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Building Brand Trust by Increasing Brand Awareness, Shaping Brand Image, and Engaging Brand Ambassadors

Tresia Deanra[a], Prida Ariani Ambar Astuti[b]

[a b b]Kalbis University, Pulomas Selatan Kav. 22, Jakarta 13210, Indonesia

ABSTRACT

The role of branding is vital for companies striving to establish and nurture consumer trust. Developing a strong brand image and fostering trust involves various strategic approaches, including the use of influential brand ambassadors and increasing overall brand awareness. This study specifically focuses on evaluating the impact of brand ambassadors Vincent and Desta, as well as the level of brand awareness, on brand trust. In this context, brand image serves as an important intermediary factor. Adopting a positivistic paradigm combined with a quantitative research approach, this study utilizes an explanatory survey methodology directed at Instagram followers of @oronaminc.id. Following data collection, the information is meticulously processed with the SEM-PLS technique for comprehensive analysis. The findings reveal that the presence of brand ambassadors does not exert a direct and statistically significant influence on brand trust; however, their effect becomes significant when mediated through brand image. In contrast, brand awareness demonstrates a robust direct influence on brand trust and significantly contributes to enhancing brand trust through the intermediary of brand image. These insights underscore the importance of both awareness and image in effectively building brand trust within the competitive landscape of consumer beverages.

Keywords - **Brand, Brand Ambassador, Brand Image, Brand Trust**

INTRODUCTION

In today's competitive market landscape, the role of branding has grown beyond mere product identification; it now serves as a crucial instrument for building lasting consumer trust and loyalty. A brand's ability to resonate with its audience emotionally is increasingly seen as essential to its success and longevity (Kusuma, 2020). Branding, which includes distinctive elements like name, logo, design, and symbolism, plays a pivotal role in distinguishing a company's identity from its competitors. A strong brand image, reinforced through strategic use of brand ambassadors and robust brand awareness, can help companies stand out, particularly in highly saturated markets like the beverage industry.

This study investigates the influence of brand ambassadors and brand awareness on brand trust, with brand image serving as an intervening variable, in the case of Oronamin C, a Japanese vitamin C beverage introduced to the Indonesian market by PT Amerta Indah Otsuka. Since its launch in 2018, Oronamin C has utilized high-profile Indonesian figures, including comedian and presenter Vincent and Desta, to convey its brand image of youthfulness, energy, and optimism. Through these partnerships, the brand aims to strengthen its identity and foster consumer trust by aligning with ambassadors who resonate with its target demographic (Surabayaupdate.com, 2023).

The significance of brand ambassadors is well-documented; they serve not only as recognizable faces but also as influential intermediaries who help shape consumer perceptions

(Hariyanto & Wijaya, 2022). For instance, Zozibini Tunzi, a Miss Universe winner, served as a brand ambassador for another vitamin C drink, YOU C1000, significantly impacting consumer trust among female consumers in Indonesia (Apriliza, Hairunnisa & Arum, 2023). Following a similar approach, Oronamin C has diversified its ambassador portfolio by collaborating with figures from diverse backgrounds, including musicians, comedians, and even regional personalities like Denny Caknan, who appeals to fans of dangdut music.

The study utilizes a quantitative survey approach, targeting Instagram followers of @Oronaminc.id, to examine the impact of Vincent and Desta as brand ambassadors on brand trust. Social media platforms like Instagram are central to Oronamin C's brand awareness strategy, showcasing the activities of these ambassadors to build a positive brand image and increase engagement (Anastasia Erika, Head of Marketing Oronamin C, 2023). Additionally, the study incorporates feedback on consumer perceptions of brand trust, analyzing whether ambassador-led initiatives enhance consumer confidence in the brand's quality and reliability.

By examining the interaction between brand ambassador appeal, brand awareness, and brand trust, this research provides new insights into consumer-brand dynamics in digital marketing. The findings offer practical guidance for companies seeking to optimize brand ambassador strategies, particularly in Indonesia's competitive beverage market. This study also adds valuable knowledge to the academic field of communication studies, emphasizing the importance of strategic branding in modern consumer engagement.

