

ABSTRACT

The increasing use of the internet and social media in Indonesia has made business people take advantage of this for their business marketing activities to be more creative and innovative. Business people use social media as a place to promote their business and work with celebrity endorsements. This study aims to determine how much influence image satisfaction and advertising trust have on purchase intention mediated by self-brand connections.

This study uses a descriptive and quantitative approach with data collection techniques through online questionnaires. The sampling technique used is a nonprobability technique with a purposive sampling type with a total of 411 respondents, the data analysis technique uses descriptive analysis using SEM-PLS (Structural Equation Model-Partial Least Square).

The results of this study indicate that image satisfaction has a positive and significant effect on self-brand connection, advertising trust has a positive and significant effect on self-brand connection and self-brand connection also has a positive and significant effect on purchase intention. Image satisfaction has a positive and significant effect on purchase intention, and advertising trust also has a positive and significant effect.

Keywords: *Image Satisfaction, Advertising Trust, Purchase Intention, Self-Brand Connection, Celebrity Endorsement*