

ABSTRACT

Marketing strategy has become one of the important factors in the success of a business. Celebrity endorsers, online consumer reviews, and brand image have become marketing strategies that are widely used by business actors in increasing consumer purchase intention. To increase consumer purchase intention, Byoote, which is one of the collagen drink brands in Indonesia, uses all three in their marketing strategy. The aims of this study are: (1) to determine the effect of the celebrity endorser on purchase intention; (2) to determine the effect of online consumer reviews on purchase intention; and (3) to determine the effect of brand image on purchase intention. This research is a quantitative research. Data were collected by distributing online questionnaires to 150 respondents. The analysis technique uses multiple linear regression analysis method. The results showed that celebrity endorser and online consumer reviews had no effect on consumer purchase intention, while brand image had a positive and significant effect on consumer purchase intention.

Keywords: purchase intention, endorser, online consumer reviews, brand image.