

# **Brand Image As Mediator Influences Celebrity Endorsement Against Repurchase Intention**

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## **Abstract:**

**Background:** *This Study Aims To Examine And Analyze Brand Image As A Mediator Of The Influence Of Celebrity Endorsement On Repurchase Intention. The Object Of This Research Is Nu Green Tea Product, With A Sample Of 203 Respondents Selected Using A Purposive Sampling Method. The Data Analysis Technique In This Study Used Structural Equation Modeling (SEM) With The AMOS 21.0 Analysis Tool. Based On The Results Of This Study Indicate That Celebrity Endorsement Has A Positive And Significant Effect On Brand Image, Celebrity Endorsement Has A Positive And Significant Effect On Repurchase Intention, Brand Image Has A Positive And Significant Effect On Repurchase Intention, Celebrity Endorsement And Repurchase Intention Mediate Brand Image. 1) Analyze The Influence Of Celebrity Endorsement On Brand Image. 2) Analyze The Influence Of Celebrity Endorsement Against Urgeseintention. 3) Analyze The Effect Of Brand Image On Repurchase Intention. 4) Explain And Analyze Brand Image To Mediate The Influence Of Celebrity Endorsement On Repurchase Intention.*

**Materials And Methods:** *This Study Uses A Quantitative Approach With A Causal Survey Design. The Data Collection Technique Used A Purposive Sampling Technique With 203 Respondents—Data Processing Using The SEM Analysis Method.*

**Results:** *The Conclusions Of This Study Are As Follows: 1) Celebrity Endorsements Have A Positive And Significant Effect On Brand Image. 2) Celebrity Endorsement Has A Positive And Significant Effect On Repurchase Intention. 3) Brand Image Has A Positive And Significant Effect On Repurchase Intention. 4) Brand Image Mediates The Effect Of Celebrity Endorsement On Repurchase Intention. (10)*

**Conclusion:** *This Research Contributes To Adding Information And Input Related To Top Beverage Product Brands And Can Be A Reference For Further Research.*

**Keywords:** *Celebrity Endorsements; Repurchase Intention; Brand Image*

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## **I. Introduction**

In recent years, business competition in Indonesia has become increasingly fierce, providing opportunities and challenges; therefore, every company is competing to provide the advantages of their product to win market share (Kotler and Keller 2012). Competition in Indonesia is very tight, especially in beverage companies, especially tea drinks. The numerous tea brands that are already available in Indonesia serve as evidence for this. Publicly accessible drinks are known as ready-to-drink (RTD) beverages. Packaged drinks are also effortless to carry everywhere; therefore, consumers prefer Ready To Drink drinks because the packaging is practical.

PT. ABCPI. Nu Green Tea is the first to use advanced technology to support the innovative concept: PET Aseptic Filling Technology. This technology ensures the product produces a superior taste and aroma. Until now, Nu Green Tea remains the market leader in Indonesia's RTD Green Tea category. As a leader in the F&B manufacturing industry, PT. ABCPI will continue to innovate and develop with a mission to satisfy the needs of our customers by creating products that inspire goodness and nourish the mind, body, and soul.

The number of tea brands in Indonesia makes companies compete to provide superior products. Each company's superiority in terms of its products is different; some provide a distinctive taste, attractive packaging, and a variety of drink flavors. One of the strategies used by companies to provide product superiority is by using the celebrity endorsement strategy. Because it leverages celebrities as a conduit for product marketing, celebrity endorsement is a widely used promotional strategy worldwide. Consumer decision-making may be influenced by using celebrity endorsements. The likelihood that customers will repurchase an item increases with a successful firm. Indonesia's leading brand of tea beverages includes several packaged tea items. (Top Brand Index and Complete Category | Top Brand Award, nd). It has 49.2% in 2019, 42.2% in 2020, and 42.1% in 2021. Nue Green Tea itself beat several brands in the nomination for ready-to-drink tea. Nu Green Tea itself can beat its competitors

by increasing focus on the target market, consistent consumption of the brand in the target market, promoting digitally, establishing good relationships with consumers, and conducting research to maintain the product.

