

ABSTRACT

Celebrity endorsement is a common marketing communication strategy to enhance brand image. Advertisers believe that celebrity use affects advertising effectiveness, brand recall and recognition, and purchase intention and follow-up. The beauty product that is very popular among teenagers to adult women is Scarlett. Consumer perceptions of the product will be good with the support of celebrity endorsers who use these products. Celebrities, brand image, and trusted brands are among the things that influence purchase intention. The purchase decision is the stage where the buyer makes a choice and buys and consumes the product.

The purpose of this study was to determine the effect of celebrity endorser and brand image simultaneously on consumer buying interest in Scarlett Whitening products.

This type of research uses quantitative research with survey methods. This study uses a non-probability sampling technique, namely purposive sampling. This study uses data analysis techniques using classical assumption test statistical methods, Multiple Linear Regression Test and hypothesis testing.

Based on the research results, the average celebrity endorser variable is 4.32 very high category, the average brand image variable is 4.43 very high category, and the average buying interest variable is 4.45 very high category. The results of the regression test of Celebrity Endorser and Brand Image on Buying Interest obtained a sig value of $0.000 < 0.05$. It can be concluded that Celebrity Endorser and Brand Image partially influence the Consumer Purchase Interest of Scarlett Whitening Products.

Suggestions for companies must maintain consumer confidence in the trust of the company's brand by always maintaining the authenticity of the product, supervising the circulation of counterfeit products, and always paying attention to the ingredients contained in each product so that the ingredients contained are able to provide the expected benefits.

Keywords: celebrity endorser, brand image, consumer buying interest, whitening products Scarlett