

## ABSTRACT

*The population of Indonesia, which is around 250 million people, makes Indonesia a promising market for cosmetic companies. The most favored skin care products (cosmetics) in Indonesia are not domestic products, but products from South Korea. Competition has arisen over Korean brands that have expanded in Indonesia. They come and target Indonesia because of the many demands and promising market potential. One of the company's brands is Nature Republic, which has a higher enthusiasm from the Indonesian people and is the number one search on the Google Trends compared to other Korean skin care products.*

*The purpose of this research is to know descriptively the value of celebrity endorsement, electronic word of mouth, brand image and purchasing decisions. In addition, the other objective is to determine the significance of the influence of the independent variable celebrity endorsement, electronic word of mouth and brand image on the dependent variable of purchasing decisions.*

*This type of research based on the method is quantitative research, based on the objective is descriptive research, based on the type of investigation is causal and the unit of analysis is the consumer. Respondents in this study were 384 Nature Republic consumers. Data collection using a questionnaire and literature study. The sample used in this study is non-probability sampling with purposive sampling technique. Hypothesis testing uses descriptive analysis that is processed using Microsoft Excel and SEM PLS analysis which is processed through SmartPLS 3.0 software.*

*Based on the results of data processing, it can be seen that the celebrity endorsement variable is in the high category with a value of 83%. Furthermore, the brand image variable is high category with a value of 80%, the EWOM variable is the high category with a value of 77%, and the last is the high category with a value of 76% on the purchase decision variable. Based on the influence test shows that there is a significant influence between celebrity endorsement on purchasing decisions with a  $t$ -value of 2.187 which is bigger than the  $t$ -table value of 1.645. Furthermore, based on the effect test for electronic word of mouth on purchasing decisions has a significant effect with a  $t$ -value of 7.324 which is greater than the  $t$ -table value of 1.645. And to test the effect of brand image on purchasing decisions has a significant effect with a  $t$ -test value of 12.235 which is greater than the  $t$ -table value of 1.645.*

*Based on the results of the study the authors suggest that companies add new celebrities other than EXO that can be adapted to new Nature Republic products. Especially female celebrities because many of their consumers are women and their products are also more widely used by women.*

*Key Word : SEM, Celebrity Endorsement, EWOM, Brand Image, Purchase Decision.*