

ABSTRACT

In the last 10 years the beauty and personal care industry in Indonesia has grown by an average of 12% with a market value of Rp. 33 trillion in 2016. The unique behavior of consumers in Indonesia is strongly influenced by various factors such as culture, weather, food consumption and population generation young people also make the beauty industry even more stretched. The cosmetics industry is projected to continue to grow by the Indonesian Cosmetics Company Association (PERKOSMI) by 15% to Rp11.22 trillion from the previous Rp.9.76 trillion in 2012. (Ministry of Industry of the Republic of Indonesia, 2013). One of the cosmetic brands in Indonesia is Wardah Cosmetic. This study aims to determine the role of perceived quality as a mediator of celebrity endorser and Wardah Cosmetics buying interest in women in the city of Bandung, as well as knowing how much direct influence celebrity endorser has on buying interest.

The method used in this study is quantitative method, with the type of analysis used is descriptive-causal. Sampling with non-probability sampling method with a type of purposive sampling with a sample of 100 female consumers in the city of Bandung. Data analysis techniques used are descriptive analysis techniques and Partial Least Square analysis - Structural Equation Model (PLS-SEM).

The results of descriptive analysis of the three variables are generally considered good by respondents with an average value of total celebrity endorser 75.84%, perceived quality 75.24%, and buying interest 68.40%. Based on SEM-PLS analysis, celebrity endorser variables have a strong influence on buying interest with a T-Statistics value of 7.486. Based on the analysis of moderation effects, perceived quality is a full mediation with the T-Statistics value of 1.124.

The conclusion of this study, the perceived quality variable effectively influence as a full mediator to celebrity endorser and buying interest in Wardah Cosmetic because when there is a mediator variable, the influence of celebrity endorser to buying interest becomes completely past the perceived quality, which means the use of celebrity endorser by Wardah Cosmetic can rightly influence the perception of quality. from Wardah Cosmetic product and stimulating consumer buying interest with Wardah Cosmetic notes increasing the performance of its celebrity endorser so that it can become a figure capable of being role models according to Wardah Cosmetic tagline, Inspiring Beauty and moreable to influence consumers to buy Wardah Cosmetic products.

Keywords: *Celebrity Endorser, Perceived Quality, Purchase Intention, Wardah Cosmetic.*