

ABSTRACT

Men's skincare products have experienced rapid growth in Indonesia, driven by the increasing awareness among men regarding their appearance. Kahf has capitalized on this phenomenon by targeting the male market using a celebrity endorsement strategy, collaborating with Ragnar Oratmangoen to attract consumer attention and strengthen the brand image. However, despite the boycott issues faced by its competitors, Kahf has yet to fully become the top brand choice in the Indonesian market. This raises the question of how endorser credibility and brand credibility influence purchase intention, mediated by attitudes toward brand credibility and attitudes toward the brand, specifically for Kahf facewash product.

This study aims to analyze the effect of endorser credibility and brand credibility on purchase intention, with the mediating roles of attitude toward brand credibility and attitude toward the brand for Kahf facewash. These variables were selected due to their relevance to Kahf marketing strategy and the competitor's boycott issue, which may shift consumer preferences.

A quantitative approach was employed using a survey of 385 respondents. Data were collected through an online questionnaire distributed to Indonesian male respondents who are aware of Kahf marketing campaign with Ragnar Oratmangoen and have an intention to purchase Kahf facewash product. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The results indicate that brand credibility has a positive and significant influence on both attitude toward the brand and purchase intention, both directly and indirectly through mediation. Meanwhile, endorser credibility only significantly affects attitude toward brand credibility, but does not significantly influence purchase intention or attitude toward the brand.

These findings suggest that brand credibility plays a greater role in shaping consumer attitudes and purchase decisions compared to endorser credibility. This study highlights the importance of aligning endorsers with the brand and strengthening brand messaging in marketing strategies. Future research may explore additional variables that further expand the understanding of factors influencing purchase intention toward a brand.

Keywords: *Endorser Credibility, Brand Credibility, Attitude Towards Brand, Purchase Intention, Men's Skincare.*