

## ABSTRACT

*The Author's reason for conducting this research to analyse the influence of celebrity endorser and e-wom on purchase intention mediated by e-trust of something skincare brand. The subjects in this study were consumer who had intention to buy something product and follow tasya farasya on instagram. The sample used in this study was 119 respondents. The sample collection technique in this study was non-probability sampling with the method used, namely purposive sampling. This study using a quantitative approach. The data analysis used is statistical analysis in the form of Smart-PLS. The results in this study indicate that (1) Celebrity Endorser has a positive and significant effect on E-Trust, (2) E-WOM has a positive and significant effect on E-Trust, (3) E-Trust has a positive and significant effect on Purchase Intention, (4) Celebrity Endorser has a positive and significant effect on Purchase Intention, (5) E-WOM has a positive and significant effect on Purchase Intention, (6) Celebrity Endorser has a positive and significant effect on Purchase Intention through E-Trust, and (7) E-WOM has a positive and significant effect on Purchase Intention through E-Trust.*

*Keywords: celebrity endorser, e-wom, e-trust, purchase intention, something*



UNIVERSITAS  
MERCU BUANA