LITERATURE REVIEW

Marketing communication serves as a critical tool for companies to convey a brand's unique value to its target audience effectively. According to Firmansyah (2019), marketing communication involves disseminating information that not only persuades consumers but also establishes a strong and lasting brand recall. Kotler and Keller (Firmansyah, 2019) describe marketing communication as a means to directly or indirectly shape consumer perceptions and memories about a product or brand. This multi-dimensional process includes elements such as advertising, direct marketing, sales promotions, personal selling, and interactive marketing, each of which contributes to creating a coherent brand image in the minds of consumers. In this study, marketing communication is examined using social media platforms, particularly Instagram, where Oronamin C engages its audience by sharing activities of its brand ambassadors. These elements of marketing communication work in synergy to build brand trust and reinforce consumer loyalty by conveying Oronamin C's brand message in a visually engaging and memorable manner (Firmansyah, 2019; Shimp, 2003).

A brand is not just a label; it serves as a crucial differentiator that adds value to a product by creating a unique identity. According to the American Marketing Association, a brand encompasses various elements, including name, term, design, and symbol, that together distinguish one product from another. Kotler and Keller (2016) describe a brand as a promise made by the company to its consumers, reflecting consistent quality and benefits. They identify six levels of brand meaning: attributes, benefits, values, culture, personality, and user associations. For example, Oronamin C positions itself as a refreshing and energizing vitamin C beverage, thereby linking its brand identity with a healthy and vibrant lifestyle. In this study, Oronamin C's brand is

analyzed in terms of its image among Indonesian consumers, especially its association with attributes of freshness, energy, and happiness, as conveyed by its brand ambassadors. This approach aligns with Kotler and Keller's framework, as Oronamin C seeks to build a connection with consumers that goes beyond the functional benefits of the product, creating an emotional bond and fostering consumer trust (Kotler & Keller, 2016).

A brand ambassador is a representative who embodies the brand's image, values, and identity, thereby influencing consumer perceptions and driving purchasing decisions. Suseno (2022) defines a brand ambassador as a person, often a celebrity, who is strategically chosen to enhance brand credibility, visibility, and appeal. Royan (2005) introduced the VisCAP model, which outlines four critical attributes for selecting an effective brand ambassador: visibility, credibility, attraction, and power. Visibility refers to the ambassador's popularity and media presence, while credibility includes expertise, trustworthiness, and objectivity. Attraction encompasses physical appeal and non-physical likeability, familiarity, and similarity, while power reflects the ambassador's ability to influence consumer attitudes. In Oronamin C's case, brand ambassadors Vincent and Desta were chosen due to their alignment with the brand's youthful and energetic image. Their popularity, humor, and relatability resonate with Oronamin C's target demographic, creating a favorable impression and enhancing brand trust. This study examines how these attributes influence the audience's perception of Oronamin C, utilizing the VisCAP model as a framework (Royan, 2005; Suseno, 2022).

Brand awareness is defined as the extent to which a brand is recognized and recalled by consumers, contributing significantly to the success of a product in the market. Rahayu (2017) emphasizes that brand awareness indicates the effectiveness of a brand's marketing efforts, as measured by consumers' ability to recognize or remember a brand's name, logo, or slogan. According to Kotler & Keller (2019), brand awareness can be broken down into four key indicators: recall, recognition, purchase decision, and consumption. High levels of brand recall and recognition suggest a strong market presence, as consumers are more likely to choose familiar brands. In the context of this study, Oronamin C's brand awareness is assessed through its Instagram presence, where frequent interactions with its followers are designed to reinforce brand recall and recognition. By strategically using social media to highlight the activities of Vincent and Desta, Oronamin C effectively enhances its brand awareness among Indonesian consumers (Rahayu, 2017; Kotler & Keller, 2019).

