

ABSTRACT

Currently, the use of skincare and cosmetics has been skyrocketing in Indonesia, and this is because skincare plays a crucial role in the health and beauty of the Indonesian population. One of the skincare brands in Indonesia is Somethinc. In 2022, Somethinc ranked fourth with a market share of 19%, which means it couldn't become the market leader in its industry. Therefore, it is strongly suspected that celebrity endorsers, brand image, and brand trust can increase Somethinc's sales.

This research aims to examine the extent to which celebrity endorsers, brand image, and brand trust influence purchasing decisions regarding Somethinc products. The impact of this study is to determine how much influence these variables have on increasing Somethinc's market share.

This research adopts a quantitative approach with a descriptive and causal research design. Data collection was conducted by distributing questionnaires to 386 respondents who use Somethinc products. The data were analyzed using multiple linear regression techniques.

The results of this study indicate that celebrity endorsers, brand image, and brand trust have a positive and significant influence on purchasing decisions regarding Somethinc products, thus potentially increasing Somethinc's market share.

The suggestions provided by the author are to maintain and improve the selection of celebrity endorsers who have a positive image in promoting Somethinc products. It is important to preserve the good image that has been established and maintain consumer trust by consistently releasing new products that are tailored to the skincare needs of the Indonesian population and are guaranteed to be safe. Future researchers could explore other variables outside the scope of this study to obtain more relevant and valid data.

Keywords: brand image, brand trust, celebrity endorser, purchasing decisions