

Pengaruh Celebrity Endorsement terhadap Repurchase Intention melalui Consumer Perception of Quality dan Brand Loyalty sebagai Mediator Pada Komunitas ReVeluv Dalam Brand Azarine Cosmetic Di Jabodetabek = The Influence of Celebrity Endorsement on Repurchase Intention through Consumer Perception of Quality and Brand Loyalty as Mediators in the ReVeluv Community for Azarine Cosmetic Brand in Jabodetabek

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Abstrak

Pada era industri kecantikan yang semakin berkembang di Indonesia, persaingan di pasar kecantikan semakin ketat. Dalam konteks ini, celebrity endorsement telah menjadi salah satu strategi pemasaran yang signifikan untuk menarik perhatian konsumen dan membedakan merek di tengah persaingan yang sengit. Kehadiran selebriti dalam iklan atau promosi produk kecantikan bukan hanya sekadar menonjolkan citra glamor, tetapi juga dapat memberikan dampak yang mendalam terhadap perilaku konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh celebrity endorsement terhadap repurchase intention pada konsumen ReVeluv brand Azarine Cosmetic di Jabodetabek dengan menjadikan brand loyalty dan consumer perception of quality sebagai mediator. Penelitian menggunakan pendekatan kuantitatif dan teknik pengumpulan data kuantitatif menggunakan kuesioner. Penarikan sampel dilakukan melalui teknik non-probability purposive sampling dengan jumlah sampel sebanyak 110 responden yang memenuhi kriteria pemilihan responden. Kemudian, analisis data dilakukan menggunakan IBM SPSS Statistics 25 dan SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa brand loyalty dapat memediasi secara positif dan signifikan pada hubungan celebrity endorsement dan repurchase intention. Namun, consumer perception of quality tidak memiliki pengaruh pada hubungan celebrity endorsement dan repurchase intention. Selain itu, seluruh hubungan antar variabel dalam penelitian ini menunjukkan pengaruh yang positif dan signifikan, kecuali hubungan antara celebrity endorsement dengan repurchase intention dan consumer perception of quality dengan repurchase intention pada konsumen ReVeluv brand Azarine Cosmetic di Jabodetabek.

.....In the growing beauty industry era in Indonesia, the competition in the beauty market is becoming increasingly intense. In this context, celebrity endorsement has become a significant marketing strategy to capture consumer attention and differentiate brands amid fierce competition. The presence of celebrities in beauty product advertisements or promotions is not only about highlighting a glamorous image but can also have a profound impact on consumer behavior. This research aims to analyze the influence of celebrity endorsement on repurchase intention among ReVeluv consumers of Azarine Cosmetic brand in Jabodetabek, considering brand loyalty and consumer perception of quality as mediators. The study adopts a quantitative approach, and quantitative data is collected through a questionnaire. Sample selection is carried out using non-probability purposive sampling techniques, involving 110 respondents who meet the criteria. Subsequently, data analysis is conducted using IBM SPSS Statistics 25 and SmartPLS 3.2.9. The research findings indicate that brand loyalty can positively and significantly mediate the relationship between celebrity endorsement and repurchase intention. However, consumer perception of quality does not have an impact on the relationship between celebrity endorsement and repurchase intention. Moreover, all

relationships between variables in this study show a positive and significant influence, except for the relationship between celebrity endorsement and repurchase intention and consumer perception of quality with repurchase intention among ReVeluv consumers of Azarine Cosmetic brand in Jabodetabek.