Brand image refers to the overall perception that consumers hold about a brand, shaped by their past interactions, experiences, and information about the brand. Setiadi (2003) explains brand image as the outcome of associations that are strong, positive, and unique in consumers' minds. According to Kotler & Keller (2016), brand image is built upon three main factors: the strength of brand association, favorability of brand association, and uniqueness of brand association. These associations contribute to creating a differentiated brand identity that appeals to consumers on an emotional level. In this study, brand image serves as a mediating variable between brand awareness and brand trust, reflecting how consumers perceive Oronamin C's unique attributes, such as freshness and vitality, which are consistently reinforced by its brand ambassadors. This approach underscores the importance of creating a distinct and favorable brand image to build long-term brand trust (Kotler & Keller, 2016).

Brand trust is crucial in establishing and maintaining a loyal consumer base. According to Morgan & Hunt (1994), brand trust is consumers' confidence that a brand will fulfill its promises

and meet their expectations. Gefen (2000) further suggests that brand trust increases consumers' willingness to rely on a brand, especially in uncertain situations. Lau and Lee (2007) identify three main components of brand trust: brand characteristics, company characteristics, and consumer-brand relationship. Brand characteristics include brand reputation, predictability, and competence. Company characteristics involve corporate integrity and social responsibility, while consumer-brand relationship encompasses emotional connection and shared values. This study investigates how Oronamin C's use of brand ambassadors and brand awareness efforts impacts consumer trust, using brand image as an intervening variable. Through frequent engagement on social media, Oronamin C aims to build a trusted and reliable image among its consumers, reinforcing brand loyalty and reducing perceived risks (Morgan & Hunt, 1994; Gefen, 2000).

This research builds on prior studies examining the impact of brand ambassadors, brand awareness, brand image, and brand trust. Studies by Nursafitri and Satria (2024) and Çelik & Yazar (2022) demonstrate how brand ambassadors significantly influence brand image and consumer perceptions. Other studies explore the direct relationships between brand awareness, brand image, and brand loyalty, particularly in digital contexts, providing valuable insights into how social media enhances consumer-brand interactions (Nursafitri & Satria, 2024; Çelik & Yazar, 2022). Based on the theoretical and conceptual foundations, this study formulates several hypotheses. These include the hypothesis that brand ambassadors and brand awareness positively impact brand image and trust. Additionally, the study hypothesizes that brand image serves as a mediating variable, amplifying the influence of brand ambassadors and brand awareness on brand trust among Instagram followers of Oronamin C.

METHODOLOGY

The research follows a structured series of stages, beginning with the adoption of a positivistic paradigm. This paradigm views reality as objective and measurable through empirical methods, which is essential in achieving objectivity and reproducibility in data collection and analysis. Consequently, a quantitative approach was selected to collect numerical data and test hypotheses. This approach facilitates generalization to a larger population and enables examination of causal relationships among variables using structured questionnaires (Creswell & Creswell, 2014). The study employs a survey method, using questionnaires as the main data collection tool. This method ensures that data from respondents accurately represents the target population, and the closed-ended questions provide structured, quantifiable insights (Kriyantono, 2014). Operational definitions clarify key variables: brand ambassador and brand awareness as independent variables, brand trust as the dependent variable, and brand image as a mediating variable linking brand ambassador and brand trust.

The research targets a population of 30.7k Instagram followers of @oronaminc.id and employs purposive sampling to select 100 respondents who meet specific criteria, such as age, familiarity with brand ambassadors, and prior Oronamin C consumption. Data were gathered through online questionnaires, and secondary data were also incorporated, including information from the Oronamin C website and media articles covering the brand and its ambassadors. The study emphasizes data reliability and validity. Validity was confirmed using content, convergent, and discriminant validity tests, while reliability was assessed with Cronbach's Alpha and composite

reliability measures, ensuring consistency across the collected data. These tests were conducted using SPSS and SmartPLS software.

