

**Pengaruh Kredibilitas Selebrity Endorser dan Citra Merek Terhadap Minat
Beli Ulang Produk Kecantikan
(Studi Pada Followers Tiktok Produk Skintific)**

ABSTRAK Oleh :

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Penelitian ini bertujuan untuk menguji, menjelaskan dan menganalisa pengaruh kredibilitas selebrity endorser dan citra merek terhadap minat beli ulang produk kecantikan. Penelitian menggunakan pendekatan kuantitatif dengan metode penelitian eksplanasi (explanatory research). Populasi yang digunakan dalam penelitian ini yaitu followers tiktok produk skintific dengan jumlah sampel 100 responden, Teknik analisa yang digunakan meliputi uji validitas, uji reliabilitas, analisa deskriptif, analisa inferensial, analisis regresi linier berganda, dan uji hipotesis dengan menggunakan software SPSS 25. Berdasarkan Hasil penelitian menunjukkan bahwa kredibilitas selebrity endorser dan citra merek berkontribusi terhadap minat beli ulang pada followers tiktok produk skintific. Hasil dari penelitian ini diharapkan dapat memperkaya dan meningkatkan wawasan mengenai perilaku konsumen, yang akan berguna dalam perencana strategi pemasaran bisnis organisasi ataupun perusahaan.

Kata kunci : Kredibilitas Selebrity Endorser, Citra Merek, Minat Beli Ulang

**The Effect of Celebrity Endorser Credibility and Brand Image on
Repurchase Interest in Beauty Product
(Studi on Followers Tiktok Skintific Product)**

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This study aims to test, explain and analyze the effect of celebrity endorser credibility and brand image on repurchase intention of beauty products. Research using a quantitative approach with explanatory research methods. The population used in this study were followers of tiktok skintific products with a sample size of 100 respondents. The analysis techniques used include validity test, reliability test, descriptive analysis, inferential analysis, multiple linear regression analysis, and hypothesis testing using SPSS 25 software. Based on the results showed that the credibility of celebrity endorsers and brand image contributed to repurchase interest in tiktok followers of skintific products. The results of this study are expected to enrich and increase insight into consumer behavior, which will be useful in planning the business marketing strategy of organizations or companies.

Keyword : Celebrity Endorser Credibility, Brand Image, Repurchase Intention