

## **ABSTRACT**

### ***The Effect Of Celebrity Endorser, And Brand Image On The Purchase Decision Of Emina Cosmetic Products (Case Study of South Tangerang Residents)***

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*Business competition in the era of globalization that is increasingly dynamic, complex, and uncertain, not only provides opportunities but also challenges. The challenge faced by the company is none other than to always find the best way to seize and maintain market share. Currently, business competition in the cosmetic sector is rife in various regions in Indonesia. As one of the major cosmetic manufacturers in Indonesia, PT Paragon Technology and Innovaton launched a new brand, namely Emina, which targets the market share of teenagers. Emina cosmetics is one of the cosmetic brands in Indonesia that is already quite well known among teenagers. The use of celebrities in an advertisement is often used to support the sale of a product, especially beauty products which are closely related to the beautiful model as the product's brand ambassador. Beauty products have become so widespread in the market that the company has become a lot of competitors, therefore the importance of a company to inform its products to the market must be more creative. Another factor that influences purchasing decisions is brand image. Brand image is a set of consumer beliefs about a particular brand.*

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