

Analisis Pengaruh Endorser dan Brand Credibility Terhadap Repurchase Intention Konsumen: Efek Mediasi dari Attitude Towards Brand dan Brand Credibility. Studi Kasus: Wardah = The Impact of Endorser and Brand Credibility On Customer's Repurchase Intention: The Mediating Effect of Attitude Towards Brand and Brand Credibility. Study Case: Wardah

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Abstrak

Penelitian ini bertujuan untuk menguji hubungan antara endorser credibility, brand credibility, attitude towards brand, attitude towards brand credibility, dan repurchase intention pada merek Wardah. Pengambilan data dilakukan dengan metode purposive sampling menggunakan survei yang disebarluaskan secara online kepada pengguna merek Wardah di Indonesia yang berusia minimal 17 tahun, mengetahui celebrity endorser Wardah, serta pernah melihat iklan Wardah melalui televisi atau media sosial dan membeli produk Wardah dalam rentang waktu bulan April 2020 s.d. Maret 2021. Sebanyak 522 responden terkumpul yang kemudian diolah dan dianalisis menggunakan Partial Least Square-Structural Equation Method (PLS-SEM). Hasil penelitian ini menunjukkan bahwa endorser credibility dan brand credibility secara positif mempengaruhi attitude towards brand dan brand credibility, serta attitude towards brand secara positif mempengaruhi repurchase intention. Attitude towards brand credibility tidak mempengaruhi repurchase intention dan tidak memediasi hubungan antara endorser credibility dan brand credibility dengan repurchase intention.

.....The purpose of this study was to examine the relationship between endorser credibility, brand credibility, attitude towards brand, attitude towards brand credibility, and repurchase intention on the Wardah brand. The data was collected by purposive sampling method using a survey distributed online to users of the Wardah brand in Indonesia who are at least 17 years old, know the celebrity endorser of Wardah, and have watched Wardah's advertisement from the television or social media as well as bought Wardah products within April 2021 until March 2021. A total of 522 respondents were collected which were then processed and analyzed using Partial Least Square-Structural Equation Method (PLS-SEM). The results of this study indicate that endorser credibility and brand credibility positively affect attitudes towards the brand and brand credibility, and attitudes towards the brand positively affect repurchase intentions. On the other hand, attitude towards brand credibility does not affect repurchase intention and does not mediate the relationship between endorser credibility and brand credibility with repurchase intention.