

ABSTRACT

Customers have not been the only ones impacted by digitalization; social media and other technologies have been used to digitize relationships, this has caused a substantial shift in how business-to-business (B2B) companies operate. because an increasing number of consumers are making their shopping decisions online (Agnihotri, 2020).

This survey was carried out on consumers who live in Semarang and who have used Skintific goods and who know or know the brand ambassador. In this study, 180 respondents in total served as samples. The AMOS (Analysis of Moment Structure) 23 software program and the SEM (Structural Equation Model) analysis tool were used to collect data through a purposive sampling strategy and an online questionnaire.

This study's objective is to develop an empirical comprehension of how brand engagement functions as a mediator between brand loyalty and Celebrity endorsement using the self-congruence theory approach.

According to the study's conclusions, Celebrity endorsement and the aesthetic quality of the content have a positive and significant impact on brand involvement, while these factors also have a positive and significant impact on brand loyalty.

Keywords: *Celebrity endorsement, Contents aesthetic quality, Brand involvement, Brand loyalty.*