

## ABSTRACT

Scarlett Whitening was founded in 2017. The company that shaded by PT. Motto Beringin Abadi is one of the local brand which offers a wide range of products which are divide into three categories are Facial care (skincare), body care (body care), and hair care (hair care). The purpose of this research was to determine the effect of Celebrity Branding and Customer Bonding on the intention to buy Scarlett Whitening products.

This research is of a descriptive type with quantitative methods and a Likert scale is used as a measure. For sampling using non-probability sampling method with a large number of respondents 100 people. The analysis technique uses descriptive techniques and multiple linear regression where the processing uses IBM SPSS software.

Based on the results of testing the hypothesis by partial test, celebrity branding on purchase interest obtained a calculated result of 4.965 ( $t_{count} 4.965 > t_{table} 1.984$ ) significance of 0,000 ( $0,000 > 0.05$ ) and customer bonding to purchase interest obtained a calculated result of 6.752 ( $t_{count} 6.752 > t_{table} 1.984$ ) and a significance of 0.000 ( $0.000 > 0.05$ ). Based on simultaneous tst results, this is because the results of  $t_{count} > t_{table}$  and significance (pvalue)  $> 0.05$ , then celebrity branding and customer bonding have an effect on purchase interest to Scarlett Whitening brand, this is because the results of  $f_{count} > f_{table}$  and significance (pvalue)  $> 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted.

The conclusion of this research, Scarlett whitening nedded to take a broader approach with consumers as well to improve products in terms of price, quality, and results so that carlett Whitening products become the top choice for consumers. And Scalett Whitening also pay attention to celebrity branding criteria which will promote their products much better by looking at the familiarity, relevance, esteem, differentiation, and decorum of the celebrity. This is because that cunsumers in this research are affected by the celebrity branding in buying attitude and buying interest of consumer.

**Keyword:** *Celebrity Branding, Customer Bonding, and Buying Interest.*