

ABSTRACT

Title : *Effect of Celebrity Endorser and Advertisements on the Decision to Purchase Wardah Cosmetic Products through Brand Image* (Guided by Dr. Eka Bertuah).
Name : Rahayu Listyaningsih
Study Program : S1 Management

In the development of the cosmetics industry in Indonesia today, the increasingly fierce competition requires business people to try to create excellence in the products produced. The industry is currently developing very rapidly, for example the cosmetics industry, one of which is Wardah cosmetics products. The cosmetics industry is required to use celebrity endorser services to introduce its products so that consumers are familiar with the brand image of the products introduced. Then after a good brand image is formed in the minds of consumers it will have a positive impact on the level of purchasing decisions. For this reason, it is necessary to consider what factors influence the level of purchasing decisions so that consumers can make purchasing decisions. This study aims to determine the Effect of Celebrity Endorser and Advertisements on Purchasing Decisions through Brand Image. The population is female consumers who have seen, used and purchased Wardah products more than once with the celebrity endorser Dewi Sandra that I met in the West Jakarta area. The sample used amounted to 130 people. Analysis of the data used is the path analysis with Purchasing Decisions as the dependent variable, Brand Image as an intervening variable, Celebrity Endorser and Advertisements as independent variables. With the results of the Celebrity Endorser research having a positive and significant effect on Brand Image, Advertising has a positive and significant effect on Brand Image, Celebrity Endorser has a direct effect on Purchasing Decisions, Brand Image has a positive and significant effect on Purchasing Decisions, and Advertisements influence Purchasing Decisions through Brand Image.

Keywords: *celebrity endorser, advertisement, brand image and purchasing decision.*