

ABSTRAK

Judul : **Pengaruh Kredibilitas Endorser Blackpink dan Lifestyle terhadap Niat Pembelian Ulang melalui Kepuasan Pada Marketplace Shopee. (Abdurrahman)**
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Program Studi : **S-1 Manajemen.**

Tujuan penelitian ini untuk mengetahui pengaruh kredibilitas endorser Blackpink, *lifestyle* dan kepuasan terhadap niat pembelian ulang. Penelitian ini dilakukan kepada seluruh konsumen yang berniat melakukan pembelian kembali pada *marketplace* Shopee dengan jumlah responden 135. Responden penelitian ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan menggunakan skala *likert* 4 poin untuk mengukur 27 pernyataan. Teknik analisis data menggunakan *analysis path* dengan Niat Pembelian Ulang sebagai variabel dependen, Kepuasan sebagai variabel intervening, Kredibilitas Endorser Blackpink dan *Lifetyle* sebagai variabel independen. Hasil penelitian ini membuktikan bahwa kredibilitas endorser Blackpink berpengaruh positif dan signifikan terhadap kepuasan, *lifestyle* berpengaruh positif dan signifikan terhadap kepuasan, kredibilitas endorser Blackpink berpengaruh secara positif dan signifikan terhadap niat pembelian ulang, *lifestyle* berpengaruh secara positif dan signifikan terhadap niat pembelian ulang, kepuasan berpengaruh secara positif dan signifikan terhadap niat pembelian ulang, terdapat pengaruh kredibilitas endorser Blackpink terhadap niat pembelian ulang melalui kepuasan, dan terdapat pengaruh *lifestyle* terhadap niat pembelian ulang melalui kepuasan.

Kata kunci: kredibilitas endorser Blackpink, gaya hidup, kepuasan dan niat pembelian ulang

ABSTRACT

Title : *Influence Credibility Endorser of Blackpink and Lifestyle to Re-Purchase Intention Through Satisfaction on Shopee Marketplace. (Abdurrahman)*
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The purpose of this research is to know the credibility of the endorser Blackpink, lifestyle and satisfaction towards the intention of re-purchase. This research is done to all consumers who intend to make a purchase back on the Shopee marketplace with a total of 135 respondents. Respondents of research were determined using purposive sampling techniques. Data collection is done by spreading the questionnaire using a 4-point Likert scale to measure 27 statements. Data analysis techniques using analysis paths with re-purchase intent as dependent variables, satisfaction as a intervening variable, credibility of the Blackpink and Lifestyle endorsers as independent variables. The results of this study proved that the credibility of Blackpink's endorsers was positively and significantly positive about satisfaction, a positive and significant lifestyle for satisfaction, the credibility of the positively influential Blackpink endorser and Significant to the intent of re-purchase, the lifestyle positively and significantly affect the intention of re-purchase, positive and significant satisfaction affects the intention of re-purchase, there is an influence of endorser credibility Blackpink is against the intention of repurchase through satisfaction, and there is a lifestyle influence on the intention of re-purchase through satisfaction.

Key words: *credibility endorser of Blackpink, lifestyle, satisfaction, and re-purchase intention*