

ABSTRAK

Tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh langsung *brand personality congruance*, *celebrity endorser* dan *brand attachment* terhadap *repurchase intention* pada kosmetik Maybelline. Untuk mengetahui pengaruh tidak langsung *brand personality congruance* dan *celebrity endorser* terhadap *repurchase intention* pada kosmetik Maybelline melalui *brand attachment*. Populasi dalam penelitian ini adalah masyarakat Kota Surabaya yang sudah pernah membeli kosmetik Maybelline. Pengambilan sampel untuk penelitian ini menggunakan *purposive sampling* yaitu teknik pengambilan sampel berdasarkan kriteria tertentu. Pada penelitian ini jumlah sampel yang diambil didasarkan dari pendapat Sudman, hal ini dikarenakan populasi dari masyarakat Kota Surabaya yang sudah pernah membeli produk-produk dari kosmetik Maybelline tidak diketahui jumlahnya sehingga penentuan jumlah sampel yang diambil pada penelitian ini sebesar 140 responden. Hasil pengujian membuktikan bahwa *brand personality congruance*, *celebrity endorser* dan *brand attachment* memiliki pengaruh terhadap *repurchase intention* pada kosmetik Maybelline. Hasil pengujian membuktikan, *brand attachment* belum mampu memediasi hubungan antara *brand personality congruance* dan *celebrity endorser* terhadap *repurchase intention* pada kosmetik Maybelline, dapat diartikan bahwa hubungan *brand personality congruance* terhadap *repurchase intention* melalui *brand attachment* merupakan pengaruh secara *partially mediated*.

Kata kunci: *Brand Personality Congruance*, *Celebrity Endorser*, *Brand Attachment* dan *Repurchase Intention*

ABSTRACT

The purpose of this research is to know the direct effect of brand personality congruance, celebrity endorser and brand attachment to repurchase intention on Maybelline cosmetics. To know the indirect effect of brand personality congruance and celebrity endorser on repurchase intention on Maybelline cosmetics through brand attachment. The population in this study is the people of Surabaya who have bought Maybelline cosmetics. Sampling for this research using purposive sampling that is sampling technique based on certain criterion. In this study the number of samples taken is based on the opinion Sudman, this is because the population of the people of Surabaya who have ever bought products from Maybelline cosmetics is not known in number so the determination of the number of samples taken in this study amounted to 140 respondents. The test results prove that brand personality congruance, celebrity endorser and brand attachment have an influence on repurchase intention on Maybelline cosmetics. The test results prove, brand attachment has not been able to mediate the relationship between brand personality congruance and celebrity endorser of repurchase intention on cosmetics Maybelline, can be interpreted that the relationship of brand personality congruance to repurchase intention through brand attachment is partially mediated influence.

Keywords: Brand Personality Congruance, Celebrity Endorser, Brand Attachment and Repurchase Intention