

ABSTRACT

The cosmetics industry in Indonesia is currently experiencing an increase in sales and enthusiasts because cosmetic consumption has also increased. Each brand will certainly compete in marketing its products due to the high demand in the cosmetics industry in Indonesia. Celebrity endorsement is currently often used by business actors as a marketing strategy because the use of endorsers in marketing a product often increases the desire to buy from consumers. There are several things that business actors need to consider in marketing their products using endorser services, such as customer reviews, customer engagement, and also brand awareness. In previous studies, there were inconsistencies in research so that this became the basis for this study.

This study aims to test and prove that celebrity endorsement has an influence on purchase intention with brand awareness as a mediating variable. Data collection from this study involved 100 respondents with the main criteria aged 17-35 years, domiciled in the city of Semarang, and had seen content or followed social media belonging to influencer Tasya Farasya. The data obtained was then analyzed using a Structural Equation Model (SEM) with the SmartPLS (Partial Least Square) version 4 application.

Based on the results of the research that has been conducted, it is found that brand awareness does not mediate the celebrity endorsement variable on purchase intention. Celebrity endorsement has a positive and significant effect on brand awareness, but brand awareness has a negative and insignificant effect on purchase intention. In addition, customer reviews on customer engagement and customer reviews on brand awareness are known to have a negative and insignificant effect, but customer reviews on purchase intention have a positive and significant effect. Therefore, there are three accepted hypotheses and three rejected hypotheses, and this research is expected to be useful for businesses that will use endorser services as a marketing strategy.

Keywords: Celebrity Endorsement, Brand Awareness, Purchase Intention, Customer Review, Customer Engagement.

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