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ABSTRACT

This research is a type of quantitative research conducted on Ms Glow skincare products in the city of Surabaya. This study aims to determine whether or not the influence of celebrity endorsers on purchasing decisions through brand trust as a mediating variabel. The data collection method in this research is a questionnaire or questionnaire. The sampling technique used is the purposive sampling technique. The population that is the object of this research is Ms Glow Skin Care product customers with up to 100 respondents. Hypothesis testing with multilevel regression analysis technique 1,2, and 3 with SPSS 21.0 program and sobel test for hypothesis 4 with the help of the website. The results of this study indicate that the celebrity endorsers variable has a significant effect on brand trust in Ms Glow Skin Care products. The celebrity endorsers variable has a significant effect on purchasing decision on Ms Glow Skin Care products. And the celebrity endorsers variable has a significant effect on purchasing decisions through brand trust as a mediating variable.

Keywords: celebrity endorser, kepercayaan merek, keputusan pembelian