

## ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan peran *kesadaran merek* dalam memediasi pengaruh *iklan* dan *kualitas endorser* terhadap *minat beli ulang*. Penelitian ini menggunakan kuesioner untuk mengambil data pada konsumen di Toko *Batik Bisri Rohmah* Pekalongan sebanyak 100 orang. Teknik pengambilan sampel menggunakan teknik *accidental sampling*, yang artinya teknik penentuan sampel dengan secara kebetulan. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel *iklan* terhadap *minat beli ulang*, pengaruh positif dan signifikan antara variabel *kualitas endorser* terhadap *minat beli ulang*, pengaruh positif dan signifikan antara variabel *iklan* terhadap *kesadaran merek*, pengaruh positif dan signifikan antara variabel *kualitas endorser* terhadap *kesadaran merek*, pengaruh positif dan signifikan antara *kesadaran merek* terhadap *minat beli ulang*. Serta variabel *kesadaran merek* terbukti memediasi variabel *iklan* terhadap *minat beli ulang* dan variabel *kesadaran merek* terbukti memediasi variabel *kualitas endorser* terhadap *minat beli ulang*.

**Kata kunci :** *iklan, kualitas endorser, kesadaran merek dan minat beli ulang.*

## **ABSTRACT**

*The purpose of this study is to analyze and describe the role of brand awareness in mediating the effect of advertising and endorser quality on repurchase interest. This study uses a questionnaire to retrieve data on consumers in the Batik Bisri Rohmah Pekalongan Store as many as 100 people. The sampling technique uses accidental sampling technique, which means accidental sampling technique. This analytical method uses sobel test.*

*The results of this study indicate that there is a positive and significant influence between advertising variables on repurchase interest, positive and significant influence between endorser quality variables on repurchase interest, positive and significant influence between advertising variables on brand awareness, positive and significant influence between endorser quality variables on awareness brand, positive and significant influence between brand awareness of repurchase interest. And brand awareness variables are proven to mediate advertising variables on repurchase interest and brand awareness variables are proven to mediate endorser quality variables on repurchase interest.*

*Keywords: advertising, endorser quality, brand awareness and repurchase interest*