

ABSTRACT

Celebrity endorsement has become a commonly used marketing strategy to influence consumer behavior, particularly in the cosmetics industry. This study aims to analyze the effect of celebrity endorsement on purchase intention through attitude towards brand and attitude towards advertisement among consumers of Somethinc cosmetic products on the TikTok platform.

This study employs a quantitative approach using a survey method involving 216 respondents who have the TikTok application, have seen Somethinc advertisements promoted by celebrities on TikTok, and have purchased Somethinc products on TikTok. Data collection was conducted through an online questionnaire and analyzed using the Structural Equation Modeling (SEM) method with the AMOS software..

The results indicate that celebrity endorsement positively influences attitude towards advertisement and attitude towards brand. Additionally, attitude towards advertisement and attitude towards brand positively affect purchase intention. However, celebrity endorsement does not have a direct significant impact on purchase intention but rather influences it through the mediation of attitude towards brand and attitude towards advertisement. These findings suggest that the effectiveness of celebrity endorsement in increasing consumer purchase intention is influenced by consumer attitudes towards advertisements and brands. Therefore, cosmetic companies, particularly Somethinc, should consider marketing strategies that not only focus on using celebrities but also on strengthening brand image and advertisement appeal to enhance consumer purchase intention.

Keywords: *Celebrity Endorsement, Attitude Towards Brand, Attitude Towards Advertisement, Purchase Intention.*