Not only celebrity endorsement, repurchase intention, and Brand Image also has an influence. According to (Kotler and Keller, 2009), brand image (brand image) is the perception and belief carried out by consumers, as reflected in consumer memory. Every product sold in the market has its image in customers' eyes, which is another way to define the brand image as consumer belief in the brand. If the company's brand image is good, so is it in the eyes of consumers. Korea's NCT, a well-known celebrity group that can promote brands and creates positive product images, was chosen.

## **II. Materials And Methods**

### **Celebrity Endorsements**

Celebrity Endorsement is a promotional strategy that uses the fame of a celebrity to attract consumers to buy a product or brand. (Kotler et al., 2007) According to what was said, famous people express their opinions and support for well-known brands and products through celebrity endorsement. Celebrity influence will be able to make an impact on certain brands.

### **Repurchase Intention**

Repurchase Intention is an action from a consumer to want to buy or not a product (Kotler, 2015). The intention to repurchase or repurchase intention is how consumers make the first purchase; they meet and meet expectations and create satisfaction, which is the basis for repurchasing. The marketing manager carries out repurchase intention to determine sales in a marketing activity.

### **Brand Image**

Brand Image is the consumer's perception of a brand based on the experience of consumers interacting directly with a business. Brand image is the consumer's first impression of the brand. Kotler et al. (2007) stated that brand image is the consumer's perception of the brand, which reflects the brand association that exists in the minds of consumers. According to (Dewi & Ekawati, 2019), Brands can promise that the products purchased or consumed at this time can satisfy consumers, and consumers want to repurchase the same product later.

### **Hypothesis Development**

#### **The Influence of Celebrity Endorsement on Brand Image**

Celebrity Endorsement uses famous and attractive celebrities as advertisement stars in various media such as print, social, and television to enhance the brand image (Nathasa & Budiyo, 2022). Research conducted by (Nadhifatin Ayyu Manda, 2021), (Miftahul Anam, 2022) (Hermawan, 2017), and (Roshan & Sudiksa, 2019) shows that celebrity endorsements have proven to have a significant and positive influence on brand image.

H1: Celebrity endorsements have a positive and significant effect on brand image.

#### **The Effect of Celebrity Endorsement on Repurchase Intention**

(Shimp, 2014) argues that celebrity endorsement claims that artists are print, social, and electronic media promotional media. Research conducted by (Nadhifatin Ayyu Manda, 2021), (Saulina et al., 2020), (Widyasari & Suparna, 2022), (Prasetya & Farida, 2021), and (Hermawan, 2017) shows that the results of celebrity endorsements have a positive impact and significant to Repurchase Intention.

H2: Celebrity Endorsement has a positive and significant effect on Repurchase Intention.

#### **Effect of Brand Image on Repurchase Intention**

Brand Image is consumer understanding and belief as a reason or motivation that drives consumer intentions to buy (Kurniawan, 2020). According to (Henslowe, 2003), brand image is an impression obtained based on strata of knowledge and understanding of products about people and situations. (Hermawan, 2017) shows that Brand Image is proven to significantly and positively influence Repurchase Intention. Research (Nadhifatin Ayyu Manda, 2021), (Widyasari & Suparna, 2022), and (Prasetya & Farida, 2021) shows that the results of Brand Image have a positive and significant influence on Repurchase Intention H2: Brand Image has a positive and significant effect on Repurchase Intention.

