

ABSTRACT

Cosmetic products are expected to continue to grow until 2023. especially in skin care products that occupy the top ranking. This is shown by Scarlett Whitening which is included in the category of top 10 best selling local skincare products in 2021. Along with technological developments and social media, it is currently stated that of the total 274.9 million people in Indonesia, 170 million of whom already use social media. The use of social media has also developed into an advertising medium, where one of the methods is endorsement. In this case, Scarlett Whitening has several celebrities and public figures that they choose to promote their products on social media.

The variable using Celebrity Endorser has four dimensions, namely Visibility, Credibility, Attractiveness, and Power, while the Purchasing Decision variable has six dimensions, namely product selection, brand selection, dealer selection, purchase time, number of purchases, and payment methods. The purpose of this study was to determine whether there is a positive and significant effect of Celebrity Endorser on Instagram social media on purchasing decisions for Scarlett Whitening products, as well as the influence of each of its dimensions.

This research applies quantitative and descriptive research types. The primary data of this research was obtained by distributing questionnaires to 400 respondents using google form media. The sampling method is non-probability sampling. The analysis technique of this research uses Multiple Linear Regression Analysis which is processed using IBM SPSS Statistics 25 software

The results show that there is a significant influence between celebrity endorsers on Instagram social media on purchasing decisions for Scarlett Whitening, there is also a significant influence of each dimension of celebrity endorsers (visibility, credibility, attractiveness and power) on Instagram social media on purchasing decisions for Scarlett Whitening.

Suggestions for further researchers to examine other factors that can influence purchasing decisions other than celebrity endorsers, also conduct longitudinal research. For companies to choose a celebrity who has content that matches the Scarlett Whitening brand.

Keywords: *Celebrity Endorser, Instagram Social Media, Purchasing Decisions*