

ABSTRACT

With the growth of social media and the skyrocketing number of users, one of the most popular marketing strategies used by companies is celebrity endorsers. MS GLOW FOR MEN, a skincare brand specifically for men, uses a celebrity endorser, Marshel Widiyanto, in its marketing. Marshel Widiyanto's presence coincided with the tagline #SemuaJugaBisa, which is a message to society, especially men, that they can take care of themselves. However, this strategy reaped a lot of negative comments from the Indonesian people. Community comments felt that Marshel Widiyanto was inappropriate to represent the MS GLOW FOR MEN skincare brand because he did not have celebrity credibility or good enough credibility and did not meet the standard beauty criteria as an endorser for care and beauty products.

This study looks at the effect of celebrity credibility on purchase intention of MS GLOW FOR MEN products with intervening variables or mediating variables, namely brand attitude and advertisement attitude. This research is a quantitative study, with data collection through questionnaires with a sample of 385 respondents and data analysis was carried out using the Covariant-Based Structural Equation Model with AMOS 24 software.

The results showed that celebrity credibility has a significant effect on brand attitude, celebrity credibility has a significant effect on advertisement attitude. However, it was found that celebrity credibility did not have a significant effect on purchase intention. Obtained advertisement attitude has a significant influence on purchase intention and brand attitude has a significant influence on purchase intention. Further research can add dimensions to the celebrity credibility variable, namely trustworthiness, attractiveness, and expertise to assess deeper celebrity credibility.

Keyword: *Advertisement attitude, brand attitude, celebrity credibility, purchase intention. skincare*