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The Influences of Celebrities' Credibility Endorsement and Brand Image on Consumers' Purchasing Intention to Halal Brand Cosmetic (Wardah Cosmetics)

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Abstract

The objective of this research is to analyze the influences of celebrities' credibility endorsement (i.e. attractiveness, trustworthiness, and expertise) and brand image on consumers' purchasing intention to halal brand cosmetic (Wardah Cosmetics) at Andalas University. Quantitative approach was adopted for this research by using questionnaire and obtained 122 research samples of female students at Andalas University. Nonprobability sampling with purposive sampling technique was used. The data was analyzed by IBM Statistics 22 and SmartPLS 2.0. The results indicated that the attractiveness of celebrity endorsement has positive and significant influence on consumers' purchasing intention, the trustworthiness of celebrity endorsement has positive and significant influence on consumers' purchasing intention, the brand image of celebrity endorsement has positive and significant influence on consumers' purchasing intention, and while the expertise of celebrity endorsement has no significant influence on consumers' purchasing intention.

Keywords: *celebrity endorsement; attractiveness; trustworthiness; expertise; brand image; consumers' purchasing intention*

This thesis has already examined and passed on April 29th 2016. This abstract has already approved by supervisor and examiners:

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