

ABSTRACT

Beauty and skin health care is a necessity, women feel that makeup can increase self-confidence. With so many new cosmetic brands, both foreign and local brands. Many factors are considered by consumers to buy and use products from certain cosmetic brands. The research was conducted with the aim of analyzing the influence of celebrity endorsements, online customer reviews, brand quality on purchasing decisions with brand image as an intervening variable. Respondents used in this study were consumers of Luxcrime products in Indonesia.

This research was conducted using a non-probability sample technique by collecting data. Data analysis was performed using the Structural Equation Model (SEM) with AMOS software version 24.0.

The results showed that three of the seven hypotheses had a positive but not significant impact. With the following details: hypothesis 1 (celebrity endorsement has a positive and significant effect on brand image), hypothesis 2 (online customer reviews have a positive but not significant effect on brand image), hypothesis 3 (product quality has a positive but not significant effect on brand image), hypothesis 4 (celebrity endorsement has a positive but not significant effect on purchasing decisions), hypothesis 5 (online customer reviews have a positive but not significant effect on purchasing decisions), hypothesis 6 (product quality has a positive and significant effect on purchasing decisions), hypothesis 7 (brand image has an effect positive and significant to the purchase decision).

Keywords: Celebrity Endorsement, Online Customer Reviews, Product Quality, Purchase Decision, Brand Image.