

## ABSTRAK

### PENGARUH *CELEBRITY ENDORSEMENT* TERHADAP *PURCHASE INTENTION* KONSUMEN PRODUK KECANTIKAN MELALUI MEDIASI *POSITIVE BRAND* *IMAGE* DAN *BRAND ATTITUDE*

Penelitian ini melihat pengaruh *Celebrity Endorsement* terhadap *Purchase Intention* konsumen produk kecantikan yang melalui mediasi oleh *Positive Brand Image* dan *Brand Attitude*. Metode analisis yang digunakan pada penelitian ini yaitu Structural Equation Model (SEM) dengan sampel yang digunakan sebanyak 100 responden. Responden yang digunakan pada penelitian ini merupakan responden wanita yang menggunakan produk kecantikan di wilayah Jabodetabek dengan usia 18 sampai 35 tahun. Hasil dari penelitian ini menghasilkan *Celebrity Endorsement* berpengaruh signifikan terhadap *Positive Brand Image*, *Positive Brand Image* tidak berpengaruh signifikan terhadap *Purchase Intention*, *Celebrity Endorsement* berpengaruh signifikan terhadap *Brand Attitude*, *Brand Attitude* berpengaruh signifikan terhadap *Purchase Intention*, *Positive Brand Image* tidak berpengaruh signifikan dalam memediasi pengaruh *Celebrity Endorsement* terhadap *Purchase Intention*, *Brand Attitude* berpengaruh signifikan dalam memediasi pengaruh *Celebrity Endorsement* terhadap *Purchase Intention*, dan *Celebrity Endorsement* berpengaruh signifikan terhadap *Purchase Intention*.

Kata Kunci : *Celebrity Endorsement, Positive Brand Image, Brand Attitude, Purchase Intention.*

## ABSTRACT

### THE EFFECT OF *CELEBRITY ENDORSEMENT* ON *PURCHASE INTENTION* OF CONSUMERS BEAUTY PRODUCTS THROUGH MEDIATION BY *POSITIVE BRAND* *IMAGE* AND *BRAND ATTITUDE*

*This research is to see the effect of celebrity endorsement on purchase intention of consumers beauty products through mediation by brand image and brand attitude. The method used in this research is Structural Equation Model (SEM) method with 100 respondents as a sample. Respondents taken in this study were female respondents who used beauty products in the Greater Jakarta area with ages 18 to 35 years. The results of this study show that Celebrity Endorsements have a significant effect on Positive Brand Image, Positive Brand Image has no significant effect on Purchase Intention, Celebrity Endorsements have a significant effect on Brand Attitude, Brand Attitude has a significant effect on Purchase Intention, Positive Brand Image has no significant effect on mediating between Celebrity Endorsements to Purchase Intention, Brand Attitude have a significant effect on mediating between Celebrity Endorsement to Purchase Intention, and Celebrity Endorsements have a significant effect on Purchase Intention.*

*Keywords : Celebrity Endorsement, Brand Image, Brand Attitude, Purchase Intention.*