

## **ABSTRACT**

*Make Over is a cosmetic brand released by PT. Paragon Technology & Innovation, which created a famous cosmetic brand in Indonesia because of its halalness, namely Wardah brand cosmetics. The purpose of this study was to determine and analyze how the influence of brand communication, celebrity endorsement and brand image on purchase intention.*

*The sampling method used in this research is non-probability sampling with purposive sampling technique. The samples collected were 100 respondents who had bought Make Over products at least twice. Then the collected data is processed using the IBM SPSS software application with multiple linear analysis and goodness of fit.*

*The results of this study indicate that brand communication, celebrity endorsement and brand image have a positive and significant effect on purchase intention.*

*Keywords: brand communication, celebrity endorsement, brand image, purchase intention.*