

ABSTRACT

The use of marketing strategies with celebrity endorsement is currently being widely used for business actors, including in the beauty industry. The use of marketing strategies with celebrity endorsement helps businesses introduce their brands and products through the chosen endorser. In reality, the use of celebrity endorsement as a marketing strategy is not always successful in increasing brand awareness or purchase intention of the product. However, many businesses continue to use celebrity endorsement as their marketing strategy. Based on the research conducted, it was found that celebrity endorsement has a positive effect on brand awareness, customer reviews have a positive effect on brand awareness, product quality has a positive effect on brand awareness, and brand awareness has a positive effect on customer satisfaction. In addition, celebrity endorsement, customer review, and product quality have an indirect effect on customer satisfaction through brand awareness. Based on this research, it is expected to be an input for Azarine to be able to design the right celebrity selection strategy, then manage customer reviews well to build good brand awareness of the brand, focus on product quality, optimise social media presence, and integrate brand awareness with customer satisfaction.

Keywords: Celebrity Endorsement, Customer Review, Product Quality, Brand Awareness, Customer Satisfaction

