

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kreatifitas iklan dan kredibilitas *endorser* terhadap minat beli ulang dengan efektifitas iklan sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah menggunakan *lipstick Maybelline* di Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa kreatifitas iklan dan kredibilitas *endorser* berpengaruh positif dan signifikan terhadap efektifitas iklan. Kreatifitas iklan, kredibilitas *endorser* dan efektifitas iklan berpengaruh positif dan signifikan terhadap minat beli ulang. Efektifitas iklan mampu menjadi variabel intervening antara kreatifitas iklan terhadap minat beli ulang dan efektifitas iklan juga mampu menjadi variabel intervening antara kredibilitas *endorser* terhadap minat beli ulang.

Kata Kunci: Kreatifitas Iklan, Kredibilitas *Endorser*, Efektifitas Iklan Dan Minat Beli Ulang

ABSTRACT

This study aims to analyze the effect of advertising creativity and endorser credibility on repurchase interest with the effectiveness of advertising as an intervening variable. The population used in this study is consumers who have used Maybelline lipstick in Semarang. The sampling technique uses a non-probability sampling technique using a purposive sampling method, where the sample is selected according to certain criteria. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that advertising creativity and endorser credibility have a positive and significant effect on advertising effectiveness. Ad creativity, endorser credibility and ad effectiveness have a positive and significant effect on repurchase interest. The effectiveness of advertising is able to be an intervening variable between advertising creativity on repurchase interest and the effectiveness of advertising is also able to become an intervening variable between endorser credibility towards repurchase intention.

Keywords: *Ad Creativity, Endorser Credibility, Ad Effectiveness and Repurchase Interest*