THE EFFECT OF PERCEIVED CELEBRITY ENDORSEMENT ON PURCHASE INTENTION MEDIATED BY
BRAND IMAGE IN TAVI

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Abstract

This study aims to analyze the effect of three dimensions of celebrity endorsement on purchase intention, with brand image as a mediating variable, for the beauty brand Tavi. The research employs a quantitative approach, using a survey method involving 162 respondents. The sampling was conducted using non-probability purposive sampling. The data used are primary data, collected through questionnaires distributed via Google Form. Data analysis was performed using descriptive and inferential methods, applying Structural Equation Modeling – Partial Least Squares (SEM-PLS) with SmartPLS 4.0.The results indicate that the attractiveness dimension has a significant effect on purchase intention, whereas trustworthiness and expertise do not have a significant direct effect on purchase intention. Brand image is shown to have a significant direct effect on purchase intention. Regarding mediation, brand image does not significantly mediate the relationship between attractiveness and purchase intention, but it significantly mediates the relationships between trustworthiness and expertise and purchase intention.

Keyword: *Attractiveness, Brand Image, Celebrity Endorsement Perceived, Expertise, Purchase Intention, Trustworthiness*

PENGARUH *CELEBRITY ENDORSEMENT PERCEIVED* TERHADAP *PURCHASE INTENTION* DIMEDIASI *BRAND IMAGE* PADA TAVI

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh tiga dimensi *celebrity endorsement* terhadap *purchase intention*, dengan *brand image* sebagai variabel mediasi, pada merek kecantikan Tavi. Pendekatan penelitian yang digunakan bersifat kuantitatif, dengan metode survei yang melibatkan 162 responden. Pengambilan sampel dilakukan secara *non-probabilitas* melalui teknik *purposive sampling*. Data yang digunakan adalah data primer, yang dikumpulkan menggunakan kuesioner yang disebarkan melalui Google Form. Analisis data dilakukan menggunakan metode deskriptif dan inferensial, dengan penerapan *Structural Equation Modeling – Partial Least Square* (SEM-PLS) melalui perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa dimensi *attractiveness* memiliki pengaruh signifikan terhadap *purchase intention*. Sementara itu, *trustworthiness dan expertise* secara langsung tidak menunjukkan pengaruh signifikan terhadap *purchase intention*. *Brand image* terbukti berpengaruh signifikan secara langsung terhadap *purchase intention*. Dalam hal mediasi, *brand image* tidak signifikan memediasi hubungan antara *attractiveness* terhadap *purchase intention,* namun terbukti signifikan memediasi hubungan antara *trustworthiness* maupun *expertise* terhadap *purchase intention*.

Kata Kunci: Citra Merek, Daya Tarik, Keahlian, Kepercayaan, Niat Pembelian, Persepsi Dukungan Selebriti.