

ABSTRAK

Sekarang ini zaman yang di mana segala bentuk keperluan hidup sudah dapat di penuhi secara mudah dan cepat, karena sekarang kita sudah berada di zaman di mana segala bentuk teknologi sudah tercipta. Di sini orang-orang sudah bisa melakukan segala sesuatu dengan lebih mudah, termasuk berdagang.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Entertainment*, *Information*, *Irritation*, *Personalization*, dan *Location* terhadap *Repurchase Intention* melalui *Advertisement Value*, *Advertising Attitude*, dan *Brand Attitude* pada iklan Indomie di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh kesembilan variabel sehingga meningkatkan *Repurchase Intention* yang pada akhirnya akan mengakibatkan pembelian ulang pada produk Indomie di surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, yang pernah membeli produk Indomie sebanyak 2 kali dalam jangka waktu satu bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Entertainment* berpengaruh signifikan terhadap *Advertisement Value* dengan koefisien regresi sebesar 0.067 dan C.R. sebesar 0.508; variabel *Information* berpengaruh signifikan terhadap *Advertisement Value* dengan koefisien regresi sebesar 0.000 dan C.R. sebesar -0.002; variabel *Irritation* berpengaruh signifikan terhadap *Advertisement Value* dengan koefisien regresi sebesar 0.075 dan C.R. sebesar 1.026; variabel *Personalization* berpengaruh signifikan terhadap *Advertisement Value* dengan koefisien regresi sebesar 0.553 dan C.R. sebesar 3.922; variabel *Location* berpengaruh signifikan terhadap *Advertisement Value* dengan koefisien regresi sebesar 0.259 dan C.R. sebesar 2.132; variabel *Advertisement Value* berpengaruh signifikan terhadap *Advertising Attitude* dengan koefisien regresi sebesar 0.718 dan C.R. sebesar 7.368; variabel *Advertisement Value* berpengaruh signifikan terhadap *Brand Attitude* dengan koefisien regresi sebesar 0.699 dan C.R. sebesar 7.014; variabel *Advertising Attitude* berpengaruh signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.419 dan C.R. sebesar 3.923; variabel *Brand Attitude* berpengaruh signifikan terhadap *Repurchase Intention* dengan koefisien regresi sebesar 0.701 dan C.R. sebesar 6.033.

Kata kunci: *Entertainment*, *Information*, *Irritation*, *Personalization*, *Location*, *Advertisement Value*, *Advertising Attitude*, *Brand Attitude*, dan *Repurchase Intention*

ABSTRACT

Nowadays the era in which all forms of necessity of life can be fulfilled easily and quickly, because now we are in an age where all forms of technology have been created. Here people can do things more easily, including trading.

This study aims to determine how the influence of Entertainment, Information, Irritation, Personalization, and Location on Repurchase Intention through Advertisement Value, Advertising Attitude, and Brand Attitude in Indomie advertisements in Surabaya. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence the nine variables have on increasing Repurchase Intention which will eventually result in a repeat purchase of Indomie products in Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was carried out by distributing questionnaires to 135 respondents with the characteristics of male respondents and women aged 18-60 years, who had purchased Indomie products twice in the past one month.

The results showed that Entertainment variables had a significant effect on Advertisement Value with a regression coefficient of 0.067 and C.R. amounting to 0.508; Information variable has a significant effect on Advertisement Value with a regression coefficient of 0.000 and C.R. amounting to -0.002; Irritation variable has a significant effect on Advertisement Value with a regression coefficient of 0.075 and C.R. amounting to 1,026; Personalization variable has a significant effect on Advertisement Value with a regression coefficient of 0.553 and C.R. amounting to 3,922; Location variables have a significant effect on Advertisement Value with a regression coefficient of 0.259 and C.R. amounting to 2,132; Advertisement Value variable has a significant effect on Advertising Attitude with a regression coefficient of 0.718 and C.R. amounting to 7.368; Advertisement Value variable has a significant effect on Brand Attitude with a regression coefficient of 0.699 and C.R. amounting to 7,014; Advertising Attitude variable has a significant effect on Repurchase Intention with a regression coefficient of 0.419 and C.R. amounting to 3,923; Brand Attitude variables have a significant effect on Repurchase Intention with a regression coefficient of 0.701 and C.R. amounting to 6,033.

Key Words: *Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Consumer' Attitude, and Repurchase Intention*