

**THE IMPACT OF CELEBRITY COLLABORATION ON CONSUMER PURCHASE
INTENTION : EVIDENCE FROM TREASURE X FIESTA READY TO GO LAVA
SERIES PRODUCT IN INDONESIA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

THE IMPACT OF CELEBRITY COLLABORATION ON CONSUMER PURCHASE INTENTION : EVIDENCE FROM TREASURE X FIESTA READY TO GO LAVA SERIES PRODUCT IN INDONESIA

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This study examines the impact of celebrity collaboration on consumer purchase intention toward Fiesta Ready to Go Lava Series in Indonesia, with consumer trust positioned as a mediating variable. The research focuses on the collaboration between Treasure and Fiesta, which combines celebrity appeal, fandom-based promotion, limited-edition packaging, and collectible merchandise as part of the brand's marketing strategy. Using the Stimulus–Organism–Response framework, celebrity collaboration is treated as the stimulus, consumer trust as the internal psychological process, and purchase intention as the consumer response. This study used a quantitative approach by distributing an online questionnaire to respondents who were at least 18 years old, identified as Treasure fans, and had been exposed to the Treasure × Fiesta collaboration. After the screening process, 124 valid responses were analyzed using Partial Least Squares Structural Equation Modeling through SmartPLS 4. The results show that celebrity collaboration has a positive and significant effect on purchase intention and consumer trust. Consumer trust also has a positive and significant effect on purchase intention and acts as a significant mediator in the relationship between celebrity collaboration and purchase intention. These findings indicate that celebrity collaboration is not only useful for attracting attention, but also for strengthening consumer trust, which further encourages purchase intention. Therefore, ready-to-eat food brands should use celebrity collaboration strategically by combining fandom appeal with product credibility, brand reliability, and clear consumer value.

Keywords: *Celebrity Collaboration, Consumer Trust, Purchase Intention, Ready-to-Eat Food, Fiesta Ready to Go, Treasure, PLS-SEM*



DEDICATION

This thesis is dedicated first and foremost to God Almighty, for His endless grace, guidance, strength, and blessings throughout every step of this journey. Without His presence, protection, and wisdom, I would not have been able to reach this point.

I also dedicate this thesis to my beloved mom, dad, aunt and family, who have always believed in me, supported me, prayed for me, and reminded me to keep believing in myself, even during difficult times throughout my thesis journeys. Their love, patience, and encouragement have been one of my greatest sources of strength.

To my friends, who have always supported me, helped me, listened to me, believed in me, and stayed by my side throughout this process, I am truly grateful. I also dedicate this thesis to my friends, who have always supported me, helped me, listened to me, believed in me, and accompanied me throughout my thesis journey.

Lastly, I dedicate this thesis to myself and to my younger self, who once dreamed of reaching this point, for being persistent, hardworking, and strong enough to continue moving forward until the end of this journey.

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