

The Influence of Celebrity Endorser and Customer Experience on Brand Image and Repurchase Interest in Scarlett Whitening in Pontianak City

ABSTRACT

In marketing management, the use of celebrities as icons in marketing products is an effective way to enhance a brand. Apart from using celebrities, consumer experience in using a product/service is also an aspect that can increase product/goods sales. This research was conducted to analyze the influence of celebrity endorsers and customer experience on brand image and repurchase intention at Scarlett Whitening in Pontianak City. The number of samples used in this study amounted to 96 respondents. The data analysis technique used is path analysis, research instrument testing, classical assumption testing and hypothesis testing.

The results of the data analysis show that (1) Celebrity Endorsers have a positive and significant influence on Brand Image. (2) Customer Experience has a positive and significant influence on Brand Image. (3) Celebrity Endorser has a positive and significant influence on Experience Repurchase Intention. (4) Customer Experience has a positive and significant influence on Repurchase Intention. (5) Brand Image has a positive and significant influence on Repurchase Intention. (6) Celebrity Endorser has a significant influence on Repurchase Intention which is mediated by Brand Image. (7) Customer Experience has a significant influence on Repurchase Intention which is mediated by Brand Image

Keywords: Celebrity Endorser, Customer Experience, Brand Image and Repurchase Interest.

Pengaruh *Celebrity Endorser* dan *Customer Experience* Terhadap *Brand Image* dan Minat Beli Ulang Pada *Scarlett Whitening* di Kota Pontianak

ABSTRAK

Dalam manajemen pemasaran, penggunaan selebriti sebagai icon dalam memasarkan produk merupakan salah satu cara yang efektif dalam meningkatkan suatu brand selain pemanfaatan selebriti, pengalaman konsumen dalam menggunakan suatu produk barang/ jasa juga merupakan aspek yang dapat meningkatkan peningkatan penjualan produk/ barang. Penelitian ini dilakukan untuk menganalisis pengaruh *celebrity endorser* dan *customer experience* terhadap *brand image* dan minat beli ulang pada *Scarlett Whitening* di Kota Pontianak. Adapun jumlah sampel yang digunakan di dalam penelitian ini berjumlah 96 responden. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*), uji instrument penelitian, uji asumsi klasik dan uji hipotesis.

Hasil analisis data menunjukkan bahwa (1) *Celebrity Endorser* mempunyai pengaruh positif dan signifikan terhadap *Brand Image*. (2) *Customer Experience* mempunyai pengaruh positif dan signifikan terhadap *Brand Image*. (3) *Celebrity Endorser* mempunyai pengaruh positif dan signifikan terhadap Minat Beli Ulang *Experience*. (4) *Customer Experience* mempunyai pengaruh positif dan signifikan terhadap Minat beli Ulang. (5) *Brand Image* mempunyai pengaruh positif dan signifikan terhadap Minat Beli Ulang. (6) *Celebrity Endorser* mempunyai pengaruh signifikan terhadap Minat Beli Ulang yang di mediasi oleh *Brand Image*. (7) *Customer Experience* mempunyai pengaruh signifikan terhadap Minat Beli Ulang yang di mediasi oleh *Brand Image*

Kata Kunci: *Celebrity Endorser*, *Customer Experience*, *Brand Image* dan Minat Beli Ulang.