

ABSTRACT

This research aims to find out how much influence celebrity endorsers and digital marketing have on brand image which has an impact on online purchase decisions for local skincare in Bandung. The research method used is a descriptive and verification method with a quantitative approach. Where the research data used was collected through distributing questionnaires with a total sample of 100 respondents. The research instrument was tested using validity and reliability tests. The data analysis methods used are path analysis, multiple correlation and coefficient of determination. The research results show that each variable gets an average score in the poor category. There is a positive and significant influence between celebrity endorsers and digital marketing on brand image which has an impact on online purchase decisions simultaneously or partially.

Keywords: *Celebrity Endorser, Digital Marketing, Brand Image, Online Purchase Decision*