Data analysis proceeded with the measurement model (outer model) and the structural model (inner model). The outer model evaluated validity and reliability by calculating the Average Variance Extracted (AVE) and item loadings, while the inner model assessed causal relationships using R-square and predictive relevance (Q-square) values. This combination of models allows for a comprehensive understanding of the data structure and variable relationships. Hypothesis testing was conducted with Structural Equation Modeling (SEM) using SmartPLS, with hypotheses accepted when T-statistics exceeded 1.96, indicating statistical significance. Additionally, model quality and fit were evaluated using R-square, Q-square, and F-square values to determine the strength and predictive accuracy of the model. Brand image was tested as a mediating variable to determine its role in the relationship between brand ambassador and brand awareness with brand trust. This mediation analysis evaluated whether brand image acts as a full mediator, a partial mediator, or has no mediation effect at all in the influence of the independent variables on brand trust. Through these carefully structured stages, the study rigorously examines how brand ambassadors and brand awareness impact brand trust, both directly and indirectly through brand image, among Oronamin C's Instagram followers.

RESULTS

Convergent validity is an analysis used to determine whether each indicator within a variable correlate well enough to accurately describe that variable (Hamid & Anwar, 2019). In this study, since it employs a reflective model, the convergent validity test is assessed through the loading factor value, which should exceed 0.6. Additionally, the average variance extracted (AVE) value must be greater than 0.5 (Hamid & Anwar, 2019). The results of the convergent validity test in this study yielded values above 0.6, indicating that each indicator is reliable and contributes significantly to their respective variables. Furthermore, an examination of Table 1 reveals that each variable within the research framework has an Average Variance Extracted (AVE) value that is greater than 0.5. This result confirms that each variable is valid and can be effectively described and quantified by its indicators. In summary, both the loading factor values, and AVE measurements provide strong evidence of the validity of the indicators and variables within this study, ensuring a reliable basis for further analysis and interpretation.

TABLE 1
AVE TEST RESULTS

Variable	Average Variance Extracted (AVE)	Rule Of Thumb	Result
Brand Ambassador (X1)	0.567	0.500	Valid
Brand Awareness (X2)	0.539	0.500	Valid
Brand Image (Z)	0.555	0.500	Valid
Brand Trust (Y)	0.601	0.500	Valid

Discriminant validity is a crucial assessment in research that examines whether the indicators associated with each variable are sufficiently distinct in their representation of that variable. This means that the indicators should not exhibit a high level of correlation with indicators from other variables, ensuring that each variable provides unique insights into the construct it is intended to measure (Hamid & Anwar, 2019). In the context of this study, we evaluated discriminant validity using the Heterotrait-Monotrait Ratio (HTMT), which is a specific statistical measure designed to assess the degree of overlap between constructs. To establish adequate discriminant validity, the HTMT value must be below the threshold of 0.9 (Ghozali & Latan, 2015), indicating that the constructs are indeed distinct from one another. The following section presents the detailed results of the discriminant validity tests conducted within this study, highlighting the HTMT values for each pair of constructs and discussing their implications for the overall integrity of the measurement model. Table 2 presents the correlation coefficients between the variables, specifically the HTMT values, which are all found to be below 0.9. This low correlation suggests that the indicators associated with each variable provide distinct and independent descriptions of their respective variables. In other words, the uniqueness of each indicator is maintained, ensuring that they effectively capture different aspects of the variables they represent. This finding reinforces the validity of the measurement model used in this analysis.

TABLE 2
DISCRIMINANT VALIDITY TEST RESULTS

	Brand Image (Z)	Brand Ambassador (X1)	Brand Trust (Y)
Brand Ambassador (X1)	0.731		
Brand Trust (Y)	0.842	0.692	
Brand Awareness (X2)	0.847	0.735	0.808

Reliability testing plays a crucial role in research, as it helps determine the extent to which an instrument consistently measures what it is intended to measure. This involves evaluating the accuracy and precision of the instrument concerning its construct (Hamid & Anwar, 2019). In this study, researchers employed two popular methods for assessing reliability: Cronbach's alpha and composite reliability. We chose to focus on composite reliability because it is generally considered to provide a more comprehensive evaluation of internal consistency across variables. To ensure robust results, we adhered to established assessment criteria, which stipulate that both Cronbach's alpha and composite reliability values should exceed a threshold of 0.7. This threshold indicates an acceptable level of reliability, suggesting that the instrument yields stable and consistent data (Hamid & Anwar, 2019). Table 3 indicates that the values of Cronbach's alpha and composite reliability are both above 0.7, concluding that the research indicators consistently describe the variables. The findings from the reliability tests conducted on our research model are outlined below:

