

ABSTRAK

Penelitian ini bertujuan mengetahui pengaruh *celebrity endorsement* terhadap *brand image* Generasi Z di Kota Bandung melalui akun Instagram @jglowskincare_10. Dengan metode kuantitatif deskriptif dan 99 responden hasil perhitungan Slovin, penelitian menunjukkan bahwa *celebrity endorsement* berpengaruh positif dan signifikan terhadap *brand image* ($t_{hitung} 24,032 > t_{tabel} 1,984$; sig. $0,000 < 0,05$). Koefisien determinasi sebesar 42,3% menandakan bahwa hampir setengah variasi *brand image* dipengaruhi oleh endorsement. Dimensi attractiveness memiliki pengaruh tertinggi, sedangkan expertise terendah. Hal ini membuktikan bahwa penampilan fisik selebriti lebih dominan dibanding keahlian. Kesimpulannya, *celebrity endorsement* di media sosial efektif membentuk *brand image* Gen Z, namun pemilihan endorser sebaiknya juga mempertimbangkan kredibilitas dan kesesuaian nilai dengan merek.

Kata Kunci : *Celebrity Endorsement, Brand Image, Generasi Z, Instagram*

ABSTRACT

This study aims to examine the influence of celebrity endorsement on brand image among Generation Z in Bandung through the Instagram account @jglowskincare_10. Using a descriptive quantitative method with 99 respondents determined by Slovin's formula, the results show that celebrity endorsement has a positive and significant effect on brand image ($t\text{-value } 24.032 > t\text{-table } 1.984$; $\text{sig. } 0.000 < 0.05$). The coefficient of determination (R^2) indicates that 42.3% of brand image is explained by celebrity endorsement. Among the dimensions, attractiveness scored the highest, while expertise scored the lowest, highlighting that physical appeal dominates over competence. In conclusion, celebrity endorsement via social media is effective in shaping brand image among Gen Z, though brands are advised to consider both credibility and value alignment when selecting endorsers.

Keywords: *Celebrity Endorsement, Brand Image, Generation Z, Instagram*