

ABSTRACT

Nowadays, cosmetics have come to be a completely critical need, specifically for women. Of the numerous beauty products, lipstick is one of the maximum famous products. Along with the increasing demand for cosmetics, competition withinside the beauty enterprise is turning into increasingly competitive. Wardah is one of the main cosmetic manufacturers in Indonesia. To win the competition, Wardah has implemented a marketing strategy in promoting its products through *celebrity endorser* and *E-WOM* communication to form a *brand image* in order to stimulate consumer *purchase intentions*.

The purpose of this study become to analyze the impact of *celebrity endorser* and *E-WOM* on *purchase intention*, the use of *brand image* as an intervening variabel on Wardah lipstick products. The sampling method used is purposive sampling with a non-probability sampling method with the standards used on this observe withinside the form of female consumers who have ve bought Wardah lipstick products and are domiciled in Bandung. Data is accrued via questionnaires and disbursed via social media which includes line and instagram. Then the data become analyzed using the *Partial least square* with the assist of Smart PLS software. The result, it was found that *celebrity endorser* through *brand image* influenced Wardah's lipstick *purchase intention*. In addition, *purchase intention* is likewise encouraged via way of means of *E-WOM* via *brand image* as an intervening variabel.

Keywords : *Celebrity endorser, E-WOM, Purchase intention, Brand image*