

ABSTRACT

Indonesian consumers' demand for international and local beauty products has continued to increase in recent years, making business competition in the skin care sector increasingly tight, especially for the local skincare brand Avoskin. This study aims to examine the influence of celebrity endorsers and perceived quality on Avoskin skincare purchasing decisions through brand image as an intervening variable.

This research was conducted on consumers who have bought Avoskin products who are domiciled in the city of Medan. A total of 100 respondents were used as samples in this study. Data collection was carried out through questionnaires with the non-probability sampling method and purposive sampling techniques using the Structural Equation Modeling (SEM) analysis tool.

The results showed that celebrity endorsers had a significant positive effect on brand image, perceived quality had a positive but not significant effect on brand image and brand image had a positive and significant effect on purchasing decisions.

Keywords: Celebrity endorser, Perceived quality, Brand image, Purchase Decision