convey their impressions of celebrity endorsers to brands because of their trust in celebrity endorsers (Kanwar & Huang, 2022). Furthermore, trust significantly influences consumer purchasing intentions. Because trust is a determining factor for consumers in conducting transactional relationships based on the belief that the person they trust has carried out all their obligations correctly and as expected, the trust that consumers get from the company will be an advantage for the company. (Firman et al., 2021).

The results of this study are supported by research results Kanwar & Huang (2022) found that brand trust acts as an intermediary between celebrity endorsement and purchase intention. Nuraida et al., (2022) found that brand trust can mediate the influence of celebrity endorsers on purchase intention. If brand trust increases, it will also increase the influence of celebrity endorsers on the purchase intention variable. This shows that the higher the consumer's brand trust in the company, the greater the influence of celebrity endorsers on consumer purchase intention.

The results of this study are supported by research results Firman et al., (2021) found that celebrity endorsements influence purchase intention through the mediation of trust. This shows that consumers are more interested in their trust in public figures with a positive effect that can be realized on purchase intention. This phenomenon is because consumers view celebrities as people who can inspire, have achievements and sufficient knowledge about the product being advertised, and are successful in their careers which can influence their purchase intention.

### V. CONCLUSIONS

Conclusion in this research are as follows:

1. *Perceived price* has a significant effect on brand trust in the Umrah Tridaya Tour and Travel Packages.
2. *Celebrity endorsement* has a significant effect on brand trust in the Umrah Tridaya Tour and Travel Packages.
3. *Brand trust* has a significant effect on purchase intention on the Umrah Tridaya Tour and Travel Packages.
4. *Perceived price* has a significant effect on purchase intention on the Umrah Tridaya Tour and Travel Packages.
5. *Celebrity endorsement* has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Packages.
6. *Perceived price* has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Packages with brand trust as mediation.
7. *Celebrity endorsement* has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Packages with brand trust as mediation.

This research has several important findings for the travel agency Tridaya Tour and Travel as a provider of Umrah travel services, to pay more attention to pricing and celebrity endorsement (Ustadz who endorses) Umrah packages as well as paying attention to brand trust in order to increase purchase intention. Tridaya Tour and Travel Umrah Packages

*Perceived price* has a significant effect on brand trust and purchase intention on the Umrah Tridaya Tour and Travel Packages and *Perceived price* has a significant effect on purchase intention on the Umrah Tridaya Tour and Travel Packages with brand trust as mediation. According to the research results, several important efforts that must be made by the Tridaya Tour and Travel agency as a provider of Umrah travel services to improve pricing (haarga) are by

1. Adjust the price of the Umrah package offered so that it is affordable for the financial condition of the congregation
2. Comparing the price of the Umrah package with other Umrah travel agents so that the price offered is not much different or balanced with the others.

*Celebrity endorsement* has a significant effect on brand trust and purchase intention on the Tridaya Tour and Travel Umrah Package and celebrity endorsement has a significant effect on purchase intention on the Tridaya Tour and Travel Umrah Package with brand trust as mediation. According to the research results, several important efforts must be made by the Tridaya Tour and Travel travel agency as an Umrah travel service provider to improve the determination of celebrity endorsements, namely by:

1. Pay attention to physical attractiveness *Celebrity endorsement* (Ustadz who endorses the Umrah package)
2. Pay attention to how familiar the Celebrity endorsement (Ustadz who endorses) the Umrah package is
3. Pay attention to whether *Celebrity endorsement* (Ustadz who endorses) has an authoritative figure

All of these things need to be considered because his attractive appearance and authoritative figure in delivering studies or lectures related to religion influence the congregation to agree if the ustadz accompanies them on the Umrah trip.

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*Brand trust* has a significant effect on purchase intention on the Umrah Tridaya Tour and Travel Packages. According to research results, several important efforts must be made by the Tridaya Tour and Travel travel agency as an Umrah travel service provider to improve the trust brand, namely by increasing the confidence of the congregation so that they want to believe Tridaya Tour and Travel as a full Umrah travel agent by improving services in accordance with information obtained from the Umrah packages offered.

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