

## ABSTRACT

*The growing development of local skincare brands makes competition increasingly competitive. One of the marketing trends in 2023 is using influencer marketing. In the beauty industry, influencer services are often used. Endorsements by influencers are in the form of advertisements or promotions carried out by those who are considered public figures. Apart from this trend, research inconsistencies were found between the attractiveness of endorsements and brand loyalty carried out in previous research. Therefore, on the basis of trends and images between the attraction of support and brand loyalty. This research aims to analyze the influence of the aesthetic quality of content and endorser attractiveness on brand love and brand loyalty, by considering the role of customer involvement as an intervening variable.*

*The concept of the research framework model developed between support attractiveness, content aesthetic quality, affection preferences, cognitive processing, brand loyalty and brand love comes from research that has been conducted. The theory used in this research is self-congruence theory. Data collection was carried out by administering a questionnaire consisting of open and closed questions, successfully obtaining 220 respondents. The criteria for research respondents are that the respondent is at least 17 years old and lives in Semarang City as a user of Avoskin skincare products. The results of the questionnaire data collection that were obtained were analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS 24 program.*

*The findings in this research succeeded in proving that cognitive processes can strengthen the relationship between the attractiveness of endorsements and content aesthetic quality on brand loyalty by having a significant positive influence. Endorsement attractiveness has a positive and significant effect on cognitive processing variables and affection preferences. Affection preferences were unable to have a significant and positive effect on the brand love variable. However, there is a non-significant rejection of the hypothesis content aesthetic quality has a positive and insignificant effect on the variables of cognitive processing and affection preferences, cognitive processing has a positive and insignificant effect on the variables of brand loyalty and brand love, affection preferences has a negative and insignificant effect on the variables. brand loyalty variable. The implications for management policy can be useful for owners and managers of the Avoskin skincare brand to support the company's competitive advantage by designing strategies and determining the best marketing decisions.*

**Keywords:** *Endorsement Attractiveness, Content Aesthetic Quality, Affection Preference, Cognitive Processing, Brand Loyalty, Brand Love*