

INTISARI

Penelitian ini bertujuan untuk mengetahui (a) pengaruh *celebrity endorsement* terhadap minat beli produk Scarlett Whitening pada media instagram, (b) pengaruh *brand image* terhadap minat beli produk Scarlett Whitening pada media instagram (c) pengaruh *celebrity endorsement* dan *brand image* terhadap minat beli produk Scarlett Whitening pada media instagram. Penelitian ini menggunakan metode kuantitatif. Data dianalisis dengan menggunakan teknik analisis regresi linier berganda dan alat analisis yaitu SPSS 21. Pada penelitian ini total populasi tidak diketahui, sehingga untuk penentuan sampel digunakan rumus Wibisono dengan hasil sebanyak 96 orang responden yang akan mengisi kuesioner. Hasil analisis ini menunjukkan bahwa (a) *celebrity endorsement* berpengaruh signifikan terhadap minat beli (b) *brand image* berpengaruh signifikan terhadap minat beli (c) *celebrity endorsement* dan *brand image* berpengaruh signifikan terhadap minat beli produk Scarlett Whitening pada media instagram.

Kata Kunci: *Celebrity Endorsement*, *Brand Image*, dan Minat Beli

ABSTRACT

This study aims to determine (a) the effect of celebrity endorsement on interest in buying Scarlett Whitening products on Instagram media, (b) the effect of brand image on buying interest in Scarlett Whitening products on Instagram media (c) the effect of celebrity endorsement and brand image on interest in buying Scarlett Whitening products on Instagram media. This research uses quantitative methods. Data were analyzed using multiple linear regression analysis techniques and analysis tools, namely SPSS 21. In this study, the total population was unknown, so that the Wibisono formula was used to determine the sample with the results of 96 respondents who filled out the questionnaire. The results of this analysis indicate that (a) celebrity endorsement has a significant effect on purchase intention (b) brand image has a significant effect on purchase intention (c) celebrity endorsement and brand image has a significant effect on buying interest in Scarlett Whitening products on Instagram media.

Keywords: Celebrity Endorsement, Brand Image, and Buying Interest