

## **ABSTRACT**

*Indonesia is one of region which have potentials on developing beauty products market especially on cosmetics and that pursued a lot of new brands for keep coming out. This matter makes the market competition get tigher and indirectly forced business for always have ways to survive. One of the biggest brand on cosmetics industry is Mustika Ratu, as a 25th yeas old brand, Mustika Ratu should be superior in matter of this competition and one the way to stay as superior is to make their customers keep on buying Mustika Ratu's products. This study aimed to analyze the influence of celebrity endorser, advertising appeal, product quality to purchase decision of face mask Mustika Ratu using brand image as intervening variable. This study is conducted on all Mustika Ratu face mask's customers in Semarang.*

*Purposive sampling method is used for this research, samples were collected from 100 respondents (consumer who use face mask Mustika Ratu and who watch advertising of Mustika Ratu). Multiple regression analysis is used for this study.*

*This results showed that celebrity endorser, advertising appeal and product quality has positive and signficant effect on brand image (as intervening variable), and brand image has positive and significant effect on purchase decision.*

*Keywords: celebrity endorser, advertising appeal, product quality, brand image, purchase decision*