

ABSTRACT

This study aims to examine the influence of Celebrity Endorser Ruben Onsu and Brand Awareness Ben's Market on Consumer Purchasing Decisions. The research adopts a quantitative approach with a sample of 400 respondents familiar with Ben's Market online store. Data were collected through online questionnaires. Data analysis utilized regression analysis to examine the relationship between Celebrity Endorser and Brand Awareness variables with Consumer Purchasing Decisions. The theoretical framework employed in this study is the Laswell communication model. The findings indicate that both independent variables significantly contribute to Consumer Purchasing Decisions. These findings suggest that leveraging Celebrity Endorser and enhancing Brand Awareness can effectively influence consumer purchasing preferences. This research recommends precise marketing strategies to enhance consumer trust and influence purchasing decisions.

Keywords: Celebrity Endorser, Brand Awareness, Purchasing Decisions