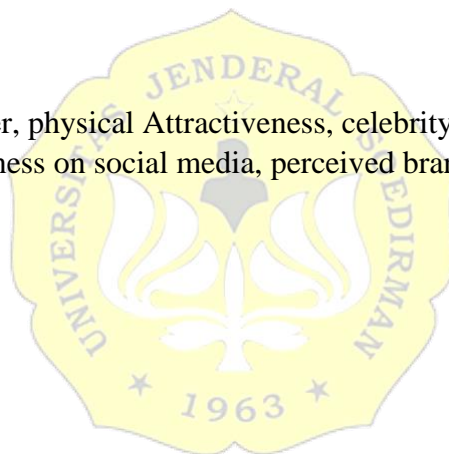


## ***ABSTRACT***

This research was conducted to analyze the role of celebrity endorsements on the intention to buy Essa skin care products. The respondents of this study were 145 people. This research was conducted in the city of Jepara. This study aims: (1). To analyze the effect of physical attractiveness on consumer attitudes. (2). To analyze the influence of celebrity credibility on consumer attitudes. (3). To analyze the effect of brand-celebrity suitability on consumer attitudes. (4). To analyze the effect of celebrity activity on social media on consumer attitudes. (5). To analyze the influence of perceived brand credibility on consumer attitudes. (6). To analyze the mediating effect of consumer attitudes that influence celebrity endorsers on purchase intentions. This research is a type of quantitative research. The population used in this research is people in Jepara who know Essa skin care and Edot Arisna. Variable measurement in this study uses a Likert scale and hypothesis testing uses the Structural Equation Model (SEM). The limitation of this research is the process, not all questionnaires were returned according to the number planned, the researchers only got 140 respondents' answers from 145 data that were distributed and there were still hypotheses that were rejected in this study.

Keyword : Celebrity endorser, physical Attractiveness, celebrity credibility, celebrity brand-congruence, celebrity activeness on social media, perceived brand credibility, consumer attitude, purchase intention.



## ABSTRAK

*Penelitian ini dilakukan untuk menganalisis peran selebriti endorse terhadap minat beli produk Essa skin care. Responden penelitian ini sebanyak 145 orang. Penelitian ini dilakukan di kota Jepara. Penelitian ini bertujuan :(1). Untuk menganalisis pengaruh daya tarik fisik terhadap sikap konsumen.(2). Untuk menganalisis pengaruh kredibilitas selebriti terhadap sikap konsumen.(3). Untuk menganalisis pengaruh kesesuaian merek-selebriti terhadap sikap konsumen.(4). Untuk menganalisis pengaruh keaktifan selebriti di media sosial terhadap sikap konsumen.(5). Untuk menganalisis pengaruh persepsi kredibilitas merek terhadap sikap konsumen.(6). Untuk menganalisis pengaruh mediasi sikap konsumen yang mempengaruhi celebrity endorser terhadap niat beli. Penelitian ini merupakan jenis penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini adalah masyarakat di Jepara yang mengetahui Essa skin care dan Edot arisna. Pengukuran variabel dalam penelitian ini menggunakan skala Likert dan pengujian hipotesis menggunakan Structural Equation Model (SEM). Keterbatasan penelitian ini adalah pada prosesnya, tidak semua kuisioner dikembalikan sesuai dengan jumlah yang direncanakan, peneliti hanya mendapatkan 140 jawaban responden dari 145 data yang disebar dan masih ada hipotesis yang ditolak dalam penelitian ini.*

*Kata kunci : Celebrity endorser, Daya Tarik fisik, kredibilitas selebriti, kesesuaian merek selebriti, keaktifan selebriti di media sosial, kredibilitas merek yang dirasakan, sikap konsumen, niat beli.*

