

# ***ABSTRACT***

*The increase in sales of beauty products is very high in 2020 to 2021, and the largest sales occur in online shops. There are various marketing strategies that are alternatives for a brand to increase purchase intention. Instagram is one of the successful platforms in Indonesia because it generates large engagement and reach, so many brands choose to do marketing through Instagram. There are various marketing strategies that become alternatives for a brand, including eWOM, social media marketing which can also increase purchase intention through brand image and brand trust, celebrity endorsement which can influence purchase intention indirectly through consumer attitude towards endorser credibility, brand credibility, and brand attitudes. This study aims to determine whether celebrity endorsement will affect public trust in a brand, and also a person's attitude towards a brand. Furthermore, whether brand trust and brand attitude can affect purchase intention on skin care products. The results of this study indicate that brand attitude is the main predictor of purchase intention, and brand trust does not have a significant effect on purchase intention. The role of celebrity endorsement is as a variable that encourages brand trust and brand attitude. This study formulates 5 hypotheses to be tested with Partial Least Squares – Structural Equation Modeling (PLS-SEM) using SmartPLS 3.3.0 software. The sample obtained is 175 samples, but only 123 samples are valid, using the online questionnaire method.*

**Keywords:** *Celebrity Endorsement, Brand Attitude, Brand Trust, Purchase Intention, Smart PLS*