

Abstract

This study aims to examine whether celebrity endorser, brand experience influences repurchase intention through the mediating role of attractiveness advertising on Ertos Facial Treatment products in Ternate. The method used in this research is quantitative method. The population in this study are consumers who use Ertos Facial Treatment products. The sampling technique used is purposive sampling. The sample in this study were 70 respondents who have used Ertos Facial Treatment products 3 times or more. The data analysis method used is path analysis with a significant level of 0.05 or 5%.

The results of the study prove that celebrity endorsers have a significant effect on attractiveness so that H_1 is accepted. Brand experience has no significant effect on attractiveness advertising so H_2 is rejected. Celebrity endorsers have insignificant effect on repurchase intention so H_3 is rejected. Brand experience has no significant effect on repurchase so H_4 is rejected. Attractiveness advertising has a significant effect on repurchase intention so H_5 is accepted. From the results of the above study it can be concluded that there were 3 hypotheses rejected and 2 hypotheses were accepted.

Keywords : Celebrity Endorser, Brand Experience, Attractiveness Advertising, Repurchase Intention