THE INFLUENCE OF CELEBRITY ENDORSER, PRODUCT QUALITY, AND PRODUCT ATTRIBUTE ON REPURCHASE INTENTION MEDIATING BY BRAND TRUST OF MIE SEDAAP KOREAN SPICY CHICKEN

THESIS

As a Requirement to Obtain Bachelor's Degree in Management Science

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PENGARUH SELEBRITI PENDUKUNG, KUALITAS PRODUK, ATRIBUT PRODUK TERHADAP NIAT MEMBELI ULANG YANG DIMEDIASI OLEH KEPERCAYAAN MEREK PADA MIE SEDAAP *KOREAN SPICY CHICKEN*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang dapat mempengaruhi niat membeli ulang pada Mie Sedaap *Korean Spicy Chicken* kedepannya. Dengan menganalisis pengaruh antara selebriti pendukung, kualitas produk, dan atribut produk terhadap niat membeli ulang yang dimediasi oleh kepercayaan merek. Penelitian ini mengunakan metode kuantitatif, dengan menggunakan menggunakan *non-probability sampling* dalam bentuk *purposive sampling* sebagai teknik pengambilan sampel. Populasi pada penelitian ini yaitu penduduk di Indonesia. Sampel yang diambil pada penelitian ini sebanyak 303 responden. Kriteria sampel pada penelitian ini yaitu orang yang mengenal dan mengetahui Selebritas Pendukung Mie Sedaap dan pernah membeli Mie Sedaap *Korean Spicy Chicken* setidaknya 3 kali dalam kurun waktu 3 bulan terakhir. Dengan teknik pengolahan data menggunakan SEM-PLS ver.4.0 (*Structural Equation Model*). Hasil analisi deskriptif pada variabel Selebriti Pendukung, Kualitas Produk, Atribut Produk, Kepercayaan Merek, Niat Membeli Ulang termasuk kedalam kategori "*very high"*. Hasil pada penelitian ini menunjukan adanya hubungan langsung yang positif dan signifikan terhadap selebriti pendukung, kualitas produk, dan atribut produk terhadap niat membeli ulang. Selain itu penelitian ini menunjukkan adanya hubungan tidak langsung, yang dimana kepercayaan merek sebagai variabel mediasi juga mampu memediasi selebriti pendukung, kualitas produk, dan atribut produk terhadap niat membeli ulang. Namun dari hasil R^2 menunjukkan jika Kepercayaan Merek dan Niat Membeli Ulang termasuk kedalam kategori "*weak*".

Kata kunci: Selebriti Pendukung, Kualitas Produk, Atribut Produk, Kepercayaan Merek, Niat Membeli Ulang.

THE INFLUENCE OF CELEBRITY ENDORSER, PRODUCT QUALITY, AND PRODUCT ATTRIBUTE ON REPURCHASE INTENTION MEDIATING BY BRAND TRUST OF MIE SEDAAP KOREAN SPICY CHICKEN

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ABSTRACT

This study aims to identify the factors that may influence the intention to repurchase Mie Sedaap Korean Spicy Chicken in the future. By analyzing the influence of celebrity endorsers, product quality, and product attributes on repurchase intention, mediated by brand trust. This study uses a quantitative method, employing non-probability sampling in the form of purposive sampling as the sampling technique. The population for this study is the Indonesian. The sample size for this study is 303 respondents. The criteria for the sample in this study are individuals who are familiar and aware of the celebrity endorser for Mie Sedaap and have purchased Mie Sedaap Korean Spicy Chicken at least 3 times in the last 3 months. Data analysis was conducted using SEM-PLS ver.4.0 (Structural Equation Model). The results of the descriptive analysis on the variables of Celebrity Endorsers, Product Quality, Product Attributes, Brand Trust, and Repurchase Intention were categorized as "very high." The results of this study indicate a positive and significant direct relationship between celebrity endorsers, product quality, and product attributes on repurchase intention. Additionally, this study shows an indirect relationship, where brand trust as a mediating variable also mediates the influence of celebrity endorser, product quality, and product attributes on repurchase intention. However, the R^2 results indicate that Brand Trust and Repurchase Intention fall into the "weak" category.

Keywords: Celebrity Endorser, Product Quality, Product Attribute, Brand Trust, Repurchase Intention.

