

ABSTRAK

Tujuan penelitian ini yaitu untuk mengetahui pengaruh *Celebrity Endorser*, Citra merek dan kepercayaan konsumen terhadap keputusan pembelian produk *skincare* Azarine di shopee. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif yang diperoleh dari kuesioner yang dibagikan dan berhubungan dengan masalah yang diteliti. Teknik pengambilan sampel dalam penelitian ini adalah *non-probability sampling*. Sampel penelitian terdiri 100 responden. Pengolahan data dalam penelitian dilakukan IBM SPSS 25 dengan melalui uji validitas, uji reabilitas, uji asumsi klasik, analisis linear berganda untuk uji hipotesis. Hasil penelitian secara parsial *Celebrity endorser* berpengaruh positif akan tetapi tidak signifikan secara statistik terhadap Keputusan Pembelian produk *skincare* Azarine di Shopee. Citra Merek berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk *skincare* Azarine di Shopee. Kepercayaan Konsumen berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk *skincare* Azarine di Shopee. Secara Simultan menunjukkan bahwa variabel *Celebrity Endorser*, Citra Merek dan Kepercayaan Konsumen berpengaruh simultan terhadap Keputusan Pembelian produk *skincare* Azarine di Shopee.

Kata kunci: *celebrity endorser*, Citra Merek, Kepercayaan konsumen, Keputusan Pembelian

ABSTRAC

The purpose of this study is to determine the influence of celebrity endorsers, brand image, and consumer trust on purchasing decisions for Azarine skincare products on Shopee. The type of data used in this study is quantitative data obtained from distributed questionnaires related to the problem being studied. The sampling technique in this study was non-probability sampling. The research sample consisted of 100 respondents. Data processing in the study was carried out by IBM SPSS 25 through validity tests, reliability tests, classical assumption tests, and multiple linear analysis for hypothesis testing. The results of the study partially show that celebrity endorsers have a positive but not statistically significant effect on purchasing decisions for Azarine skincare products on Shopee. Brand image has a positive and significant effect on purchasing decisions for Azarine skincare products on Shopee. Consumer trust has a positive and significant effect on purchasing decisions for Azarine skincare products on Shopee. Simultaneously, it shows that the variables celebrity endorser, brand image, and consumer trust have a simultaneous effect on purchasing decisions for Azarine skincare products on Shopee.

Keywords: celebrity endorser, brand image, consumer trust, purchasing decision