

ABSTRACT

In Indonesia, the beauty or cosmetics industry always experiences an increase in growth every year. Indonesia is a region that has the potential for rapid development on beauty industry, so many new cosmetic brands have sprung up. That causes increasing competition in the beauty industry forces business people in the cosmetics field to compete for consumer buying interest. This study is to find out the influence of brand credibility, brand personality, and endorsement beauty vlogger on purchase intention mediated by brand image on consumers of Make Over products in Bandung.

The method used in this research is to use quantitative research methods with the type of descriptive and causal research. The population used in research studies are consumers who have bought Make Over products and are domiciled in Bandung with a sample size of 100 respondents. The sampling used in this study is the nonprobability sampling method. The data analysis technique used the SEM method with the help of SmartPLS software.

The results of the descriptive analysis showed that brand credibility with a value of 82.05%, brand personality with a value of 77.10%, endorsement beauty vlogger with a value of 80.14%, brand image with a value of 75.26%, and purchase intention with a value of 76, 00% included in either category. Based on the results of hypothesis testing, brand credibility (5,121 (to) > 1.96 (ta)), brand personality (3,223 (to) > 1.96 (ta)), endorsement beauty vlogger (5,509 (to) > 1.96 (ta)) positive and significant effect on brand image. Brand credibility (2,762 (to) > 1.96 (ta)) has a positive and significant effect on purchase intention, while for brand personality (1,234 (to) < 1.96 (ta)) and endorsement beauty vlogger (0.202 (to) < 1,96 (ta)) has no positive and significant effect on purchase intention. Brand image (3,677 (to) > 1.96 (ta)) has a positive and significant effect on purchase intention. Brand credibility (3,677 (to) > 1,96 (ta)), brand personality (2,600 (to) > 1,96 (ta)), and endorsement beauty vlogger (4,481 (to) > 1,96 (ta)) have an effect positive and significant towards purchase intention through brand image.

It can be concluded that brand credibility, brand personality, endorsement beauty vlogger, brand image, and endorsement beauty vlogger are included in the bail category. Brand credibility, brand personality, endorsement beauty vlogger have a positive and significant effect on brand image. Brand credibility has a positive and significant effect on purchase intention, whereas for brand personality and endorsement beauty vlogger does not have a positive and significant effect on purchase intention. Brand image has a positive and significant effect on purchase intention. Brand credibility, brand personality, endorsement beauty vlogger have a positive and significant effect on purchase intention through brand image.

Keywords: *Purchase Intention, Endorsement Beauty Vlogger, Brand Personality, Brand Image, & Brand Credibility.*