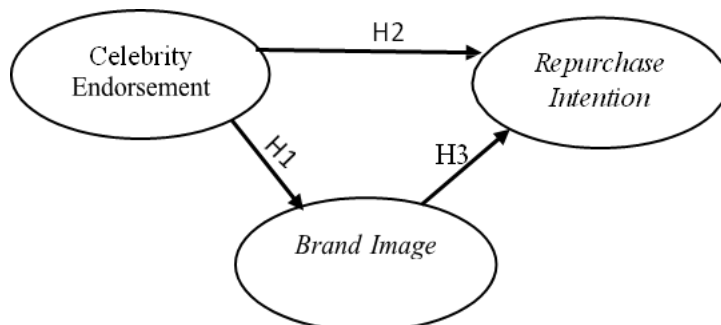
#### **Brand Image Mediates the Influence of Celebrity Endorsement on Repurchase Intention.**

Celebrities' ability to advertise and attract target consumers is necessary for businesses to increase repeat purchase intention, which can encourage consumers to repurchase their products—the company's success results from the increasing desire to buy back the products offered. In addition to celebrity endorsements, brand image influences the relationship between celebrity endorsement, repurchase intention, and brand image. Suppose a company has a good brand image. In that case, consumers will certainly appreciate the quality of its products, in

line with studies by (Nadhifatin Ayyu Manda, 2021), (Widyasari & Suparna, 2022), and (Roshan & Sudiksa, 2019), which found Celebrity Endorsement results to have a positive and significant impact on repurchase intentions through Brand Image.

H2: Brand Image mediates the influence of Celebrity Endorsement on Repurchase Intention.

### Research Model



### Research Objects and Subjects

The object of this research is the Nu Green Tea product. According to (Sekaran & Bougie, 2017), the subject is a sample member because elements are members of the population. The subjects used in this research are Nu Green Tea consumers who live in Yogyakarta.

### Data Collection Techniques

The data used in this study are primary data obtained from distributing questionnaires through forms where the form links share them via social media or other links.

### Population and sample

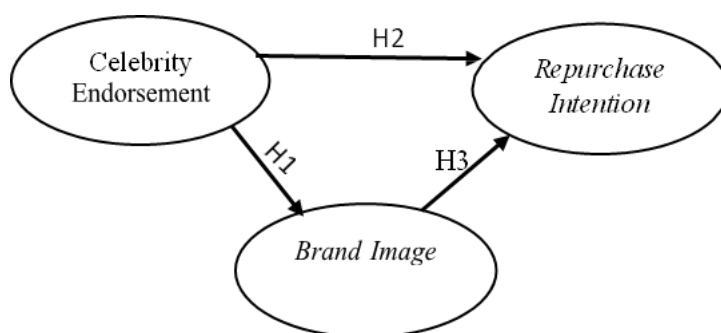
A population is a collection of individuals, organizations, or topics a researcher wishes to study (Sekaran & Bougie, 2017). The Maximum Likelihood Estimation (MLE) method used 100 to 200 samples to choose the sample for this study, which consisted of 203 respondents. According to Sekaran and Bougie (2017), this study uses the non-probability sampling approach with a limited purposive sampling strategy (specific persons), which only individuals who match the researcher's criteria can use as samples.

### Research and Measurement Variables

This study consists of three variables: independent, mediating, and dependent. The independent variable is Celebrity Endorsement, the dependent variable is Repurchase Intention, and the mediating variable in this study is Brand Image. Measurement of research variables using a Likert scale with five levels of measurement ranging from strongly disagree to agree strongly.

### Data analysis technique

Descriptive analysis and inductive analysis using Structural Equation Modeling are the data analysis methods used in this study. Validity and reliability tests are used in the verification phase to ensure the research instrument is usable. Hypothesis testing, using statistical analysis techniques used to test the hypothesis, namely SEM (Structural Equation Modeling). Structural Equation Modeling (SEM) combines two statistical techniques: factor analysis developed in psychology and psychometry and simultaneous equation modeling developed in econometrics.



### III. Results

#### Characteristics of Respondents

Based on distributing questionnaires to 203 respondents obtained the general picture is that female sex with a total of 113 respondents or 55.7%, based on job characteristics dominated by students as much as 93.1% with 189 respondents.

