

ABSTRAK

PENGARUH SELEBRITI ENDORSER, CITRA MEREK, DAN KEPUASAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN ULANG PRODUK PERAWATAN TUBUH SCARLETT WHITENING

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Penelitian ini memiliki tujuan untuk mengetahui: 1. pengaruh simultan selebriti *endorser*, citra merek, dan kepuasan konsumen terhadap keputusan pembelian ulang, 2. pengaruh parsial selebriti *endorser* terhadap keputusan pembelian ulang, 3. pengaruh parsial citra merek terhadap keputusan pembelian ulang, 4. pengaruh parsial kepuasan konsumen terhadap keputusan pembelian ulang produk perawatan tubuh dari Scarlett Whitening. Pengambilan sampel pada penelitian ini menggunakan teknik *purposive sampling* dengan kriteria responden yaitu konsumen produk perawatan tubuh dari Scarlett Whitening berjenis kelamin perempuan yang setidaknya pernah membeli dan menggunakan produk perawatan tubuh Scarlett Whitening di kota Yogyakarta. Kuesioner dibagikan dan dijawab oleh 100 responden yang telah memenuhi kriteria penelitian. Data yang didapatkan diolah dengan aplikasi SPSS 25 menggunakan teknik analisis deskriptif, uji instrument, uji asumsi klasik dan analisis regresi linear berganda. Hasil pengolahan data menunjukkan bahwa 1. Selebriti *endorser*, citra merek dan kepuasan konsumen berpengaruh terhadap keputusan pembelian ulang 2. Selebriti *endorser* berpengaruh terhadap keputusan pembelian ulang, 3. Citra merek tidak berpengaruh terhadap keputusan pembelian ulang 4. Kepuasan konsumen berpengaruh terhadap keputusan pembelian ulang produk perawatan tubuh dari Scarlett Whitening.

Kata Kunci: Selebriti *Endorser*, Citra Merek, Kepuasan Konsumen dan Keputusan Pembelian Ulang

ABSTRACT

THE INFLUENCE OF CELEBRITY ENDORSER, BRAND IMAGE, AND CONSUMER SATISFACTION ON REPURCHASE DECISIONS OF SCARLETT WHITENING BODY CARE PRODUCTS

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This study aims to determine: 1. the simultaneous influence of celebrity endorsers, brand image, and consumer satisfaction on repurchase decisions, 2. the partial influence of celebrity endorsers on repurchase decisions, 3. the partial influence of brand image on repurchase decisions, 4. the influence of partial customer satisfaction on the decision to repurchase body care products from Scarlett Whitening. Sampling in this study used a purposive sampling technique with the respondent's criteria, female consumers of body care products from Scarlett Whitening who were female and who at least had bought and used Scarlett Whitening body care products in the city of Yogyakarta. Questionnaires were distributed and answered by 100 respondents who fulfilled the research criteria. The data obtained were processed with the SPSS 25 application using descriptive analysis techniques, instrument testing, classical assumption testing, and multiple linear regression analysis. The results of data processing show that 1. Celebrity endorsers, brand image and consumer satisfaction influenced repurchase decisions 2. Celebrity endorsers influenced repurchase decisions, 3. Brand image did not influence repurchase decisions 4. Consumer satisfaction influenced product repurchase decisions for body care from Scarlett Whitening.

Kata Kunci: Celebrity Endorsers, Brand Image, Consumer Satisfaction and Repurchase Decisions