THE INFLUENCE OF ADVERTISING, CELEBRITY ENDORSER, AND BRAND IMAGE ON BUYING INTEREST WITH BRAND AWARENESS AS INTERVENING VARIABLES IN EMINA COSMETIC PRODUCTS IN BEKASI CITY

ABSTRACT

Cosmetics have become a necessity for most women because actually using cosmetics is not only used to support their appearance, but also to cover up facial flaws and highlight their facial advantages. Various types of cosmetics such as make-up, skincare, and other cosmetic tools have never been left out of the attention of women. The purpose of this study was to determine the effect of advertising, celebrity endorsers, and brand image on purchase intention and their impact on brand awareness and to determine which variable is the most dominant on purchase intention, brand awareness using Emina Cosmetics products.

The method of analysis in this study uses primary data, the test stages carried out are: Validity Test, Reliability Test, Analisis Structural Equation Model (SEM), Goodness of Fit Model Feasibility Test. The data used in this study using a questionnaire instrument, and valid data collected by 200 respondents. The sampling method in this study was purposive sampling. The test tools used are SPSS and AMOS.

The results showed that the celebrity endorser factor significantly affected Emina's cosmetic brand awareness. Meanwhile, advertising and brand image do not have a significant effect on brand awareness. Furthermore, the factors of brand image and Celebrity Endorser significantly influence Emina's cosmetic buying interest. In the results of this study, the brand image which has the highest influence is the Celebrity Endorser variable and the advertising variable does not have a significant effect on purchase intention.

Keywords: advertising, celebrity endorser, brand image, buying interest, brand awareness.

(xiv + 80 + Attachment)

Bibliography (2002-2017)