#### Descriptive statistics

Descriptive statistical analysis to provide an overview of research and information related to Celebrity Endorsement, Brand Image, and Repurchase Intention variables. The following table shows the minimum, maximum, mean, and N values as a consequence of the descriptive statistics:

**Table no 1:** Descriptive statistics

	CE	BI	RI
Minimum	2.00	2.00	2.00
Maximum	5.00	5.00	5.00
Means	3.539247	3.421167	3.421167
N	203	203	203

#### Instrument Quality Test

This study used 16 statements representing each variable, with 203 respondents utilizing the AMOS as the research instrument. The purpose of the instrument quality test was to evaluate the validity and reliability of the research instruments used. Data is valid if it has a standardized loading factor value greater than 0.50, then the variable is declared valid (Ghozali, 2017). A Construct Reliability (CR) value greater than 0.70 indicates the instrument used is reliable (Ghozali, 2013).

**Table no 2:** Validity Test Results

Variable	grain	loading factor	Limit
Celebrity Endorsements	CE1	0.730	>0.50
	CE2	0.723	
	CE3	0.776	
	CE4	0.742	
	CE5	0.699	
	CE6	0.719	
	CE7	0.762	
	CE8	0.759	
	CE9	0.733	
	CE10	0.770	
	CE11	0.767	
	CE12	0.611	
	CE13	0.767	
	CE14	0.749	
	CE15	0.746	
Brand Image	BI1	0.657	>0.50
	BI2	0.671	
	BI3	0.794	
	BI4	0.805	
	BI5	0.791	
Repurchase Intention	BI7	0.607	>0.50
	RI1	0.710	
	RI1	0.734	
	RI2	0.741	
	RI3	0.683	
	RI4	0.831	

	R15	0.756	
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	RI5	0.756	

table no 3: Reliability Test Results

Variable	Cronbach Reliability	Limit	Information
Celebrity Endorsements	0.887	>0.70	Reliable
Resource Intention	0.824		Reliable
Brand Image	0.740		Reliable

**Data analysis**

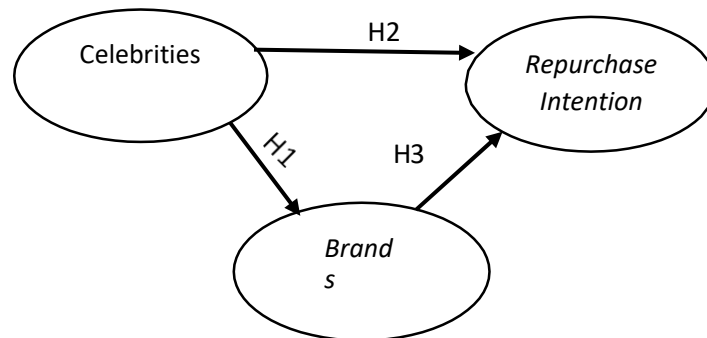
The data analysis tool used is SEM (Structural Equation Modeling), run through the AMOS program. The data analysis technique refers to the model formed in this study.

**Discussion of Theory-Based Models**

This study uses modeling based on solid hypotheses supported by several previous studies. Three independent celebrity endorsement variables, one intervening variable—repurchase intention—and one dependent (endogenous) variable—brand image—make up the model. (Ghozali, 2016) asserts that there is a causal relationship between variables deduced from a robust theoretical foundation and the chosen analytical approach.

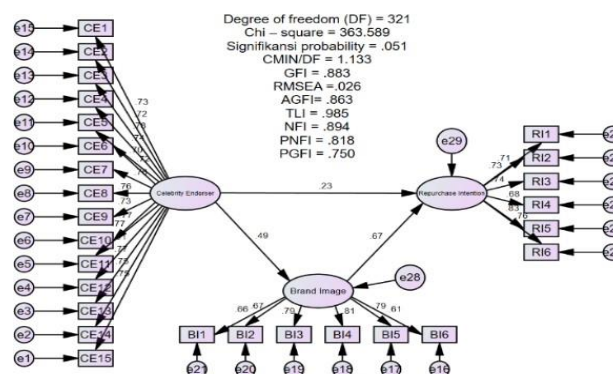
**Compile a Path Diagram**

After developing a theory-based model, the second stage is to develop a model in the form of a path diagram to make it easier to understand the causal relationship of the tested variables. Straight arrows show a direct causal connection between two structures. Straight arrows show a direct causal connection between two structures.



