

ABSTRACT

The beauty industry is increasing every year globally. Indonesia, being one of the Southeast Asian countries, is in the 12th place with the largest sales globally. MS Glow is a local cosmetic brand that has developed products using online media since 2013. Circulating findings of counterfeit products can damage the reputation of the MS Glow brand. It is necessary to evaluate the information provided to consumers.

The ability of celebrity endorsement can affect customer attitudes towards the brand, the positive value that has been received against the brand creates a tendency to increase repurchase interest. This study aims to determine whether there is an effect of celebrity endorsement (attractiveness, trustworthiness, expertise) on repurchase intention through brand attitude, brand credibility, and brand image.

A total of 385 respondents have been obtained from purposive sampling, MS Glow consumers in five different cities have participated. This study uses quantitative methods, as well as structural equation model (SEM) analysis, using SmartPLS software.

The results of this study show that the strongest influence is the expertise variable on the brand image variable. And the lowest influence is the trustworthiness variable on the brand image variable which has no effect. Then in the indirect effect, the most powerful variable is the attractiveness variable on repurchase intention through brand attitude. And the lowest variable is the trustworthiness variable on repurchase intention through brand image, which means it has no effect.

Researchers suggest, to pay attention to, seek, and strengthen aspects of endorser trust, brand image, continuous consumer repurchase intention, and influence on the company's business processes.

Keywords: *Skincare, MS Glow, Celebrity Endorsement, Brand Attitude, Brand Credibility, Brand Image, dan Repurchase Intention*