

## ABSTRAK

Studi ini dimaksudkan untuk menganalisis serta mengidentifikasi bagaimana pengaruh daya tarik iklan dan *celebrity endorser* terhadap *purchase intention* melalui *brand image* pada produk kecantikan Pond's. Populasi dalam penelitian ini adalah seluruh mahasiswa/mahasiswi Universitas Islam Sultan Agung Semarang yang menggunakan produk Pond's sekarang dengan jumlah sampel sebanyak 100 responden. Hasil analisis hipotesis menghasilkan beberapa konklusi ilmiah antara lain daya tarik iklan terbukti berpengaruh positif dan signifikan terhadap *brand image*. *Celebrity endorser* terbukti berpengaruh positif dan signifikan terhadap *brand image*. Daya tarik iklan terbukti berpengaruh positif tetapi tidak signifikan terhadap *purchase intention*. *Celebrity endorser* terbukti berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* terbukti berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* terbukti mampu memediasi pengaruh tidak langsung antara daya tarik iklan dan *celebrity endorser* terhadap minat beli konsumen (*purchase intention*).

**Kata Kunci:** Daya Tarik Iklan, *Celebrity Endorser*, *Purchase Intention*, *Brand Image*



## **ABSTRACT**

*This study is intended to analyze and identify how the effect of advertising appeal and celebrity endorsers on purchase intention through brand image on Pond's beauty products. The population in this study were all students of Sultan Agung Islamic University Semarang who used the current pond's products with a total sample of 100 respondents. The results of the hypothesis analysis resulted in several scientific conclusions, including the attractiveness of advertising which was proven to have a positive and significant effect on brand image. Celebrity endorsers are proven to have a positive and significant effect on brand image. The attractiveness of advertising is proven to have a positive but insignificant effect on purchase intention. Celebrity endorsers are proven to have a positive and significant effect on purchase intention. Brand image is proven to have a positive and significant effect on purchase intention. Brand image is proven to be able to mediate the indirect influence between advertising attractiveness and celebrity endorsers on consumer purchase intention (purchase intention).*

**Keywords:** *Advertising Attraction, Celebrity Endorser, Purchase Intention, Brand Image*