PENGARUH SELEBRITI PENDUKUNG, KUALITAS PRODUK, ATRIBUT PRODUK TERHADAP NIAT MEMBELI ULANG YANG DIMEDIASI OLEH KEPERCAYAAN MEREK PADA MIE SEDAAP *KOREAN SPICY CHICKEN*

RINGKASAN

A. Latar Belakang dan Tujuan Penelitian

Mi instan telah menjadi salah satu makanan pokok yang digemari oleh masyarakat Indonesia dari berbagai kalangan. Indonesia menempati urutan kedua sebagai negara dengan konsumsi mie instan terbesar di dunia dengan total konsumsi mencapai 14,54 miliar porsi per tahun atau setara dengan 12% dari konsumsi global. Menurut Top Brand Index, Mie Sedaap yang berada di peringkat kedua. Pada tahun 2022 Mie Sedaap mencapai penjualan sebesar 15,5% dan meningkat pada tahun 2023 menjadi 16,2%. Namun pada tahun 2024 Mie Sedaap mengalami penurunan yang cukup jauh, yaitu menjadi 13,9%.

Pada tahun 2024 Mie Sedaap melakukan kolaborasi dengan salah satu aktor Korea terkenal yaitu Ahn Hyo Seop untuk mempromosikan produknya, terutama produk mie instan ala Korea. Berdasarkan fenomena diatas, penelitian ini menganalisis mengenai pengaruh Selebriti Pendukung, Kualitas Produk, Kualitas Atribut, dan Kepercayaan Merek terhadap Niat Membeli Ulang pada produk Mie Sedaap *Korean Spicy Chicken*. Penelitian ini bertujuan untuk mengetahui apakah faktor-faktor tersebut dapat mempengaruhi tingkat penjualan pada Mie Sedaap kedepannya.

B. Pertanyaan Penelitian

1. Apakah Selebriti Pendukung berpengaruh terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*?
2. Apakah Kualitas Produk berpengaruh terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*?
3. Apakah Atribut Produk berpengaruh terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*?
4. Apakah Selebriti Pendukung berpengaruh terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?
5. Apakah Kualitas Produk berpengaruh terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?
6. Apakah Atribut Produk berpengaruh terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?
7. Apakah Kepercayaan Merek berpengaruh terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?
8. Apakah Kepercayaan Merek dapat memediasi Selebriti Pendukung terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?
9. Apakah Kepercayaan Merek dapat memediasi Kualitas Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?

10. Apakah Kepercayaan Merek dapat memediasi Atribut Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*?

C. Tujuan Penelitian

1. Untuk menguji dan menganalisis pengaruh Selebriti Pendukung terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*.
2. Untuk menguji dan menganalisis pengaruh Kualitas Produk terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*.
3. Untuk menguji dan menganalisis pengaruh Atribut Produk terhadap Kepercayaan Merek pada Mie Sedaap *Korean Spicy Chicken*.
4. Untuk menguji dan menganalisis pengaruh Selebriti Pendukung terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
5. Untuk menguji dan menganalisis pengaruh Kualitas Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
6. Untuk menguji dan menganalisis pengaruh Atribut Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
7. Untuk menguji dan menganalisis pengaruh Kepercayaan Merek terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
8. Untuk menguji dan menganalisis pengaruh Kepercayaan Merek yang memediasi Selebriti Pendukung terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
9. Untuk menguji dan menganalisis pengaruh Kepercayaan Merek memediasi Kualitas Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.
10. Untuk menguji dan menganalisis pengaruh Kepercayaan Merek memediasi Atribut Produk terhadap Niat Membeli Ulang pada Mie Sedaap *Korean Spicy Chicken*.

D. Metode Penelitian

Pada penelitian ini menggunakan metode kuantitatif. Jumlah sampel dibutuhkan pada penelitian ini adalah 300 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling* dalam bentuk *purposive sampling*. Pengolahan data pada penelitian ini dilakukan dengan menggunakan teknik analisis PLS-SEM (*Partial Least Square-Structural Equation Model*) dengan menggunakan aplikasi *Smart*-PLS 4.0.

E. Hasil dan Pembahasan

1. Pada penelitan ini pengaruh antara Selebriti Pendukung (SP) terhadap Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 2.412 > 1.96 dan *P-Values* sebesar 0.008 < 0.05.
2. Pada penelitan ini pengaruh antara Kualitas Produk (KP) terhadap Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 6.935 > 1.96 dan *P-Values* sebesar 0.000 < 0.05.
3. Pada penelitan ini pengaruh antara Atribut Produk (AP) terhadap Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 2.666 > 1.96 dan *P-Values* sebesar 0.004 < 0.05.

