

ABSTRACT

Indonesia is a country with the fourth largest population in the world. Based on data from BPS in September 2020, the total population in Indonesia reached 270.20 million people with the composition of men as many as 136.66 million people or about 50.58% of the total population, while women amounted to 133.54 million people or around 49,42% of the total population. This makes Indonesia a very promising market for skincare companies. One of the skincare brands that has enlivened the Indonesian market is MS Glow For Men. They understand very well that there are still many men in Indonesia using women's skincare. In addition, they also see that there are fewer players in this segment compared to women's skincare.

The purpose of this study was to determine descriptively the value of celebrity endorsement, electronic word of mouth, brand image and purchasing decisions. In addition, another objective is to determine the significance of the influence of the independent variables, namely celebrity endorsement, electronic word of mouth and brand image on the dependent variable, namely purchasing decisions.

The method used in this research is quantitative. Respondents in this study amounted to 384 consumers of MS Glow For Men. Collecting data using questionnaires and literature study. The data processing used is Microsoft Excel, SPSS and SmartPLS.

Based on the results of data processing, the celebrity endorsement variable gets a high category with a value of 75%, the EWOM variable gets a high category with a value of 76%, the brand image variable gets a high category with a value of 80%, and the decision variable gets a category high with a value of 80%. Based on the results of the influence test, there is a significant influence between celebrity endorsement on purchasing decisions with a t-count value of 1.657. Furthermore, in EWOM on purchasing decisions with a t-count value of 5.579. And the last on the brand image of purchasing decisions with a t-count value of 6.639. All the resulting values are greater than t table, which is 1.645.

Based on the results of the study, the authors suggest that companies can collaboration with consumers who want to share their experiences after using these products. This collaboration can be in the form of price discounts or merchandise bonuses from the company so that consumers are expected to share their experiences using MS Glow For Men products. In addition, companies can also add support from celebrities who are viral, appear in all media, and have a great influence on their followers.

Keywords: *Celebrity Endorsement, EWOM, Brand Image, Purchase Decision.*