**Converting Flowcharts into Structural Equations**

The number of questions for each research variable was fifteen about celebrity endorsement, six about brand image, and six about repurchase intention.



**Select Input Matrix and Model Estimation**

a. Sample Size

This study used a sample of 203 respondents. Referring to the provisions argue that the number of representative samples is around 100-200, according to Ghozali (2017).

b. Normality test

The maximum estimation technique requires the observed variables to meet the assumption of multivariate normality. This test shows the kurtosis of the data used—evaluation of multivariate normality using AMOS using the Critical Ratio (CR) standard. If the kurtosis value is 2.58, the data distribution is multivariate regular.

**Table no 4: Normality Test Results**

Variables	skew	cr	kurtosis	cr
RI6	.170	.987	-.377	-1,098
RI5	.061	.357	-.365	-1,063
RI4	.043	.252	-.485	-1,411
RI3	.140	.813	-.481	-1,399
RI2	-.234	-1,358	-.484	-1,406
RI1	-.117	-.682	-.629	-1,829
BI1	-.098	-.570	-.317	-.923
BI2	.259	1,507	-.212	-.615
BI3	-.037	-.215	-.409	-1,190
BI4	.010	.059	-.356	-1,035
BI5	-.055	-.323	-.391	-1,136
BI6	.264	1,536	-.376	-1,092
CE1	-.009	-.052	-.354	-1,030
CE2	.227	1,322	-.410	-1,193
CE3	-.003	-.018	-.339	-.986
CE4	-.260	-1,511	-.244	-.709
CE5	-.088	-.510	-.288	-.837
CE6	.050	.292	-.353	-1,026
CE7	.089	.515	-.585	-1,702
CE8	.008	.044	-.412	-1,198
CE9	.065	.379	-.615	-1,789
CE10	.036	.207	-.440	-1,281
CE11	.145	.846	-.429	-1,249
CE12	.319	1855	-.141	-.410
CE13	.109	.634	-.342	-.993
CE14	.133	.776	-.354	-1,030
CE15	.150	.875	-.261	-.760
Multivariate			12,196	2,195

**c. Identify Outliers**

To evaluate the multivariate outliers, look at the Mahalanobis Distance output value on AMOS. The standard used in identifying these outliers is  $p < 0.001$ , and there are 27 statement items, so the degree of freedom value used is 27. The result is 55.47. This figure indicates that there are multivariate outliers in all data or cases that are greater than 55.47. Because the most considerable Mahalanobis d-squared value in the data is less than 55.47, according to the data, there are no examples of multivariate outliers.

**Table no 5: Outliers Test Results**

<i>observation number</i>	<i>Mahalanobis d-squared</i>	p1	p2
96	45,352	.015	.953
135	45.101	.016	.834
194	44,690	.018	.692
163	44,401	.019	.531
140	44,087	.020	.393
101	43,980	.021	.248
38	42,586	.029	.368
187	41,063	041	.584
143	41,051	041	.445
55	40,612	045	.427
53	40,285	048	.389
47	40.203	.049	.295
48	40,097	.050	.222
63	39,986	051	.163
73	39,895	052	.115
45	39,889	052	.070
178	39,456	058	079
84	38,986	.064	.097
35	38,819	.066	.078
54	38,807	.066	048
199	38,774	.066	.030
26	38,665	068	.021
186	38,405	072	.020
1	38,043	077	.025
33	37,294	.090	.066
116	35,852	.119	.369
31	35,400	.129	.464
114	34,966	.140	.560
201	34,926	.141	.496
158	34,899	.141	.428
150	34,678	.147	.442
198	34,469	.153	.454
98	34,383	.155	.415
119	34,264	.158	.392
124	34,230	.159	.335
170	34,172	.161	.291
44	34,143	.162	.241
32	34,128	.162	.192
181	34,053	.165	.166



