

ABSTRACT

Along with the times, the development of the business world in Indonesia is also growing very rapidly. It is indicated by the number of businesses in the products and services that have sprung up. Thus, companies must continue to innovate and carry out creative strategies in marketing their products so that these products or services can attract potential customers. Celebrity endorsement is one of the marketing strategies used by various companies, including Lemonilo.

This study aimed to determine the effect of endorser credibility on purchase intention, which is influenced by attitudes toward the brand and attitudes toward brand credibility as an intervention variable. Marketing strategy using a celebrity endorsement can influence attitudes toward the brand and brand credibility, which then leads to purchase intentions.

In this study, the research method to be used is a quantitative method with the type of research used, namely descriptive and causal, because, in this study, the writer wanted to analyze the relationship between the variables and describe the results of the study by using SEM (Structural Equation Model) analysis which was processed using SmartPls4 software with a sample of 271 respondents. This study consists of Endorser Credibility as an independent variable, Purchase Intention as the dependent variable, and attitudes towards the brand and attitudes towards brand credibility as intervening variables.

Based on the results of the study, the credibility of the endorser has a positive and significant effect on attitudes towards brand credibility, attitudes towards the brand, and purchase intention through the variables of attitude towards brand credibility and attitudes towards the brand. The result is the brand credibility variable has a positive and significant influence on attitudes towards brand credibility, attitudes towards brands, and purchase intentions through the variables attitudes towards brand credibility and attitudes towards brands.

Based on the research results, it is hoped that it can help and provide benefits for Lemonilo instant noodle products in the decision-making process and can be input for Lemonilo instant noodle products in development.

Keywords: *attitude towards brand, attitude towards brand credibility, brand credibility, endorser credibility, purchase intention,*