

## **ABSTRACT**

*Currently, the cosmetics industry is experiencing a very rapid development which has led to competition. With the increasing level of competition in the business world, this is the cause of every company, including Wardah, currently having to be able to provide and show different strategies compared to other companies in order to be able to get customers and high product sales, one of which is by using the Dukungan selebriti strategy.*

*This research method uses a method with a quantitative approach and will use nonprobability sampling techniques, with the sampling technique that will be used is purposive sampling technique in sampling. In addition, data processing will use PLS-SEM Algorithm and bootstrapping using SmartPLS version 4 software in data processing.*

*Based on the research that has been conducted, the results obtained are Celebrity Endorsement has an effect on Purchase Intention, Customer Experience has no effect on Purchase Intention, Customer Engagement has an effect on Purchase Intention, and Brand Awareness has an effect on Purchase Intention. In addition, Dukungan selebriti and Pengalaman pelanggan are known not to be mediated by Brand Awareness on Purchase Intention. Meanwhile, Customer Engagement is known to be mediated by Brand Awareness on Purchase Intention. Based on this, the Wardah company needs to improve the indicators of Customer Experience in order to maximize the relationship between Celebrity Endorsement, Customer Experience, and Customer Engagement on Purchase Intention.*

*Keywords: Celebrity Endorsement, Customer Experience, Customer Engagement, Purchase Intention, Brand Awareness*

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