

ABSTRACT

The development of the beauty industry in Indonesia in recent years has experienced significant growth, especially with the presence of local brands that have begun to receive a lot of attention from consumers. The demand for skincare and cosmetic products is increasing, especially among the younger generation who are greatly influenced by trends and promotions on social media. This condition has driven an increase in the level of competition in the beauty industry which is now increasingly tight, forcing cosmetic business actors to compete to attract consumer buying interest. The purpose of this study is to analyze how Advertising and Brand Credibility influence Purchase Interest with Brand Image as an Intervening variable on consumers of Mother of Pearl products in Bandung City.

The method employed in this study is a quantitative research method with descriptive and causal research types. The population employed in this study were consumers who had purchased Mother of Pearl products and were domiciled in Bandung City with a sample size of 250 respondents. The sampling technique is carried out using the nonprobability sampling method. To analyze the data, the Structural Equation Modeling (SEM) method was used with the support of SmartPLS 4.0 software.

Based on the the research results, it can be concluded that advertising has a positive and significant effect on brand image. Brand credibility has a positive and significant effect on brand image. Advertising has a positive and significant effect on purchase intention. Brand credibility has a positive and significant effect on purchase intention. Brand image has a positive and significant effect on purchase intention. advertising and brand credibility have a positive and significant effect on purchase intention with brand image as a variable that mediates.

Keywords: *Advertising, Brand Credibility, Brand Image, Purchase Intention.*