

ABSTRACT

The e-commerce industry in Indonesia is becoming more dynamic over time. Be it in terms of product treats, investors who predict the potential of the digital economy of this sector, to the use of mobile and desktop platforms that are still crisscrossing in front of their users. However, this is inversely proportional to the value of Tokopedia transactions that have decreased.

The purpose of this study is to find out the influence of celebrity endorsements, here promotion and brand image as intervening variables to Tokopedia consumer repurchase decisions. The number of samples used is 112 respondents with criteria of respondents to transact on Tokopedia. Data collection is retrieved through the distribution of Google Form links. This research uses structural equation model (SEM) analysis method with AMOS as a data processing tool.

The results of the analysis conducted in this study, there are 4 variables, namely celebrity support, promotion, brand image that positively influences repurchase decisions. It can be concluded that the most influential factor in the formation of repurchase decisions and the largest brand image is the promotion. Therefore, to improve the brand image, Tokopedia must increase celebrity endorsements and promotions so that customers will make repurchase decisions.

Keywords: Celebrity Endorsement, attractive promotion, brand image, repurchase decision