

ABSTRAK
DUTA JENAMA DAN MINAT BELI ULANG PRODUK PERAWATAN
KULIT : PERAN KEPOPULERAN, KREDIBILITAS, DAN
DAYA TARIK DUTA JENAMA

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Penelitian ini bertujuan untuk mengetahui pengaruh kepopuleran, kredibilitas, daya tarik duta jenama pada minat beli ulang Pond's dan Garnier, dan untuk mengetahui perbedaan dalam kepopuleran, kredibilitas, dan daya tarik duta jenama Pond's dibanding duta jenama Garnier. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner melalui *google form* kepada konsumen Pond's atau konsumen Garnier dengan jumlah masing-masing 100 responden. Populasi dalam penelitian ini adalah konsumen produk Pond's atau Garnier berjenis kelamin perempuan yang mengetahui duta jenama Pond's atau Garnier. Teknik analisis data yang digunakan adalah analisis regresi linier berganda, dan uji beda *independent sample t-test*. Pengolahan data dalam penelitian ini menggunakan aplikasi *IBM SPSS Statistics* versi 25. Hasil penelitian ini menunjukkan bahwa kepopuleran duta jenama berpengaruh positif pada minat beli ulang Pond's dan Garnier; kredibilitas dan daya tarik duta jenama tidak berpengaruh pada minat beli ulang Pond's dan Garnier; dan ada perbedaan dalam kepopuleran, kredibilitas, dan daya tarik duta jenama Pond's dibanding Garnier. Nilai rata-rata seluruh variabel duta jenama Pond's lebih tinggi dari Garnier berdasarkan hasil uji *independent sample t-test*.

Kata kunci: duta jenama, minat beli ulang

ABSTRACT
BRAND AMBASSADORS AND REPURCHASE INTENTION OF SKINCARE PRODUCTS: THE ROLE OF POPULARITY, CREDIBILITY, AND ATTRACTION OF BRAND AMBASSADORS

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This study aims to determine the influence of brand ambassador visibility, credibility, attraction on the repurchase intention of Pond's and Garnier; and to determine the differences in brand ambassadors visibility, credibility, and attraction of Pond's compared to Garnier. The sampling technique used was purposive sampling, and the data were collected via questionnaires distributed through Google Forms to 100 respondents for each brand. The study population consisted of female consumers of Pond's or consumers of Garnier products who were familiar with the brand ambassadors. The data analysis techniques included multiple linear regression analysis and independent sample t-test. The data processing utilized IBM SPSS Statistics version 25. The results indicated that the visibility of brand ambassadors significantly and positively influenced the repurchase intention of Pond's and Garnier; the credibility and attraction of brand ambassadors did not influence the repurchase of Pond's and Garnier; and there were differences in brand ambassadors popularity, credibility, and attraction between Pond's and Garnier. The average value of all variables of the Pond's brand ambassador is higher than Garnier based on the results of independent sample t-test.

Keywords: brand ambassadors, repurchase intention.