

ANALYSIS OF BRAND IMAGE, BRAND TRUST AND CELEBRITY ENDORSEMENT

ON CONSUMER LOYALTY OF SKINCARE GARNIER IN LAMONGAN

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ABSTRAK

This study aims to examine brand image analysis of brand trust and celebrity endorsement the development of the skincare business is currently growing very rapidly, especially in the skincare business in Lamongan. Facial skin care has become a very important need for some people, especially women, but nowadays we find many men also buying care services in skincare, starting from cleaning their faces with scrubs, facials, and using face and body lotions.

This study uses a type of quantitative research using sampling techniques. data collection was done by distributing questionnaires to 100 respondents. Processing the results of the questionnaire data using SPSS 25.

From the results of this research can produce higher quality research with the company expected to be able to evaluate the results of this research so that it can maximize consumer loyalty for Garnier skincare in Lamongan.

Keywords: *brand image analysis, brand trust and celebrity endorsement.*