

ABSTRACT

In the digital era, competitiveness means using unique marketing strategies and technology, especially online promotion through social media. In Indonesia, WhatsApp and TikTok are the most effective platforms for reaching consumers. Mykonos, a lokal perfume merek with a strong market presence but not yet significant popularity compared to competing merek, increased purchase interest through a collaboration with TikTok influencer Setiawan Ade. Consumers were influenced to purchase the product by the influencer's attractiveness, trustworthiness, and expertise. This study examines the influence of celebrity endorsers on Mykonos's purchase intention on TikTok.

The study uses quantitative analysis to determine the effect of celebrity endorsers on buying interest among Instagram users, as measured by indicators including attractiveness, trustworthiness, and expertise. Data will be obtained by distributing questionnaires to respondents with a TikTok account. A Likert scale will be used to measure responses, and the SPSS application will be used to process the data.

Based on the results of this study, the responses of the respondents who were asked about the influence of celebrity endorsers on TikTok on their buying interest in Mykonos resulted in a very good percentage. This is evidenced by the results of the t-test, which had a significance value of 0.000 (<0.05), and a regression coefficient of 0.304. These results show that the celebrity endorser variable has a positive and significant effect on consumer buying interest.

Keywords: *Celebrity Endorser, Purchase Intention, Purchase decision, Social Media, Mykonos.*