

## ABSTRAK

Henok Syahputra L.Tobing, 2022 :Daya Tarik Iklan, *Celebrity Endorser* dan Kepercayaan Pelanggan Terhadap Minat Beli ulang *online shop* Agung Tnj dengan Kepuasan Pelanggan sebagai *variabel intervening* untuk Pelanggan Agung Tnj Store. Tim Promotor : Hj. Iranita,SE.,M.Si, Abdul Jalal, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik iklan, terhadap minat beli ulang pada pelanggan Agung Tnj Store dengan kepuasan pelanggan, pengaruh *celebrity endorsement* terhadap minat beli ulang dengan kepuasan pelanggan, pengaruh kepercayaan pelanggan terhadap minat beli ulang dengan kepuasan pelanggan, pengaruh daya tarik iklan, *celebrity endorsement* dan kepercayaan pelanggan secara parsial berpengaruh terhadap kepuasan, pengaruh daya tarik iklan, *celebrity endorsement* dan kepercayaan pelanggan secara parsial berpengaruh terhadap minat beli ulang dan pengaruh kepuasan terhadap minat beli ulang. Populasi dalam penelitian ini adalah pelanggan Agung Tnj Store. Penentu sampel menggunakan metode *insidental sampling*, dengan teknik pengambilan sampel menggunakan rumus iterasi hingga didapat 100 responden. Metode pengumpulan data yang digunakan adalah angket/kuesioner. Metode analisis yang digunakan pada penelitian ini adalah uji deskriptif, uji kualitas data, uji asumsi klasik, analisis jalur (*path analysis*) dan uji hipotesis. Hasil analisis pada penelitian ini menunjukkan bahwa kepuasan pelanggan tidak mampu memediasi antara daya tarik iklan terhadap minat beli ulang, kepuasan pelanggan mampu memediasi antara *celebrity endorsement* terhadap minat beli ulang, kepuasan pelanggan mampu memediasi antara kepercayaan pelanggan terhadap minat beli ulang, daya tarik iklan berpengaruh terhadap kepuasan pelanggan, *celebrity endorsement* berpengaruh terhadap kepuasan pelanggan, kepercayaan pelanggan tidak berpengaruh terhadap kepuasan pelanggan, daya tarik iklan berpengaruh terhadap minat beli ulang, *celebrity endorsement* tidak berpengaruh terhadap minat beli ulang, kepercayaan pelanggan tidak berpengaruh terhadap minat beli ulang, dan kepuasan berpengaruh terhadap minat beli ulang. Berdasarkan penelitian ini pihak penjual online di media sosial Agung Tnj Store diharapkan lebih meningkatkan pengiklanan, penggunaan jasa *endorser*, dan pelayanan yang diberikan kepada konsumen serta diharapkan lebih aktif lagi dalam menjalin hubungan dengan para konsumennya.

**Kata kunci:** Daya Tarik Iklan, *Celebrity Endorsement*, Kepercayaan Pelanggan, Minat Beli Ulang, dan Kepuasan Pelanggan.

## **ABSTRACT**

*Henok Syahputra L.Tobing, 2022 :Advertising Attractiveness, Celebrity Endorser and Customer Trust in Repurchasing Interests of the Agung Tnj online shop with Customer Satisfaction as an intervening variable for Agung Tnj Store Customers. Promoter Team : Hj. Iranita, SE., M.Sc., Abdul Jalal, S.E., M.Sc.*

*This study aims to determine the effect of advertising attractiveness on repurchase intention on Agung Tnj Store customers with customer satisfaction, the effect of celebrity endorsement on repurchase intention with customer satisfaction, the effect of customer trust on repurchase intention with customer satisfaction, the effect of advertising attractiveness, celebrity endorsement and customer trust partially affect satisfaction, the effect of advertising attractiveness, celebrity endorsement and customer trust partially affect repurchase intention and the effect of satisfaction on repurchase intention. The population in this study are Agung Tnj Store customers. The sample determinant used the incidental sampling method, with the sampling technique using the iteration formula to obtain 100 respondents. The data collection method used is a questionnaire/questionnaire. The analytical method used in this research is descriptive test, data quality test, classical assumption test, path analysis and hypothesis testing. The results of the analysis in this study indicate that customer satisfaction is not able to mediate between advertising attractiveness and repurchase intention, customer satisfaction is able to mediate between celebrity endorsement and repurchase intention, customer satisfaction is able to mediate between customer trust and repurchase intention, advertising attractiveness influences customer satisfaction, celebrity endorsement has an effect on customer satisfaction, customer trust has no effect on customer satisfaction, advertising appeal has an effect on repurchase intention, celebrity endorsement has no effect on repurchase intention, customer trust has no effect on repurchase intention, and satisfaction has an effect on interest buy again. Based on this research, online sellers on Agung Tnj Store's social media are expected to further increase advertising, use of endorser services, and services provided to consumers and are expected to be more active in establishing relationships with their consumers.*

**Keywords:** *Advertising Attractiveness, Celebrity Endorsement, Customer Trust, Repurchase Intention, and Customer Satisfaction .*