

ABSTRAK

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Pengaruh *brand awareness*, *celebrity endorsement* terhadap *repurchase intention* melalui *brand loyalty* sebagai variabel intervening serta ditinjau dari sudut pandang islam (Studi kasus pada konsumen produk *skincare scarlett whitening brightly* di wilayah Kota Administrasi Jakarta)

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *brand awareness* dan *celebrity endorsement* terhadap *repurchase intention* melalui *brand loyalty* sebagai variabel intervening pada konsumen yang sudah membeli *skincare scarlett whitening brightly* serta tinjauannya dari sudut pandang Islam. Sampel yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli *skincare scarlett whitening brightly* minimal 1 kali yang berjumlah 100 orang. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa (1) *brand awareness* berpengaruh positif dan signifikan terhadap *brand loyalty* (2) *celebrity endorsement* berpengaruh positif dan signifikan terhadap *brand loyalty* (3) *brand awareness* tidak berpengaruh terhadap *repurchase intention* (4) *celebrity endorsement* tidak berpengaruh terhadap *repurchase intention* (6) *brand loyalty* memediasi *brand awareness* terhadap *repurchase intention* (7) *brand loyalty* memediasi *celebrity endorsement* terhadap *repurchase intention*. Dalam syari'at Islam produk *skincare scarlett whitening brightly* telah menerapkan prinsip Syariah Islam yaitu produk berbahan halal untuk menjaga kesehatan kulit dan pemberian merek yang baik, promosi yang digunakan yang diberikan kepada masyarakat melalui *celebrity endorsement* sesuai dengan realita dibangun dengan ucapan yang jujur dan pantas serta melakukan transaksi dengan cara yang baik.

Kata kunci: *Brand awareness*, *celebrity endorsement*, *brand loyalty* dan *repurchase intention*

ABSTRACT

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The influence of brand awareness, and celebrity endorsement on repurchase intention through brand loyalty as an intervening variable and viewed from an Islamic point of view (Case study on consumers of skincare products Scarlett Whitening Brightly in the City Administration of Jakarta)

ABSTRACT

This study was conducted to find out the effect of brand awareness and celebrity endorsement on repurchase intention through brand loyalty as an intervening variable for consumers who have purchased Scarlett Whitening Bright skin care and also to review it from an Islamic point of view. The sample used in this study was 100 consumers who had purchased Scarlett Whitening Bright skincare at least. The data collection used has questionnaire. The data was analyzed use Partial Least Square Structural Equation Modeling. The results showed that (1) brand awareness had a positive and significant effect on brand loyalty (2) celebrity endorsement had a positive and significant effect on brand loyalty (3) brand awareness had no effect on repurchase intentions (4) celebrity endorsements had no effect on repurchase intentions. (6) brand loyalty mediated brand awareness on repurchase intention (7) brand loyalty mediated celebrity endorsement on repurchase intention. In Islamic shari'At. Scarlett whitening skin care products have implemented Islamic Sharia principles, namely products made from halal to maintain skin health and good branding, promotions used are given to the public through celebrity support in accordance with reality built with honest speech. and appropriate and conduct transactions in a good manner.

Keywords: *Brand awareness, celebrity endorsement, brand loyalty and repurchase intention*