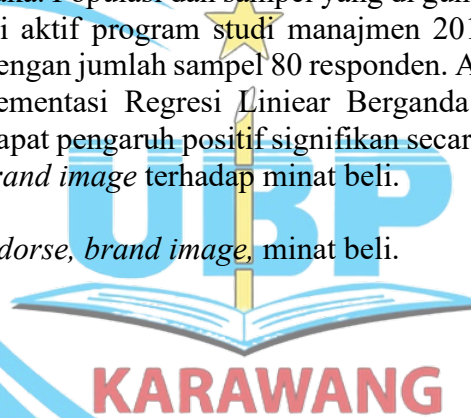


ABSTRAK

Industri kecantikan mengalami perubahan besar dalam dekade terakhir, di tandai dengan beralihnya fokus konsumen pada perawatan kulit, khususnya kulit wajah. Perawatan kulit wajah yang banyak di gunakan oleh mayoritas orang adalah *skincare*. Pemalsuan penjualan produk *skincare* MS GLOW oleh oknum tertentu yang membuat *brand image* MS GLOW menurun di mata sehingga *brand image* MS GLOW menjadi tercemar. Penggunaan *celebrity endorser* bertujuan untuk membuat produk menjadi perhatian, sehingga produk yang menjadi perhatian dengan harapan akan membentuk pernyataan sikap konsumen terhadap iklan dan *brand image* serta akan mempengaruhi minat beli konsumen. Penelitian ini bertujuan untuk mengkaji *celebrity endorse*, *brand image* dan minat beli produk *skincare* MS GLOW. Pada penelitian ini di lakukan menggunakan metode kuantitatif dengan pendekatan deskriptif. Metode pengumpulan data menggunakan kuisioner dan studi pustaka. Populasi dan sampel yang di gunakan dalam penelitian ini yaitu 100 mahasiswi aktif program studi manajemen 2018 Universitas Buana Perjuangan Karawang dengan jumlah sampel 80 responden. Analisis dari penelitian ini menggunakan implementasi Regresi Linier Berganda dan hasil pengujian menunjukan bahwa terdapat pengaruh positif signifikan secara parsial dan simultan *celebrity endorse* dan *brand image* terhadap minat beli.

Kata kunci: *celebrity endorse*, *brand image*, minat beli.



ABSTRACT

The beauty industry has undergone major changes in the last decade, marked by a shift in consumer focus on skin care, especially facial skin. Facial skin care that is widely used by the majority of people is skincare. Counterfeiting of sales of MS GLOW skincare products by certain individuals causes the MS GLOW brand image to decline in the eyes of consumers because the effects produced by these products make consumers suffer facial damage due to harmful substances and so that the brand image of MS GLOW becomes polluted. The use of celebrity endorsers aims to make the product a concern so that the product is of concern in the hope that it will form a statement of consumer attitudes towards advertising and brand image and will affect consumer buying interest. This study aims to examine celebrity endorsements, brand image and buying interest in MS GLOW skincare products. This research was conducted using a quantitative method with a descriptive approach. Methods of data collection using questionnaires and literature study. The population and sample used in this study were 100 active students of the 2018 management study program at the University of Buana Perjuangan Karawang with a sample of 80 respondents. The analysis of this study uses the implementation of Multiple Linear Regression and the test results show that there is a significant positive influence partially and simultaneously celebrity endorse and brand image on buying interest.

Keywords: celebrity endorse, brand image, buying interest.

