

ABSTRACT

The rise of the influence of the Korean wave in Indonesia not only affects the culture of the people who now tend to be oriented towards South Korea, but also affects the world of marketing. Scarlett Whitening is a brand that involves the role of South Korean celebrities in their product marketing campaigns. By using a celebrity endorsement that is able to influence purchase intentions through consumer self-congruity. Will celebrity endorsement also affect consumer purchase intentions involving the perceived quality of consumers for Scarlett Whitening body care products. Other problems arise due to contradictions from previous research. Therefore, in this study, we will examine the effect of celebrity endorsement on purchase intention mediated by self-congruity and perceived quality.

This study was conducted to develop a comprehensive conceptual model on how the use of Korean stars on celebrity endorsement and self-congruity owned by consumers is able to have a significant influence on purchase intention with perceived quality as a mediating variable, using the self-congruence theory approach as the basis of research. The continuity of this research involved 165 respondents who live in DKI Jakarta. The data obtained were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) version 22 program.

Based on the results of this study, it was found that celebrity endorsement can have a positive and significant effect on self-congruity, in line with this self-congruity has a positive and significant effect on perceived quality, which in turn has a positive and significant effect on purchase intention. The results in this study also show that self-congruity can mediate the relationship between celebrity endorsement and purchase intention. Therefore, all hypotheses in the study can be accepted. So it is hoped that this research can be useful in developing Scarlett Whitening's marketing strategy and become a literature reference for the benefit of future academics.

Keywords: *celebrity endorsement, purchase intention, self-congruity, perceived quality, self-congruity theory.*