ABSTRAK

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"PENGARUH *CELEBRITY ATTRACTIVENESS, TRUSTWORTHINESS, EXPERTISE, ADVERTISING CREDIBILITY, BRAND CREDIBILITY* TERHADAP *REPURCHASE INTENTION* PRODUK INTERNET DAN TV KABEL (STUDI PADA KONSUMEN FIRST MEDIA)"

(xvii + 136 halaman; 14 gambar; 27 tabel; 8 lampiran)

Kebutuhan akan internet dan hiburan TV saat ini meningkat secara signifikan yang dipicu adanya kegiatan bekerja dari rumah serta maraknya hiburan *streaming*. First Media sebagai penyedia internet *broadband* mengoptimalkan strategi pemasaran dengan *celebrity endorsement*. Penelitian ini bertujuan untuk mengetahui pengaruh dari *celebrity attractiveness*, *celebrity trustworthiness* dan *celebrity expertise* yang membentuk *advertising credibility* dan *brand credibility*, serta dampaknya terhadap *repurchase intention*. Metode penelitian ini menggunakan penelitian kuantitatif yang dilakukan dengan kuesioner lewat pendekatan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) untuk menganalisis data. Responden diambil secara *purposive sampling* dengan kriteria tertentu yang merupakan pelanggan First Media. Jumlah sampel yang didapatkan adalah 189 responden yang memenuhi syarat sebagai sampel penelitian ini. Hasil penelitian ini menunjukkan bahwa dari 8 hipotesis *celebrity attractiveness*, *trustworthiness* dan *expertise* berpengaruh positif terhadap *repurchase intention* yang dimediasi oleh *advertising* dan *brand credibility*, hanya satu yang tidak berpengaruh positif yaitu *celebrity expertise* terhadap *advertising credibility*. Memilih selebriti tidak hanya menarik secara fisik, memiliki karakteristik, integritas, kejujuran dan pengetahuan sesuai dengan keunggulan produk agar kredibilitas meningkat dan memberikan dampak bagi niat pembelian kembali. Dalam penelitian ini terdapat keterbatasan hanya fokus kepada penggunaan TV dan internet *fixed broadband* serta adanya variabel lain yang perlu diteliti lebih jauh.

Kata kunci: *Endorser selebriti*, *celebrity attractiveness*, *celebrity trustworthiness*, *celebrity expertise*, *advertising credibility*, *brand credibility*, *repurchase intention*

Referensi, 114 (1953 – 2022)

ABSTRACT

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"THE INFLUENCE OF CELEBRITY CELEBRITY ATTRACTIVENESS, TRUSTWORTHINESS, EXPERTISE, ADVERTISING CREDIBILITY, BRAND CREDIBILITY ON THE REPURCHASE INTENTION OF INTERNET AND CABLE TV PRODUCTS (STUDY ON FIRST MEDIA CONSUMERS)"

(xvii + 136 *pages*: 14 *figures*; 27 *tables*; 8 *appendices)*

The need for internet and TV entertainment is currently increasing significantly, triggered by work from home and the increasing number of streaming entertainments. First Media *as a broadband internet provider optimizes marketing strategies through celebrity endorsements. This study purposes to determine the effect of celebrity attractiveness, celebrity trust and celebrity expertise that effect to advertising credibility and brand credibility, and their impact on repurchase intentions. This research method uses quantitative research using a questionnaire through the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach to analyze the data. Respondents were taken by purposive sampling with certain criteria which is only First Media customers. The number of samples obtained is 189 respondents who meet the requirements as a sample of this study. The results of this study indicate that of the 8 hypotheses of celebrity attractiveness, trustworthiness and expertise having a positive effect on repurchase intention mediated by advertising and brand credibility, only one has no positive effect, namely celebrity expertise on advertising credibility. Choosing a celebrity not only has physically attractive, have characteristics, integrity, honesty, and knowledge in accordance with product advantages so that credibility increases and has an impact on repurchase intentions. In this study there are limitations to only focusing on the use of TV and fixed broadband internet as well as other variables that need to be investigated further.*

Keywords*: Celebrity endorsement, celebrity attractiveness, celebrity trustworthiness, celebrity expertise, advertising credibility, brand credibility, repurchase intention*

References, 114 (1953 – 2022)