4. Pada penelitan ini pengaruh antara Selebriti Pendukung (SP) terhadap Niat Membeli Ulang (NMU) memperoleh nilai *T-Statistics* sebesar 3.213 > 1.96 dan *P-Values* sebesar 0.001 < 0.05.
5. Pada penelitan ini pengaruh antara Kualitas Produk (KP) Niat Membeli Ulang (NMU) memperoleh nilai *T-Statistics* sebesar 3.410 > 1.96 dan *P-Values* sebesar 0.000 < 0.05.
6. Pada penelitan ini pengaruh antara Atribut Produk (AP) terhadap Niat Membeli Ulang (NMU) memperoleh nilai *T-Statistics* sebesar 4.508 > 1.96 dan *P-Values* sebesar 0.000 < 0.05.
7. Pada penelitan ini pengaruh antara Kepercayaan Merek (KM) terhadap Niat Membeli Ulang (NMU) memperoleh nilai *T-Statistics* sebesar 3.518 > 1.96 dan *P-Values* sebesar 0.000 < 0.05.
8. Pada penelitan ini pengaruh antara Selebriti Pendukung (SP) terhadap Niat Membeli Ulang (NMU) yang dimediasi oleh Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 1.843 > 1.96 dan *P-Values* sebesar 0.033 < 0.05.
9. Pada penelitan ini pengaruh antara Kualitas Produk (KP) terhadap Niat Membeli Ulang (NMU) yang dimediasi oleh Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 3.153 > 1.96 dan *P-Values* sebesar 0.001 < 0.05.
10. Pada penelitan ini pengaruh antara Atribut Produk (AP) terhadap Niat Membeli Ulang (NMU) yang dimediasi oleh Kepercayaan Merek (KM) memperoleh nilai *T-Statistics* sebesar 2.134 > 1.96 dan *P-Values* sebesar 0.016 < 0.05.

F. Kesimpulan dan Rekomendasi

Kesimpulan

1. Hasil analisis deskriptif pada penelitian ini menunjukkan bahwa variabel Celebrity Endorser (X1) memiliki rata-ratanyang termasuk dalam kategori sangat tinggi. Pada Celebrity Endorser, indikator yang memiliki nilai rata-rata paling tinggi adalah Kredibilitas. Yang kedua yaitu variabel Kualitas Produk (X2) memiliki rata-rata yang termasuk dalam kategori sangat tinggi. Pada Kualitas Produk, indikator yang memiliki nilai rata-rata tertinggi adalah Aroma. Yang ketiga yaitu variabel Atribut Produk (X3) memiliki rata-rata yang termasuk dalam kategori sangat tinggi. Pada Atribut Produk, indikator yang memiliki nilai rata-rata tertinggi adalah Functional Content. Keempat yaitu variabel Brand Trust (Z) memiliki rata-rata yang termasuk dalam kategori sangat tinggi. Pada Brand Trust, indikator yang memiliki nilai rata-rata tertinggi adalah Competence. Yang terakhir yaitu variabel Repurchase Intention (Y) memiliki rata-rata yang termasuk dalam kategori sangat tinggi. Pada Repurchase Intention, indikator yang memiliki nilai rata-rata yang sama adalah Referential dan Transactional.
2. Hasil uji hipotesis pada penelitian ini menunjukkan adanya pengaruh yang positif dan signifikan, yang berarti hipotesis 1-7 pada penelitian ini diterima. Pada hipotesis satu yaitu Celebrity Endorser dan Kepercayaan

Merek terdapat pengaruh yang positif dan signifikan. Pada hipotesis dua yaitu Kualitas Produk dan Kepercayaan Merek terdapat pengaruh yang positif dan signifikan. Pada hipotesis tiga yaitu Atribut Produk dan Kepercayaan Merek terdapat pengaruh yang positif dan signifikan. Pada hipotesis empat yaitu Celebrity Endorser dan Repurchase Intention terdapat pengaruh yang positif dan signifikan. Pada hipotesis lima yaitu Kualitas Produk dan Minat Beli Ulang terdapat pengaruh yang positif dan signifikan. Pada hipotesis enam yaitu Atribut Produk dan Niat Beli Ulang terdapat pengaruh yang positif dan signifikan. Terakhir, pada hipotesis tujuh yaitu Kepercayaan Merek dan Niat Beli Ulang terdapat pengaruh yang positif dan signifikan.

