

ABSTRACT

The goal of this study is to examine the impact of celebrity endorsers' attractiveness and trust on purchase intention in COSRX skincare products, using a brand image as an intervening variable. The variables used in this study are celebrity endorsers' attractiveness and trustworthiness as independent variables, brand image as intervening variables, and purchase intention as dependent variables.

This research used a sample of 139 respondents, who live in Indonesia who aware the COSRX brand and use TikTok. The sampling method used is purposive sampling. The data collection method was carried out using an online questionnaire by Google Form. Then, the analysis method used partial least square structural equation modeling (PLS-SEM) using the Smart PLS analysis tool.

The results of this study illustrate that the celebrity endorser's attractiveness and trustworthiness have a positive and significant effect on brand image. The brand image has a positive and significant effect on purchase intention. In addition, the celebrity endorser's attractiveness has a positive and insignificant effect on purchase intention. Meanwhile, celebrity endorser's trustworthiness has a negative and insignificant effect on purchase intention. However, the influence of celebrity endorser's attractiveness and trustworthiness have a positive and significant effect on purchase intention through the brand image as an intervening.

Keywords: Celebrity Endorser, Attractiveness, Trustworthiness, Brand Image and Purchase Intention