TABLE 3
RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Result
Brand Awareness (X2)	0.922	0.933	0.700	Reliabel
Brand Ambassador (X1)	0.930	0.940	0.700	Reliabel
Brand Image (Z)	0.899	0.918	0.700	Reliabel
Brand Trust (Y)	0.917	0.931	0.700	Reliabel

The structural model, commonly referred to as the inner model, serves as a crucial framework for assessing and forecasting the relationships among various variables within a research context. This model is essential for understanding how dependent and independent variables interact and influence each other. To evaluate the effectiveness of the structural model, researchers often use the R-squared value, which quantifies the degree to which variability in the dependent variable can be explained by the independent variables in the model (Hamid & Anwar, 2019). The R-squared value can fall within a range of 0 to 1, where specific thresholds indicate the strength of the model. Values of 0.75, 0.50, and 0.25 are typically recognized as denoting strong, moderate, and weak models, respectively (Hamid & Anwar, 2019). Therefore, a higher R-squared value signifies a more robust relationship between the variables being studied. In the context of this research, we specifically focus on the adjusted R-squared value, which is particularly valuable as it adjusts the R-squared statistic for the number of variables included in the model. This adjustment allows researchers to attain a more accurate representation of the model's quality when applied to the broader population (Minati, 2021).

In our analysis, we found that the adjusted R-squared value for the brand image variable (Z) is 0.636. This figure indicates that 63.6% of the variance in brand image can be attributed to the influence of the brand ambassador variable (X1) and the brand awareness variable (X2). This means that these two independent variables account for a significant portion of the dynamics surrounding brand image. Conversely, the remaining 36.4% of the variance is influenced by other factors not necessarily captured within the confines of our research model. Since this adjusted R-squared value of 0.636 exceeds the threshold of 0.50, it is categorized as exhibiting a moderate effect, suggesting that while the model is effective, there remains room for exploration of additional variables. Furthermore, we examined the adjusted R-squared value for the brand trust variable (Y), which was found to be 0.648. This value indicates that 64.8% of the variation in brand trust is significantly influenced by the brand image variable (Z), as well as by the brand ambassador variable (X1) and the brand awareness variable (X2). In this case, the remaining 35.2% of variance is also influenced by external factors not included in our model, indicating the complexity of brand trust dynamics. The adjusted R-squared value of 0.648, being higher than 0.50, also classifies this model as exhibiting a moderate effect, underscoring its relevance and indicating potential pathways for further research into the intricacies affecting brand trust. Overall, these findings underscore the importance of considering both brand image and brand awareness, along with the role of brand ambassadors, in shaping consumer trust and perceptions of a brand. They also highlight the necessity for additional studies to explore other variables that could further elucidate the dynamics at play in this complex landscape.

TABEL 4
R-SQUARE

Variable	R Square	R Square Adjusted
Brand Image (Z)	0.644	0.636
Brand Trust (Y)	0.659	0.648

