PENGARUH *CELEBRITY ENDORSER* DAN *BRAND IMAGE* TERHADAP MINAT BELI KONSUMEN PADA PRODUK SCARLETT WHITENING DI MEDIA SOCIAL INSTAGRAM

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi peran *celebrity endorser, brand image* dan minat beli serta mengetahui pengaruh *celebrity endorser* dan brand image terhadap minat beli secara simultan dan parsial pada produk scarlett whitening di media social instagram. Jumlah sampel 100 followers instagram scarlett whitening melalui pendekatan probability sampling yaitu simple random sampling. Jenis penelitiannya adalah penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Analisis yang digunakan adalah statistik deskriptif dan regresi linear berganda. Hasil penelitian menunjukan bahwa *celebrity endorser* termasuk kategori "kurang baik", *brand image* termasuk kategori "kurang baik" dan minat beli pada produk scarlett whitening di media social instagram termasuk dalam kategori "kurang baik". Hasil analisis verifikatif menunjukan variabel *celebrity endorser* dan *brand image* secara parsial dan simultan berpengaruh terhadap variabel minat beli.

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

THE INFLUENCE OF CELEBRITY ENDORSER AND BRAND IMAGE TOWARDS CONSUMER BUYING INTEREST OF SCARLETT WHITENING PRODUCTS ON SOCIAL MEDIA INSTAGRAM

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ABSTRACT

This study aims to determine the perception of the role of celebrity endorser, brand image and buying interest and determine the influence of celebrity endorser and brand image on simultaneous and partial buying interest in scarlett whitening *products on Instagram social media. The sample number of* 100 *Instagram followers scarlett whitening through a probability sampling approach, namely simple random sampling. The type of research is quantitative research with descriptive and verifiative research methods. The analyses used are descriptive statistics and multiple linear regression. The results showed that celebrity endorser were included in the "not good" category, brand image was included in the "not good" category and buying interest in* scarlett whitening *products on Instagram social media was included in the "not good" category. the result verifiative analysis shows that celebrity endorser and brand image variabels partially and simultaneously affect buying interest variabels.*

Keywords: Celebrity Endorser, Brand Image and Buying Interest