3. Hasil analisis uji mediasi specific indirect effects pada penelitian ini menunjukkan adanya pengaruh tidak langsung yang positif dan signifikan pada variabel independen terhadap variabel dependen, yang berarti hipotesis 8-10 pada penelitian ini diterima. Pada hipotesis delapan yaitu Celebrity Endorser terhadap Repurchase Intention yang dimediasi oleh Brand Trust terdapat pengaruh yang positif dan signifikan. Pada hipotesis sembilan yaitu Product Quality terhadap Repurchase Intention yang dimediasi oleh Brand Trust terdapat pengaruh yang positif dan signifikan. Pada hipotesis sepuluh yaitu Atribut Produk terhadap Niat Pembelian Ulang yang dimediasi oleh Kepercayaan Merek, terdapat pengaruh yang positif dan signifikan.

Rekomendasi

1. Dari hasil penelitian yang dilakukan terhadap produk Mie Sedaap Ayam Pedas Korea ini menunjukkan bahwa setiap variabel memiliki nilai rata-rata yang tergolong sangat tinggi dan setiap variabel berpengaruh positif dan signifikan terhadap Repurchase Intention. Brand Trust juga mampu memediasi variabel independen terhadap dependen. Sehingga, hasil penelitian ini dapat menjadi bahan pertimbangan bagi perusahaan/merek atau pengusaha lainnya dalam membuat strategi promosi saat memasarkan produknya.
2. Dalam penelitian ini, populasi yang digunakan adalah populasi di Indonesia. Untuk penelitian selanjutnya disarankan untuk menggunakan populasi yang lebih luas atau internasional dengan membandingkan perilaku konsumen setiap negara yang menjual Mie Sedaap. Atau dapat menggunakan populasi yang lebih spesifik, misalnya Gen Z atau daerah tertentu di Indonesia. Sampel dari penelitian ini adalah masyarakat Indonesia yang pernah membeli produk Mie Sedaap Korean Spicy Chicken minimal 3 kali dalam kurun waktu 3 bulan dan merupakan penggemar dari endorser (Ahn Hyo Seop). Untuk penelitian selanjutnya, mungkin dapat dilakukan penelitian pada masyarakat yang menyukai makanan pedas atau masyarakat yang bukan penggemar endorser atau hallyu. Alat pengolah data yang digunakan dalam penelitian ini adalah Smart-PLS ver.4.0. Untuk penelitian selanjutnya dapat menggunakan alat pengolah data yang berbeda seperti spss atau amos, karena hasil

analisis dari alat tersebut memiliki hasil yang berbeda walaupun menguji hipotesis yang sama.

THE INFLUENCE OF CELEBRITY ENDORSER, PRODUCT QUALITY, AND PRODUCT ATTRIBUTE ON REPURCHASE INTENTION MEDIATING BY BRAND TRUST OF MIE SEDAAP KOREAN SPICY CHICKEN

SUMMARY

A. Background and Research Objectives

Instant noodles have become one of the staple foods favored by Indonesians from all walks of life. Indonesia ranks second as the country with the largest consumption of instant noodles in the world with total consumption reaching 14.54 billion servings per year or equivalent to 12% of global consumption. According to the Top Brand Index, Mie Sedaap is ranked second. In 2022 Mie Sedaap achieved sales of 15.5% and increased in 2023 to 16.2%. However, in 2024 Mie Sedaap experienced a considerable decline, namely to 13.9%.

In 2024 Mie Sedaap collaborated with one of the famous Korean actors, Ahn Hyo Seop, to promote its products, especially Korean Noodle products. Based on the above phenomenon, this study analyzes the influence of Supporting Celebrities, Product Quality, Attribute Quality, and Brand Trust on Repurchase Intention on Mie Sedaap Korean Spicy Chicken products. This study aims to determine whether these factors can affect the sales level of Sedaap Noodles in the future.