In this research, we explore a two-sided hypothesis framework to assess the relationships between brand ambassadors, brand awareness, brand image, and brand trust. The criteria established for hypothesis testing are based on the t statistic and the p value. Specifically, if the t statistic exceeds 1.96 or if the p value falls below 0.05, we reject the null hypothesis. Conversely, if the t statistic is less than 1.96 or the p value exceeds 0.05, we accept the null hypothesis. Analyzing the data for the first hypothesis, we find that the t statistic value is 2.445, which is greater than the threshold of 1.96. Additionally, the corresponding p value is 0.015, which is notably less than 0.05. These results lead us to reject the null hypothesis, indicating that brand ambassadors significantly influence the brand image. This suggests that the presence and effectiveness of brand ambassadors can enhance how consumers perceive the brand. In our examination of the second hypothesis, the analysis yields a t statistic value of 6.094, clearly exceeding 1.96. The p value associated with this statistic is 0.000, which is significantly lower than 0.05. Consequently, we reject the null hypothesis, concluding that brand awareness has a substantial impact on brand image. This finding emphasizes the importance of brand awareness in shaping consumer perceptions and associations with the brand. The results for the third hypothesis indicate a t statistic value of 1.127, which is below 1.96. The p value here is 0.260, surpassing the threshold of 0.05. Therefore, we accept the null hypothesis, suggesting that brand ambassadors do not have a significant effect on brand trust. This outcome may point to other factors influencing brand trust that are not adequately addressed by the presence of brand ambassadors alone. For the fourth hypothesis, the data analysis reveals a t statistic value of 3.557, exceeding our critical t value of 1.96, and the p value is 0.000, which remains under the 0.05 threshold. Hence, we reject the null hypothesis, concluding that brand awareness significantly affects brand trust. This finding underscores the crucial role of brand awareness not only in enhancing the brand image but also in fostering consumer trust. Upon examining the fifth hypothesis, we observe a t statistic value of 3.012, which is greater than 1.96, accompanied by a p value of 0.003, well below 0.05. Therefore, we reject the null hypothesis, affirming that brand image significantly influences brand trust. This indicates that a positive brand image is likely to reinforce consumer trust in the brand. The analysis for the sixth hypothesis provides a t statistic value of 2.294, which exceeds the critical threshold of 1.96, and the p value is reported at 0.022, which is less than 0.05. Thus, we reject the null hypothesis, suggesting that brand ambassadors have a significant effect on brand trust through the mediation of brand image. This insight reveals that brand ambassadors can enhance brand trust indirectly by improving the overall brand image. Lastly, for the seventh hypothesis, the t statistic value is 2.709, exceeding 1.96, with a p value of 0.007, falling below the 0.05 significance level. Consequently, we reject the null hypothesis, confirming that brand awareness significantly affects brand trust through the brand image. This finding reinforces the idea that increased brand awareness not only enhances image perceptions but also contributes directly to building trust

among consumers. Overall, these results highlight the intricate relationships between brand ambassadors, brand awareness, brand image, and brand trust, suggesting that both brand awareness and the effectiveness of brand ambassadors play critical roles in shaping consumer perceptions and trust in the brand.

TABLE 5
HYPOTHESIS TEST RESULTS

H	Alternative Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
H1	(X1) □ (Z)	0.261	2.445	0.015	Accepted
H2	(X2) □ (Z)	0.6	6.094	0.000	Accepted
H3	(X1) □ (Y)	.126	1.127	0.260	Rejected
H4	(X2) □ (Y)	0.419	3.557	0.000	Accepted
H5	(Z) □ (Y)	0.34	3.012	0.003	Accepted
H6	(X1) □ (Y) □ (Z)	0.109	2.294	0.022	Accepted
H7	(X2) □ (Y) □ (Z)	0.251	2.709	0.007	Accepted

DISCUSSION

The study involved 100 respondents, primarily composed of Gen Z individuals aged 18-22, with 65% being students and 20% employees. Gen Z's tendency to trust brands that use influencers or brand ambassadors on social media aligns with the study's context, where Vincent and Desta represent the Oronamin C brand. The heavy use of social media among respondents, with 70% using it for 4-8 hours daily and 81% using Instagram for over three years, underscores the importance of social media in brand promotion.

For the brand ambassador variable (X1), the study applied the VisCAP model, evaluating visibility, credibility, attraction, and power. Vincent and Desta's popularity and multi-talented profiles in Indonesia were recognized positively, with an average rating of 3.425 for visibility. In terms of credibility, respondents agreed that Vincent and Desta effectively communicated the benefits of Oronamin C. Their attractiveness, based on physical appeal and charisma, received a high average rating of 3.535, highlighting their influence on consumer attraction. The power indicator showed that Vincent and Desta could persuade respondents to try Oronamin C, with an average score of 3.350.

