The Effect of Product Quality, Brand Image, and Celebrity Endorsement on Repurchase Interest in Adidas Shoe Products

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ABSTRACT

This study, entitled "The Influence of Product Quality, Brand Image, and Celebrity Endorsement on Repurchase Intention for Adidas Shoes," seeks to examine the impact of three independent variables on repurchase intention. The independent variables include product quality (X1), brand image (X2), and celebrity endorsement (X3), while the dependent variable is repurchase intention (Y). Utilizing a quantitative approach, the research analyzes data using SmartPLS 4. The sample comprises 100 Generation Z respondents who are Adidas shoe users residing in South Jakarta.The findings reveal that product quality significantly and positively influences repurchase intention, with an original sample value of 0.614, t-statistic (5.573) > t-table (1.984), and a P-Value of 0.000 < 0.005. In contrast, brand image does not exhibit a significant effect, with an original sample value of -0.144, t-statistic (1.663) < t-table (1.984), and a P-Value of 0.096 > 0.005. Celebrity endorsement demonstrates a significant positive impact, with an original sample value of 0.414, t-statistic (4.255) > t-table (1.984), and a P-Value of 0.000 < 0.005. These results suggest that enhancing product quality and adopting effective celebrity endorsement strategies are key to increasing repurchase intention, while additional efforts are needed to leverage brand image within targeted market segments.

Keyword:Product Quality, Brand Image, Celebrity Endorsement, Repurchase Intention

**Pengaruh Kualitas Produk, Citra Merek, dan *Celebrity Endorsement*
Terhadap Minat Beli Ulang Produk Sepatu Adidas**

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ABSTRAK

Penelitian berjudul "Pengaruh Kualitas Produk, Citra Merek, dan *Celebrity Endorsement* terhadap Minat Beli Ulang Produk Sepatu Adidas" bertujuan menganalisis pengaruh kualitas produk (X1), citra merek (X2), dan *celebrity endorsement* (X3) terhadap minat beli ulang (Y). Penelitian ini menggunakan metode kuantitatif dengan analisis data melalui SmartPLS 4, melibatkan 100 responden Generasi Z pengguna sepatu Adidas di Jakarta Selatan.Hasil menunjukkan bahwa kualitas produk berpengaruh positif signifikan terhadap minat beli ulang (original sample 0,614; t-hitung 5,573 > t-tabel 1,984; P-Value 0,000 < 0,005). Sebaliknya, citra merek tidak memiliki pengaruh signifikan (original sample -0,144; t-hitung 1,663 < t-tabel 1,984; P-Value 0,096 > 0,005). Celebrity endorsement memberikan pengaruh positif signifikan terhadap minat beli ulang (original sample 0,414; t-hitung 4,255 > t-tabel 1,984; P-Value 0,000 < 0,005).Penelitian ini menyarankan bahwa peningkatan kualitas produk dan penerapan strategi celebrity endorsement yang efektif harus menjadi prioritas utama untuk meningkatkan minat beli ulang. Sementara itu, citra merek yang telah mapan membutuhkan strategi tambahan untuk memaksimalkan keputusan pembelian ulang di segmen tertentu.

Kata kunci : Kualitas Produk, Citra Merek, *Celebrity Endorsement*, Minat Beli Ulang