

ABSTRAK

**PERBEDAAN SIKAP KONSUMEN TERHADAP *CELEBRITY ENDORSER*,
CITRA MEREK. DAN KEPERCAYAAN MEREK PADA MEREK
PERAWATAN KULIT WAJAH DI INDONESIA**

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Penelitian ini bertujuan untuk mengetahui perbedaan sikap konsumen terhadap produk Somethinc, Scarlett Whitening, dan MS Glow dari segi *celebrity endorser*; citra merek; kepercayaan merek. Penelitian ini menggunakan desain kuantitatif dengan menggunakan teknik pengambilan sampel non-probability. Anggota populasi pada penelitian ini adalah seluruh konsumen produk Somethinc, Scarlett Whitening, dan MS Glow. Jumlah sampel dalam penelitian ini sebanyak 180 responden yang terdiri dari 60 responden pada setiap produk Somethinc, Scarlett Whitening, dan MS Glow. Uji instrumen menggunakan uji validitas dan uji reliabilitas. Hasil penelitian menunjukkan bahwa (1) terdapat perbedaan sikap konsumen dalam segi *celebrity endorser* pada merek Somethinc dan MS Glow dan skor tertinggi diperoleh merek MS Glow 3,98; (2) terdapat perbedaan sikap konsumen dalam segi citra merek pada merek Somethinc dan Scarlett Whitening dan skor tertinggi diperoleh merek Scarlett Whitening 3,96; (3) terdapat perbedaan sikap konsumen dalam segi kepercayaan merek pada merek Somethinc, Scarlett Whitening, dan MS Glow dan skor tertinggi diperoleh merek MS Glow 3,89.

Kata kunci: Celebrity endorser, citra merek, dan kepercayaan merek

ABSTRACT

***DIFFERENCES IN CONSUMER ATTITUDES TOWARDS CELEBRITY
ENDORSERS, BRAND IMAGE AND BRAND TRUST IN FACIAL SKIN CARE
BRANDS IN INDONESIA***

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This research aims to find out differences in consumer attitudes towards Somethinc, Scarlett Whitening, and MS Glow products in the perspective of celebrity endorsers; Brand image; brand trust. This study uses a quantitative design using non-probability techniques. The population members in this survey were consumers of Somethinc, Scarlett Whitening, and MS Glow products. The number of samples in this research was 180 respondents consisting of 60 respondents for each Somethinc, Scarlett Whitening, and MS Glow product. The instruments were tests is validity and reliability tests. The results showed that (1) there are differences in consumer attitudes in terms of celebrity endorsers on Somethinc and MS Glow brands and the highest score obtained MS Glow brand 3.98; (2) there are differences in consumer attitudes in terms of brand image on Somethinc and Scarlett Whitening brands and the highest score obtained Scarlett Whitening 3,96 brand 3.98; (3) there are differences in consumer attitudes in terms of brand trust on Somethinc, Scarlett Whitening, and MS Glow brands and the highest score obtained MS Glow brand 3.89.

Keywords: celebrity endorser, brand image, and brand trust.