

ABSTRAK

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Program studi S – 1 Manajemen
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Pengaruh Celebrity Endorser, Kredibilitas Selebriti, Product Match up dan Kualitas yang Dirasakan terhadap Pembelian Ulang pada Produk Noera Serta Tinjauannya dari Sudut Pandang Islam (studi kasus pada konsumen Noera di Jakarta Pusat)

166 halaman + clxvi halaman + 17 Tabel + Jumlah gambar dan 7 lampiran 5 gambar

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh celebrity endorser, kredibilitas selebriti, product match up dan kualitas yang dirasakan terhadap pembelian ulang pada produk Noera serta tinjauannya dari sudut pandang islam. Teknik pengambilan sampel yang digunakan yaitu purposive sampling, Populasi penelitian ini adalah orang yang membeli kembali produk Noera di wilayah Jakarta Pusat dengan jumlah sampel 170 responden. Data yang dikumpulkan dengan metode survei menggunakan kuesioner. Analisis data menggunakan metode Partial Least Square Structural Equation Modelling (PLS-SEM). Model ini memiliki tingkat kesesuaian yang besar dan relevan dalam memprediksi pengaruh kompetensi, sebagaimana celebrity endorser berpengaruh positif terhadap pembelian ulang, kredibilitas selebriti tidak berpengaruh terhadap pembelian ulang, product match up berpengaruh positif terhadap pembelian ulang, kualitas yang dirasakan berpengaruh positif terhadap pembelian ulang, variabel celebrity endorser, kredibilitas selebriti, product match up dan kualitas yang dirasakan sudah sesuai dengan tinjauan menurut sudut pandang islam.

Kata kunci: Celebrity Endorser, Kredibilitas Selebriti, Product Matchup, Kualitas Yang Dirasakan, Pembelian Ulang.

ABSTRACT

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The Influence of Celebrity Endorser, Celebrity Credibility, Product Match up and Perceived Quality on Repeat Purchases of Noera Products and Review from an Islamic Perspective (case study of Noera consumers in Central Jakarta)

166 pages + clxvi pages + 17 tables + Number of images and 7 attachments 5 images

Abstract Description

This research aims to determine the influence of celebrity endorsers, celebrity credibility, product match up and perceived quality on repeat purchases of Noera products as well as reviews from an Islamic perspective. The sampling technique used was purposive sampling. The population of this study were people who repurchased Noera products in the Central Jakarta area with a sample size of 170 respondents. Data collected using a survey method using a questionnaire. Data analysis uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method. This model has a large level of suitability and is relevant in predicting the influence of competence, as celebrity endorsers have a positive and significant effect on repeat purchases, celebrity credibility does not have a positive and significant effect on repeat purchases, product match up has a positive and significant effect on repeat purchases, perceived quality has a positive and significant effect on repeat purchases, celebrity endorser variables, celebrity credibility, product match up and perceived quality that is in accordance with reviews from an Islamic perspective.

Keywords: Celebrity Endorser, Celebrity Credibility, Product Matchup, Perceived Quality, Repeat Purchase.