

ABSTRACT

The increasing consumer demand for cosmetics and skincare makes Indonesian beauty products compete to create high-quality makeup and skincare products. The request comes starting with an purchase intention from consumers. Consumer purchase intentions is needed for companies to get their customers. One way for companies to attract potential customers is to use a good marketing strategy to introduce their brand and products to consumers. The purpose of this study was to determine the effect of celebrity endorsers, advertising, and brand image on the intention to buy Something products.

Collecting data in this study by distributing questionnaires and using quantitative data analysis. Sampling was carried out by using non-probability sampling method. The sample used in this study was 385 respondents. The analytical method used in this study is multiple regression analysis and the analytical tool used with the help of SPSS 26.

Based on the simultaneous and partial hypothesis testing that has been carried out, it is known that celebrity endorsers, advertising, and brand image have a significant effect both simultaneously and partially on the intention to buy Something's product by 66.2%. The remaining 33.8% is influenced by other variables not examined and discussed in this study. The conclusion of this study, the influence of celebrity endorsers, advertising, and brand image on the intention to buy Something products is already in the good category, but there are several things that companies need to improve such as choosing a good celebrity endorser, creating innovation for product advertising, and increasing the company's brand image.

Keywords: celebrity endorser, advertising, brand image, purchase intentions