

ABSTRACT

With ever-evolving technology, changing consumer styles, and political and economic changes around the world, the business environment is increasingly complex. In this case, companies must be more creative in their marketing strategies so that consumers remain interested in buying the products offered. The growth of the beauty industry in Indonesia from 2019-2023 has increased every year. One of the popular skincare products is Garnier facial wash. However, in 2022-2023, Garnier products fell to second place under the Ponds brand. This shows that Garnier's marketing strategies such as celebrity endorsements and brand image that can influence consumer purchases are not enough to maintain the number one position in the facial wash market. This problem can be studied using these variables in order to increase the purchase intention of Garnier facial wash.

This study collected data by distributing questionnaires and can be filled in by respondents who meet the criteria. The specified criteria are consumers who know Garnier facial wash products. The results of data collection are processed quantitatively using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) program. The collected data that can be processed is 180 respondents.

The results of the research analysis that has been conducted prove that celebrity endorsement and brand image have an effect on purchase intention. The mediation effect of brand awareness in the relationship between celebrity endorsement and purchase intention is stated to have a significant effect. However, the variable that does not have an effect is brand image on brand awareness. The implications that can be applied from the results of this study are that Garnier needs to increase promotional efforts and marketing campaigns to increase brand awareness among consumers.

Keywords: *Celebrity Endorsement, Brand Image, Brand Awareness, Purchase Intention*