12	34,022	.165	.133
52	33,833	.171	.140
177	33,294	.188	.265
151	33,181	.191	.252
89	32,657	.209	.415
167	32,228	.224	.556
11	32115	.228	.544
42	31,854	.238	.606
92	31,735	.242	.601
134	31,732	.242	.537
136	31,663	.245	.507
86	31,643	.246	.453
87	31,638	.246	.391
105	31,601	.247	.348
169	31,573	.248	.303
102	31,389	.255	.332
197	31,357	.257	.290
23	31,338	.257	.246
108	31,046	.269	.323
130	31,009	.271	.285
21	30,950	.273	.260
50	30,943	.273	.215
9	30,927	.274	.178
16	30,735	.282	.207
133	30,657	.285	.193
122	30,543	.290	.194
190	30,405	.296	.204
160	29,678	.329	.511
154	29,600	.332	.496
100	29,508	.337	.488
166	29,441	.340	.467
188	29,404	.342	.429
146	29,369	.343	.391
128	29,275	.348	.386
41	29,002	.361	.482
142	28,898	.366	.484
8	28,824	.369	.469
59	28,555	.383	.567
2	28,509	.385	.537
7	28,417	.390	.533
182	28,172	.402	.618
193	28012	.410	.654
43	27,971	.412	.623
57	27,879	.417	.621

36	27,856	.418	.580
85	27,711	.426	.609
88	27,703	.426	.558
159	27,651	.429	.533
162	27,223	.452	.724
106	27,220	.452	.676
203	27.175	.454	.650
40	26,939	.467	.728
129	26,880	.470	.711
196	26,792	.475	.710
157	26,755	.477	.681
62	26,753	.477	.630
74	26,629	.484	.649
39	26,624	.484	.599
121	26,455	.493	.646
70	26,442	.494	.601
97	26,437	.494	.549

**Structural Model Identification**

Examining the identification findings is the first step in determining whether a model is workable. (Ghozali, 2016) claims that it is practicable if the identification model is over-identified with positive degrees of freedom.

**table no 6:**Notes For Model  
*Notes For Model (Default model)*  
*Computation of degrees of freedom (Default model)*

The number of distinct sample moments:	378
The number of distinct parameters to be estimated:	57
Degrees of freedom (378 - 57):	321

**Evaluate Goodness of Fit criteria**

The Goodness of Fit value is a calculation to assess the suitability of the tested model with the existing data set.

**table no 7:** Goodness of Fit Test  
 Results

Index	Cut off Value	Results	Model Evaluation
Chi-square	Expected small	363	fit
Significance probability	≥ 0.05	0.051	fit
CMIN/DF	≤ 2.00	1.133	fit
GFI	≥ 0.90	0.883	marginal
RMSEA	≤ 0.08	0.026	fit
TLI	≥ 0.90	0.985	fit
NFI	≥ 0.90	0.894	marginal
PNFI	≤ 0.90	0.818	fit
AGFI	≥ 0.90	0.863	marginal

#### IV. Hypothesis and Discussion

##### Hypothesis Test Results

**Table no 8: Test Results for the Direct Relationship Effect of Each Variable**

Path			Estimates	SE	CR	P	Information
BI	<---	CE	0.457	0.083	5,535	***	Significant positive
RI	<---	BI	0.833	0.127	6,578	***	Significant positive
RI	<---	CE	0.261	0.076	3,413	***	Significant positive

Based on the table of CE test results for BI, the estimated value of standardized regression weights is  $0.457 > 0$  with  $CR\ 5.535 > 1.96$  and  $P\ of\ 0.000 < \alpha\ 0.05$ , so H1 is accepted. The results of the CE test for RI obtained an estimated value of standardized regression weights of  $0.261 > 0$  with  $CR\ 3.413 > 1.96$  and  $P\ of\ 0.000 < \alpha\ 0.05$ , so H2 is accepted. The results of the BI test on RI obtained an estimated value of standardized regression weights of  $0.833 > 0$  with  $CR\ 6.578 > 1.96$  and  $P\ of\ 0.000 < \alpha\ 0.05$ , so H3 is accepted.

