

ABSTRACT

The Influence of Celebrity Endorser and Brand Trust on customers Purchasing Decisions for Somethinc Beauty Product

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This research aims to determine the influence of Celebrity Endorser and Brand Trust on Customer Purchasing Decisions for Somethinc Beauty Products. The independent variables in this research are celebrity endorsers and brand trust, while the dependent variable is purchasing decisions. The sampling technique used non-probability sampling with a sample of 180 respondents. The data analysis method used in this research is multiple linear regression analysis. From the test results it can be stated that celebrity endorsers have a positive and significant influence on purchasing decisions, brand trust has a positive and significant influence on purchasing decisions, and together celebrity endorsers and brand trust have a positive and significant influence on purchasing decisions for certain beauty products.

Keywords: *Celebrity Endorser, Brand Trust, Purchase Decision.*