B. Research Questions

1. Does Celebrity Endorser affect Brand Trust in Sedaap Korean Spicy Chicken Noodles?
2. Does Product Quality affect Brand Trust in Sedaap Korean Spicy Chicken Noodles?
3. Do Product Attributes affect Brand Trust in Sedaap Korean Spicy Chicken Noodles?
4. Does Celebrity Endorser affect Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
5. Does Product Quality affect Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
6. Do Product Attributes influence Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
7. Does Brand Trust affect Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
8. Can Brand Trust mediate Celebrity Endorser on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
9. Can Brand Trust mediate Product Quality on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles?
10. Can Brand Trust mediate Product Attributes on Repurchase Intention for Sedaap Korean Spicy Chicken Noodles?

C. Research Objective

1. To test and analyze the effect of Celebrity Endorser on Brand Trust in Sedaap Korean Spicy Chicken Noodles.
2. To test and analyze the effect of Product Quality on Brand Trust in Sedaap Korean Spicy Chicken Noodles.
3. To test and analyze the effect of Product Attributes on Brand Trust in Sedaap Korean Spicy Chicken Noodles.
4. To test and analyze the effect of Celebrity Endorser on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.
5. To test and analyze the effect of Product Quality on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.
6. To test and analyze the effect of Product Attributes on Repurchase Intention at Sedaap Korean Spicy Chicken Noodles.
7. To test and analyze the effect of Brand Trust on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.
8. To test and analyze the effect of Brand Trust which mediates Celebrity Endorser on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.
9. To test and analyze the effect of Brand Trust mediating Product Quality on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.
10. To test and analyze the effect of Brand Trust mediating Product Attribure on Repurchase Intention on Sedaap Korean Spicy Chicken Noodles.

D. Research Method

This research uses quantitative methods. The number of samples needed in this study were 300 respondents. The sampling technique in this study used non-probability sampling in the form of purposive sampling. Data processing in this study was carried out using the PLS-SEM (Partial Least Square-Structural Equation Model) analysis technique using the Smart-PLS 4.0 application.

E. Results and Discussion

1. In this study, the effect between Celebrity Endorser (CE) on Brand Trust (BT) obtained a T-Statistics value of 2.412> 1.96 and P-Values of 0.008< 0.05.
2. In this study, the effect between Product Quality (PQ) on Brand Trust (BT) obtained a T-Statistics value of 6.935> 1.96 and P-Values of 0.000< 0.05.
3. In this study, the effect between Product Attribute (PA) on Brand Trust (BT) obtained a T-Statistics value of 2.666> 1.96 and P-Values of 0.004< 0.05.
4. In this study, the effect between Celebrity Endorser (CE) on Repurchase Intention (RI) obtained a T-Statistics value of 3,213> 1.96 and P-Values of 0.001< 0.05.
5. In this study, the effect between Product Quality (PQ) on Repurchase Intention (RI) obtained a T-Statistics value of 3,410> 1.96 and P-Values of 0.000< 0.05.

6. In this study, the effect between Product Attribute (PA) on Repurchase Intention (RI) obtained a T-Statistics value of 4,508> 1.96 and P-Values of 0.000< 0.05.
7. In this study, the effect between Brand Trust (BT) on Repurchase Intention (RI) obtained a T-Statistics value of 3,518> 1.96 and P-Values of 0.000< 0.05.
8. In this study, the effect between Celebrity Endorser (CE) on Repurchase Intention (RI) mediated by Brand Trust (BT) obtained a T-Statistics value of 1.843> 1.96 and P-Values of 0.033 <0.05.
9. In this study, the effect between Product Quality (PQ) on Repurchase Intention (RI) mediated by Brand Trust (BT) obtained a T-Statistics value of 3,153> 1.96 and P-Values of 0.001 <0.05.
10. In this study, the effect between Product Attribute (PA) on Repurchase Intention (RI) mediated by Brand Trust (BT) obtained a T-Statistics value of 2.134> 1.96 and P-Values of 0.016 <0.05.