**Table no 9: Output Results of Standardized Direct Effects and Indirect Effects**

*Standardized Direct Effects*

	CE	BI	RI
BI	.489	.000	.000
RI	.226	.674	.000

*Standardized Indirect Effects*

	CE	BI	RI
BI	.000	.000	.000
RI	.330	.000	.000

The analytical test findings show a direct effect of 0.226 and an indirect effect of 0.330, indicating that hypothesis 4 of this study is accepted.

#### V. Discussion

##### The Influence of Celebrity Endorsement on Brand Image

Based on the study's results shows a positive and significant influence of celebrity endorsement on brand image. The consumer's impression of the goods advertised by an idol will make the trademark known. The Kpop NCT group itself is one of them. NCT has many fans in Indonesia. Nu Green made NCT a Celebrity Endorsement and wanted to build its brand image to be close to young people. Celebrity support from NCT has positively shaped Nu Green Tea's brand image. This finding is in line with research conducted by (Nadhifatin Ayyu Manda, 2021), (Miftahul Anam, 2022), (Hermawan, 2017), and (Roshan & Sudiksa, 2019).

##### The Effect of Celebrity Endorsement on Repurchase Intention

Based on the study's results shows a positive and significant influence of celebrity endorsement on repurchase intention. The existence of a brand also differentiates similar products so that consumers easily recognize them. Products that are remembered and known are also fostering excellence in the market so that companies can easily compete and win the competition. A good brand image will determine high repurchase intention for a product. Repurchasing a product based on satisfaction will tend to be repeated for an unlimited time, which happens because of satisfaction and liking a brand. This finding is in line with research conducted by (Hermawan, 2017), (Nadhifatin Ayyu Manda, 2021), (Widyasari & Suparna, 2022),

##### Effect of Brand Image on Repurchase Intention

Based on the study's results shows a positive and significant influence of brand image on repurchase intention. Celebrity endorsements help build consumer repurchase intentions to buy products from a particular brand. The closeness of a public figure is said to be effective because the public figure has values such as trustworthiness, expertise, attractiveness, intensity, and honesty related to a product or a brand. Promotional messages delivered by world-class celebrities such as NCT, a well-known K-pop band, will attract consumers' attention, who will be happy to buy the advertised product, so the celebrity endorsement from NCT can be said to be good for attracting customers to repeat purchases.

### **Brand Image Mediates the Influence of Celebrity Endorsement on Repurchase Intention.**

Based on the study's results shows a positive and significant influence of celebrity endorsement on repurchase intention through brand image. The existence of K-pop NCT has expertise. It is attractive in consumers' eyes, so the selection of Kpop NCT makes an impression and leaves a good impression on consumer psychology. The impression consumers get for the goods offered through the NCT endorsement will leave a good impression of Nu Green Tea's closeness to consumers of their products, primarily young people. Young people who feel close to their idols will be satisfied and repurchase the products offered. This finding is in line with research conducted by (Nadhifatin Ayyu Manda, 2021), (Widyasari & Suparna, 2022), and (Roshan & Sudiksa, 2019).

### **VI. Conclusion**

Based on the research and discussion described, the conclusions are: 1) Celebrity endorsement positively and significantly affects brand image. 2) Celebrity Endorsement has a positive and significant effect on Repurchase Intention. 3) Brand Image has a positive and significant effect on Repurchase Intention. 4) Brand Image mediates the effect of Celebrity Endorsement on Repurchase Intention.

### **References**

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