

**PENGARUH *CELEBRITY ENDORSEMENT*, KUALITAS
PRODUK DAN NILAI HEDONIK TERHADAP MINAT BELI
ULANG PADA PRODUK *SKINCARE* MS GLOW**

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh celebrity endorsement, kualitas produk dan nilai hedonik terhadap minat beli ulang. Populasi dari penelitian ini adalah konsumen di Pontianak yang pernah membeli produk *skincare* MS Glow. Sampel dalam penelitian ini adalah 100 responden dengan menggunakan teknik pengambilan sampel *purposive sampling*. Metode pengumpulan data dengan penyebaran kuesioner secara online dan metode analisis data menggunakan Analisis Regresi Linear Berganda. Berdasarkan hasil penelitian menunjukkan bahwa hasil pengujian hipotesis penelitian (uji t) dari variabel *celebrity endorsement* dan nilai hedonik berpengaruh positif tetapi tidak signifikan terhadap minat beli ulang, sedangkan variabel kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang. Berdasarkan koefisien determinasi *celebrity endorsement*, kualitas produk, dan nilai hedonik berpengaruh sebesar 49,6% terhadap minat beli ulang dan sisanya 50,4% dipengaruhi variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci : *Celebrity Endorsement*, Kualitas Produk, Nilai Hedonik, Minat Beli Ulang

**THE EFFECT OF CELEBRITY ENDORSEMENT, PRODUCT
QUALITY, AND HEDONIC VALUE ON REPURCHASING
INTEREST IN MS GLOW SKINCARE PRODUCTS**

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ABSTRACT

This study aims to examine and analyze the effect of celebrity endorsement, product quality and hedonic value on repurchase intention. The population of this study are consumers in Pontianak who have purchased MS Glow skincare products. The sample in this study was 100 respondents using a purposive sampling technique. The data collection method is by distributing online questionnaires and the data analysis method is using Multiple Linear Regression Analysis. Based on the results of the study, it was shown that the results of testing the research hypothesis (t test) of the celebrity endorsement variable and hedonic value had a positive but not significant effect on repurchase intention, while the product quality variable had a positive and significant effect on repurchase intention. Based on the celebrity endorsement coefficient of determination, product quality, and hedonic value have an effect of 49.6% on repurchase intention and the remaining 50.4% is influenced by other variables not examined in this study.

Keywords : Celebrity Endorsement, Product Quality, Hedonic Value,
Repurchase Intention