

ABSTRACT

The influence of celebrities who endorse on Instagram social media has resulted in many companies taking advantage of this. Many companies in Indonesia also use celebrity endorsers to attract consumers' attention, such as MSGLOW. MS GLOW is an Indonesian cosmetic product that has just joined the world of beauty. However, MS GLOW has attracted public attention. In its effort to increase this attention, MS GLOW uses a celebrity endorser in the hope that it will make MS GLOW more well-known to the public.

The purpose of this research is to find out whether Brand-Consumer Congruency, Consumer-Celebrity Congruency, and Celebrity-Brand Congruency provide an effective relationship to Brand Identification, Brand Attitude, Behavioral Intention, and Brand Identification.

The method used in this research is descriptive quantitative with multiple linear regression analysis. Data collection technique by distributing questionnaires to 150 respondents and primary data collection using sampling techniques. The respondents involved were the people of Bandung City who knew about MS GLOW products or who had used MS GLOW products. The data that has been obtained will be processed using SPSS Windows.

The results showed that Brand-Consumer Congruency had an influence on Behavioral Intentions and Brand Commitment, Consumer-Celebrity Congruency had an influence on Brand Identification, Brand Attitude, Behavioral Intentions, and Brand Commitment and Celebrity-Brand Congruency had an influence on Brand Commitment on MS GLOW products.

Suggestions for this study are that with the results of research on the characteristics of respondents based on gender as much as 81% women and based on age as many as 62.1% between 18-23 years, MS GLOW can take advantage of this segmentation such as making products that are tailored to the needs of the sexes of women aged 18-23 years.

Keyword: *Celebrity Endorsement, Brand Congruency, Celebrity Congruency, Consumer Congruency.*