



ANALYSIS OF BRAND IMAGE AS MODERATING ON THE EFFECT OF CELEBRITY ENDORSEMENT, SOCIAL MEDIA ADVERTISING AND CUSTOMER EXPERIENCE ON PURCHASE INTENTION

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A B S T R A C T

This study examines whether brand image moderates the effect of celebrity endorsement, social media advertising and customer experience on purchase intention. This research focuses on a case study of the McD BTS Meal product, the result of a collaboration between the McDonalds brand and the South Korean boyband, Bangtan Boys or BTS. There were 210 respondents who filled out the questionnaire, but only 184 respondents were eligible to be processed for data testing. The respondents are in Indonesia. The data processing used the WarpPLS version 7 program, and the validity and reliability tests used the SPSS version 26 program. The research findings show the following. First, there is a positive influence of celebrity endorsement, social media advertising, and customer experience on purchase intention. Second, brand image is not able to moderate the influence of social media advertising and customer experience on purchase intention. Third, brand image moderates the effect of celebrity endorsement on purchase intention.

Keywords: *Brand Image; Celebrity Endorsement; Social Media Advertising; Customer Experience*