

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar, Pengaruh Celebrity Endorser Dan Daya Tarik Iklan Terhadap Minat Beli Pada Pengguna Scarlet Whitening Dengan Brand Image Sebagai Variabel Intervening. Metode pengumpulan data dilakukan dengan cara mengedarkan kuesioner, dengan Sampel 100 responden dengan menggunakan teknik nonprobability sampling dengan menggunakan purposive sampling. Metode analisis yang digunakan adalah analisis regresi linier berganda dan analisis jalur (*path analysis*) dengan alat analisis spss 23.0. Hasil penelitian ini yaitu Terdapat Pengaruh positif Celebrity Endorser terhadap Brand Image. Terdapat Pengaruh positif Daya Tarik Iklan terhadap Brand Image. Terdapat Pengaruh positif Celebrity Endorser terhadap Minat Beli. Terdapat Pengaruh positif Daya Tarik Iklan terhadap Minat beli. Terdapat Pengaruh negatif Brand Image terhadap Minat Beli. Terdapat Pengaruh secara langsung Celebrity Endorser terhadap Minat Beli melalui Brand Image Sebagai variable Intervening. . Terdapat Pengaruh secara langsung Celebrity endorser dan Daya Tarik Iklan terhadap Brand Image dengan kontribusi dari variabel independen terhadap variabel dependen sebesar 47%. Terdapat Pengaruh secara langsung Celebrity endorser dan Daya Tarik Iklan terhadap Minat Beli melalui Brand Image Sebagai variable Intervening dengan kontribusi dari variabel independen terhadap variabel dependen sebesar 65%.

Kata Kunci: Celebrity Endorser, Daya Tarik Iklan, Minat Beli dan Brand Image

## **ABSTRACT**

*This study aims to examine how much influence Celebrity Endorser and Advertising Attractiveness have on Purchase Interest in Scarlet Whitening Users with Brand Image as an Intervening Variable. The data collection method was carried out by distributing questionnaires, with a sample of 100 respondents using a non-probability sampling technique using purposive sampling. The analytical method used is multiple linear regression analysis and path analysis (path analysis) with the SPSS 23.0 analysis tool. The results of this study are that there is a positive influence of celebrity endorsers on brand image. There is a positive effect of advertising attractiveness on brand image. There is a positive influence of celebrity endorsers on buying interest. There is a positive influence on advertising attractiveness on buying interest. There is a negative effect of brand image on buying interest. There is a direct influence of celebrity endorsers on buying interest through brand image as an intervening variable. . There is a direct influence of Celebrity endorser and Advertising Attractiveness on Brand Image with the contribution of the independent variable to the dependent variable of 47%. There is a direct influence of celebrity endorsers and advertising attractiveness on buying interest through brand image as an intervening variable with the contribution of the independent variable to the dependent variable of 65%.*

*Keywords: Celebrity Endorser, Ad Attractiveness, Purchase Intention and Brand Image*