

ABSTRACT

Developments that occur in the current digital era encourage various companies or entrepreneurs to set the right marketing strategy for the products or services to be marketed. Through the services of *endorsers* as a marketing strategy made by companies or entrepreneurs to better introduce *brands* or *brands* to the public. In this study tested the *expertise*, trust, attractiveness, to purchase intention with *brand* credibility as intervening variables.

The research begins with developing a research framework that analyzes the relationship between *endorser* credibility, *brand* credibility, and purchase intention based on Self-Congruence Theory. The population in this study is people who live in the city of Semarang who know or buy Vivo smartphone products. data collection was carried out by distributing questionnaires or questionnaires involving 150 respondents selected by purposive sampling. The data obtained from the questionnaire data were then analyzed quantitatively and using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment Of Structural (AMOS) version 24 program.

The results of this study show that *expertise*, trustworthiness, attractiveness, which promote Vivo smartphone products have a positive and significant effect on *brand* credibility. Furthermore, *brand* credibility also has a positive influence on purchase intention. Therefore all hypotensives in this study are accepted and it is hoped that the managerial implications of this study can be suggestions for improvements to the VIVO Smartphone.

Keywords: *expertise*, trustworthiness, attractiveness, *brand* credibility, purchase intention