PENGARUH *CELEBRITY ENDORSEMENT* TERHADAP *PURCHASE INTENTION* DENGAN *BRAND ATTITUDE* DAN *BRAND TRUST* SEBAGAI VARIABEL MEDIASI SURVEY PRODUK SKINCARE SKINTIFIC PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UPN VETERAN YOGYAKARTA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *celebrity endorsement* terhadap *purchase intention* dengan *brand attitude* dan *brand trust* sebagai variabel mediasi pada produk *skincare* Skintific. Fenomena ketatnya persaingan industri perawatan kulit menuntut perusahaan untuk menerapkan strategi pemasaran yang tepat, salah satunya melalui penggunaan figur selebritas. Penelitian ini dilakukan dengan metode kuantitatif melalui penyebaran kuesioner kepada 100 responden mahasiswa Fakultas Ekonomi dan Bisnis UPN Veteran Yogyakarta yang pernah melihat promosi produk Skintific oleh *celebrity endorser*. Teknik analisis data yang digunakan adalah *Partial Least Square* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS.

Hasil penelitian menunjukkan bahwa *celebrity endorsement* berpengaruh positif dan signifikan terhadap *purchase intention, brand attitude*, serta *brand trust*. Selain itu, *brand attitude* terbukti berpengaruh positif dan signifikan terhadap *purchase intention*, sedangkan *brand trust* tidak berpengaruh signifikan terhadap *purchase intention*. Dalam analisis mediasi, *brand attitude* terbukti mampu memediasi hubungan antara *celebrity endorsement* terhadap *purchase intention* secara signifikan. Namun, *brand trust* tidak terbukti secara signifikan memediasi hubungan antara *celebrity endorsement* terhadap *purchase intention*, meskipun arah pengaruh tidak langsung yang terbentuk bersifat positif. Temuan ini memberikan penjelasan bagi manajemen Skintific untuk lebih memprioritaskan pemilihan *endorser* yang mampu membangun sikap merek (*brand attitude*) yang positif guna meningkatkan *Purchase Intention* konsumen secara berkelanjutan.

ABSTRACT

This study aims to analyze the influence of celebrity endorsement on purchase intention, with brand attitude and brand trust as mediating variables, in the case of Skintific skincare products. The intense competition in the skincare industry requires companies to implement appropriate marketing strategies, one of which is the use of celebrity figures. This research employed a quantitative method through the distribution of questionnaires to 100 respondents, namely students of the Faculty of Economics and Business at UPN Veteran Yogyakarta who had seen promotions of Skintific products by celebrity endorsers. The data analysis technique used was Partial Least Square (PLS-SEM) with the assistance of SmartPLS software.

The results show that celebrity endorsement has a positive and significant effect on purchase intention, brand attitude, and brand trust. In addition, brand attitude is proven to have a positive and significant effect on purchase intention, while brand trust does not have a significant effect on purchase intention. In the mediation analysis, brand attitude is proven to significantly mediate the relationship between celebrity endorsement and purchase intention. However, brand trust is not proven to significantly mediate the relationship between celebrity endorsement and purchase intention, although the indirect effect formed is positive in direction. These findings provide insights for Skintific's management to prioritize the selection of endorsers who are able to build a positive brand attitude in order to sustainably increase consumer purchase intention.

Kata Kunci: *Celebrity Endorsement, Purchase Intention, Brand Attitude, Brand Trust, Skintific*