

ABSTRAK

Penelitian ini bertujuan melihat pengaruh *Brand-Endorser Personality Congruence*, *Brand-Consumer Personality Congruence* pada *Brand Attitude*, dan *Purchase Intention* yang di moderasi oleh *Brand Familiarity* pada kosmetik Make Over.

Penelitian ini menggunakan desain penelitian survey dengan metode purposive sampling yaitu menyebarkan kuisisioner kepada 200 responden yang memenuhi kriteria tertentu. Sampe dalam penelitian ini adalah wanita berusia minimal 17-30 tahun yang belum pernah melakukan pembelian produk kosmetik Make Over.

Hasil penelitian ini menemukan bahwa *Brand-Endorser Personality Congruence* memiliki pengaruh yang tidak signifikan terhadap brand attitude, tetapi memiliki pengaruh signifikan terhadap *purchase intention*. Pada variabel *Brand-Consumer Personality Congruence* ditemukan adanya pengaruh signifikan terhadap brand attitude maupun purchase intention. Kemudian dalam penelitian ini terbukti bahwa Familiarity with brand memiliki pengaruh signifikan pada *brand attitude* dan yang berpengaruh pada *purchase intention*.

Kata Kunci : *Brand-Endorser-Consumer Personality Congruence, Brand Attitude, Purchase Intention, Familiarity with brand*

ABSTRACT

This study research examines at the effect of Brand-Endorser Personality Congruence, Brand-Consumen Personality Congruence on Brand Attitude, and Purchase Intention which are moderated by Brand Familiarity in cosmetics Make Over.

This research uses survey research design with a purposive sampling method that is spreading questionnaires to 200 respondents who meet certain criteria. The sample in this study are women who were aged between 17-30 years old who have never made purchases Make Over cosmetic product.

The results of this study found that Brand-Endorser Personality Congruence had a non-significant effect on brand attitude, but had a significant influence on purchase intention. The Brand-Consumers Personality Congruence variable found a significant influence on the brand attitude and purchase intention. Then in this study it was proven that Familiarity with brands has a significant influence on brand attitudes and influences on purchase intention.

Keywords: *Brand-Endorser-Consumen Personality Congruence, Brand Attitude, Purchase Intention, Familiarity with brand*