***ABSTRACT***

*Cindy Prescillia / 22150107/2019 / Effect of Celebrity Endorsement and Brand Image on Purchase Intention at Instaperfect Wardah Cosmetics / Advisor: Dr. Tony Sitinjak, M.M.*

*Because the millennial generation (especially the female sex) has made cosmetics as primary need, the growth of the cosmetics industry in Indonesia has also increased. Before buying cosmetics, usually millennial generation women will look for information about cosmetic products they want to buy first so that the growth in the number of viewers of beauty videos on Youtube is increasing. Because the number of beauty video viewers is increasing, the number of beauty vloggers is also increasing. Another thing that will be considered by consumers is the cosmetic brand image. The better the brand image that a beauty product has, the more consumers will trust the product. Through various studies that have been carried out by other researchers, researcher are aware of the influences that influence consumer buying interest. Among them are celebrity endorsement (endorsement beauty vlogger) and brand image.*

*Endorsement beauty vlogger is a famous person (celebrity on Youtube) who makes beauty content in the form of reviews, how to use beauty products, or discuss about beauty products that he is interested in and use in the form of video clips and uploading them to social media (Youtube). Meanwhile, brand image is the consumer's perception of a brand by activating the association of a brand in consumer memory. Purchase intention is when consumers are interested and want to buy a product offered by the company.*

*The variables in this study are divided into two types, namely the independent variable and the dependent variable. The independent variables in this study are celebrity endorsement and brand image, while the dependent variable of this study is buying interest. To find out the results of the study will be used regression analysis method, normality test, heterocedasticity test, autocorrelation test, and multicollinearity test. In collecting the data needed in this study, researcher distributed questionnaires through Google Form to 115 female respondents aged 18 to 37 years who were in Indonesia, had watched Instaperfect Wardah product videos on Suhay Salim's YouTube, and never had bought Instaperfect Wardah products. This research was conducted using non-probability sampling techniques using the type of purposive sampling. This research was conducted from October to December 2018.*

*The results of this study indicate that celebrity endorsement and brand image simultaneously have a significant effect on purchase intention with a significance value of 0,000. The results of the celebrity endorsement hypothesis study on purchase intention obtained a value of 0.414. The results of the research on the brand image hypothesis on purchase intention obtained a value of 0.440.*

*So that it can be concluded, celebrity endorsement has a positive and significant effect on purchase intention and brand image has a positive and significant effect on purchase intention.*

***Keywords: Celebrity Endorsement, Brand Image, Purchase Intention***