

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis : (1) Pengaruh secara langsung *celebrity endorser* terhadap minat beli ulang. (2) Pengaruh secara langsung *content marketing* terhadap minat beli ulang. (3) Pengaruh secara langsung harga terhadap minat beli ulang. (4) Pengaruh secara langsung *purchase experience* terhadap minat beli ulang. (5) Pengaruh *celebrity endorser* terhadap minat beli ulang dengan *emotional response* mediasi. (6) Pengaruh *content marketing* terhadap minat beli ulang dengan *emotional response* sebagai variabel mediasi. (7) Pengaruh harga terhadap minat beli ulang dengan *emotional response* sebagai variabel mediasi. (8) Pengaruh *purchase experience* terhadap minat beli ulang dengan *emotional response* sebagai variabel mediasi. Populasi pada penelitian ini adalah seluruh konsumen produk Somethinc di Yogyakarta. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner. Teknik Analisis data dalam penelitian ini menggunakan software Warp PLS versi 7.0. Hasil penelitian menunjukkan bahwa (1) *Celebrity endorser* secara langsung berpengaruh positif terhadap minat beli ulang. (2) *Content marketing* secara langsung tidak berpengaruh terhadap terhadap minat beli ulang. (3) Harga secara langsung tidak berpengaruh terhadap minat beli ulang. (4) *Purchase experience* secara langsung berpengaruh positif terhadap minat beli ulang. (5) *Celebrity endorser* berpengaruh positif terhadap minat beli ulang dengan di mediasi sebagian (*partial mediation*) oleh *emotional response*. (6) *Content marketing* berpengaruh positif terhadap minat beli ulang dengan di mediasi penuh (*full mediation*) oleh *emotional response*. (7) Harga tidak berpengaruh terhadap minat beli ulang dengan *emotional response* sebagai variabel mediasi. (8) *Purchase experience* berpengaruh positif terhadap minat beli ulang dengan di mediasi sebagian (*partial mediation*) oleh *emotional response*.

**Kata Kunci** : *celebrity endorser, content marketing, harga, purchase experience, minat beli ulang, emotional response*

## ABSTRACT

*This research aims to determine and analyze: (1) The direct influence of celebrity endorsers on repurchase intention. (2) The direct influence of content marketing on repurchase intention. (3) The direct influence of price on repurchase intention. (4) The direct influence of purchase experience on repurchase intention. (5) The influence of celebrity endorsers on repurchase intention with emotional response as a mediating variable. (6) The influence of content marketing on repurchase intention with emotional response as a mediating variable. (7) The influence of price on repurchase intention with emotional response as a mediating variable. (8) The influence of purchase experience on repurchase intention with emotional response as a mediating variable. The population in this study were all consumers of Somethinc products in Yogyakarta. The sampling technique used in this research was purposive sampling. The data collection technique uses a questionnaire. The data analysis technique in this research uses Warp PLS software version 7.0. The research results show that (1) Celebrity endorsers directly has a positive effect on repurchase intention. (2) Content marketing directly has no effect on repurchase intention. (3) Price directly has no effect on repurchase intention. (4) Purchase experience directly has a positive effect on repurchase intention. (5) Celebrity endorsers has a positive effect on repurchase intention with partially mediated by emotional response. (6) Content marketing has a positive effect on repurchase intention with full mediation by emotional response. (7) Price has no effect on repurchase intention with emotional response as a mediating variable. (8) Purchase experience has a positive effect on repurchase intention with partially mediated by emotional response.*

**Keywords** : *celebrity endorser, content marketing, price, purchase experience, repurchase intention, emotional response.*