For brand awareness (X2), the four indicators—recall, recognition, purchase decision, and consumption—were evaluated. The recall indicator showed moderate familiarity with Oronamin C (average 3.325), while the unique packaging, including its brown bottle and red logo, facilitated easy recognition (average >3.40). Purchase decisions were influenced by Oronamin C's unique selling points, like honey-infused vitamin C. The consumption indicator suggested that respondents were aware of the recommended daily intake, scoring an average of 3.350.

Brand trust (Y) was measured through brand characteristics, company characteristics, and consumer-brand characteristics. Oronamin C's consistency in taste and its honey flavor helped foster brand loyalty. The company's strong reputation, backed by PT Otsuka, contributed to trust, especially given Oronamin C's Japanese origin. Respondents also felt a positive experience with Oronamin C, which appealed as a daily vitamin C drink.

The brand image variable (Z) encompassed brand association strength, favorability, and uniqueness. Respondents found Oronamin C easily identifiable, affordable, and unique due to its specific ingredients like vitamin B, which isn't found in competitor products. Brand image emerged as a critical intermediary; Vincent and Desta's impact on brand trust was significant only when mediated by brand image. Although the ambassadors did not directly enhance brand trust, they strengthened it through brand image, showing that consumers place higher trust in sources with relevant knowledge or credibility, especially for health-related products.

Applying the Elaboration Likelihood Model, the study found that respondents processed the message through the peripheral route, focusing more on the credibility and appeal of Vincent and Desta rather than the message's content. This peripheral processing led to belief, behavior, and attitude changes among respondents, as seen in their increased interest and liking of Oronamin C as a daily vitamin drink. The peripheral route suggests that credibility, background, and the public figure's alignment with the brand's image are crucial in influencing consumer behavior. Vincent and Desta's roles as brand ambassadors for Oronamin C were most effective when mediated by brand image, highlighting the importance of credibility and familiarity in Gen Z's brand trust formation. The study underscores the value of choosing ambassadors who align with the brand's image, particularly for products positioned as health focused.

CONCLUSION

The findings of this study reveal several key insights. Firstly, the influence of brand ambassadors, represented by Vincent and Desta, on brand trust is not direct or significant. This result is attributed to respondents' perceptions that, while Vincent and Desta are well-known entertainers, they lack the health-related expertise that would directly increase trust in Oronamin C, a health-focused product. Consumers tend to critically evaluate health-related messages, seeking credibility and relevant expertise from the source. Thus, Vincent and Desta's role as brand ambassadors impacts brand trust indirectly, mediated through the brand image they help build rather than through direct influence. Secondly, brand image serves as a significant mediating factor in establishing brand trust. While Vincent and Desta do not directly enhance trust, they positively contribute to Oronamin C's brand image, which in turn boosts brand trust. This demonstrates that having recognizable ambassadors strengthens the brand's image in the eyes of consumers, indirectly fostering a sense of trust. Thirdly, brand awareness is found to have a direct and significant impact on brand trust. Respondents showed strong recall for Oronamin C's distinctive features, such as the brown bottle, red logo, and memorable jingle. This high level of brand awareness builds trust by making the brand easily recognizable and positively associated with its attributes.

Additionally, the effectiveness of Oronamin C's marketing is reinforced through familiar elements, especially the use of its jingle. Many respondents reported that hearing the song instantly reminded them of the brand, suggesting that such auditory cues, along with visual branding, strengthen consumer trust by enhancing familiarity. Lastly, applying the Elaboration Likelihood Model (ELM) reveals that respondents process health-related information about Oronamin C through the central route, carefully assessing the content rather than focusing solely on the brand ambassador. Consumers are more persuaded by credible, high-quality messages, particularly for

health-related products. This finding underscores the importance of choosing brand ambassadors with health expertise or credibility in such contexts to directly foster consumer trust. In conclusion, while Vincent and Desta enhance Oronamin C's brand image, their impact on brand trust is indirect. For health-oriented brands like Oronamin C, aligning brand ambassadors' expertise with the brand's health message is essential to building direct trust. The study highlights the need for brand ambassadors whose background aligns with the product's core messaging, especially in health and wellness sectors.

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