

ABSTRAK

Saat ini produk perawatan kulit wajah maupun tubuh berkembang sangat pesat. Masyarakat Indonesia yang mayoritas berkulit sawo matang menginginkan kulit mereka terlihat putih dan cerah sehingga *skincare* dan *bodycare* menjadi kebutuhan penting bagi kaum wanita. Salah satu *brand local* yang menghadirkan produk *skincare* dan *bodycare* terbaik adalah Scarlett Whitening yang didirikan tahun 2017. Penelitian ini menguji pengaruh langsung *content marketing* dan *celebrity endorser* terhadap *purchase intention* dengan variabel *brand trust* sebagai variabel *intervening*. Data primer yang dikumpulkan menggunakan metode survei dengan cara menyebarkan kuisioner kepada responden yang mengetahui produk Scarlett Whitening. Kuesioner yang terkumpul sebanyak 190 responden, data tersebut kemudian diolah dengan metode *path analysis*. Berdasarkan hasil analisis penelitian terdapat pengaruh langsung antara *content marketing* dan *celebrity endorser* terhadap *brand trust*, terdapat pengaruh langsung *content marketing* dan *celebrity endorser* terhadap *purchase intention*, namun tidak terdapat pengaruh langsung *brand trust* terhadap *purchase intention*. *Brand trust* tidak menjadi variabel *intervening* antara variabel *content marketing* dan *celebrity endorser* terhadap *purchase intention*.

Kata Kunci : *Content Marketing, Celebrity Endorser, Purchase Intention, Brand Trust*

ABSTRAC

Currently, facial and body skin care products are growing very rapidly. Indonesian people, who are mostly brown - skinned, want their skin to look white and bright, so skincare and bodycare are important needs for women. One of the local brands that presents the best skincare and bodycare products is Scarlett Whitening, which was founded in 2017. This study examines the direct influence of content marketing and celebrity endorsers on purchase intention with the brand trust variable as the intervening variable. Primary data collected using a survey method by distributing questionnaires to respondents who know about Scarlett Whitening products. The questionnaires collected were 190 respondents, the data was then processed using the path analysis method. Based on the results of research analysis, there is a direct influence between content marketing and celebrity endorsers on brand trust, there is a direct influence of content marketing and celebrity endorsers on purchase intention, but there is no direct influence of brand trust on purchase intention. Brand trust is not an intervening variable between content marketing and celebrity endorser variables on purchase intention.

Keywords: *Content Marketing, Celebrity Endorser, Purchase Intention, Brand Trust*