F. Conclusion and Recommendation

Conclusion

1. The results of the descriptive analysis in this study indicate that the Celebrity Endorser variable (X1) has the very high category. In Celebrity Endorser, the indicator that has the highest average value is Credibility. The second, namely the Product Quality (X2) variable, has the very high category. In Product Quality, the indicator that has the highest average value is Aroma. The third, namely the Product Attribute variable (X3) has the very high category. In Product Attribute, the indicator that has the highest average value is Functional Content which. The fourth, namely the Brand Trust (Z) variable, has the very high category. In Brand Trust, the indicator that has the highest average value is Competence. The last one, namely the Repurchase Intention (Y) variable, has the very high category. In Repurchase Intention, indicators that have the same average value are Referential and Transactional.
2. The results of the hypothesis test in this study indicate a positive and significant relationship, which means that hypotheses 1-7 in this study are accepted. In hypothesis one, namely Celebrity Endorser and Brand Trust there is a positive and significant effect. In hypothesis two, namely Product Quality and Brand Trust there is a positive and significant effect. In hypothesis three, namely Product Attribute and Brand Trust there is a positive and significant effect. In hypothesis four, namely Celebrity Endorser and Repurchase Intention there is a positive and significant effect. In hypothesis five, namely Product Quality and Repurchase Intention there is a positive and significant effect. In hypothesis six, namely Product Attribute and Repurchase Intention there is a positive and significant effect. Finally, in hypothesis seven, namely Brand Trust and Repurchase Intention there is a positive and significant effect.
3. The results of mediation test specific indirect effects analysis in this study indicate a positive and significant indirect effects effect in the

independent variable on the dependent variable, which means that hypotheses 8-10 in this study are accepted. In hypothesis eight, namely Celebrity Endorser on Repurchase Intention mediated by Brand Trust, there is a positive and significant effect. In hypothesis nine, namely Product Quality on Repurchase Intention mediated by Brand Trust, there is a positive and significant effect. In hypothesis ten, namely Product Attribute on Repurchase Intention mediated by Brand Trust, there is a positive and significant effect.

Recommendation

1. From the results of research conducted on this Korean Spicy Chicken Mie Sedaap product, it shows that each variable has an average value that is classified as very high and each variable has a positive and significant effect on Repurchase Intention. Brand Trust is also able to mediate the independent variable on the dependent. So, the results of this study can be taken into consideration by other companies/brands or entrepreneurs in making promotional strategies when marketing their products.
2. In this study, the population used was the population in Indonesia. For further research it is recommended to use a wider or international population by comparing the consumer behavior of each country that sells Mie Sedaap. Or it can use a more specific population, for example Gen Z or certain parts of Indonesia. The sample of this study were Indonesians who had bought Mie Sedaap Korean Spicy Chicken products at least 3 times within 3 months and were fans of the endorser (Ahn Hyo Seop). For further research, it may be possible to conduct research on people who like spicy food or people who are not fans of the endorser or hallyu. The data processing tool used in this study is Smart-PLS ver.4.0. For further research, it can use different data processing tools such as Spss or Amos, because the analysis results from these tools have different results even though they test the same hypothesis.

TABLE OF CONTENTS

Page
COVER i
STATEMENT OF ORIGINALITY ii
SCRIPT ACCOUNTABILITY iii
JURIDICAL STATEMENT iv
ACKNOWLEDGEMENT v
TABLE OF CONTENTS xviii
LIST OF TABLES xxi
LIST OF FIGURES xxii
LIST OF APPENDIX xxiii

CHAPTER I INTRODUCTION 1
1.1 Background 1
1.2 Research Problem 5
1.2.1 Research Statement 5
1.2.2 Research Question 6
1.3 Research Objective 6
1.4 Research Contribution 7
1.4.1 Theoritical 7
1.4.2 Practical 8
1.5 Research Contextual 8

CHAPTER II LITERATURE REVIEW 12
2.1 Theoretical Basis 12
2.1.1 Repurchase Intention 12
2.1.2 Celebrity Endorser 13
2.1.3 Product Quality 14
2.1.4 Product Attribute 15
2.1.5 Brand Trust 16
2.2 Empirical Review 17
2.3 Research Hypothesis and Conceptual Framework 20
2.3.1 Research Hypothesis 20
2.3.1.1 The Effect of Celebrity Endorser and Brand Trust 20
2.3.1.2 The Effect of Product Quality and Brand Trust .. 20
2.3.1.3 The Effect of Product Attribute and Brand Trust 21
2.3.1.4 The Effect of Celebrity Endorser and Repurchase Intention 22
2.3.1.5 The Effect of Product Quality and Repurchase Intention 22

2.3.1.6 The Effect of Product Attribute and Repurchase Intention 22
2.3.1.7 The Effect of Brand Trust and Repurchase Intention 23
2.3.1.8 The Mediating Role of Brand Trust on Celebrity Endorser and Repurchase Intention 23
2.3.1.9 The Mediating Role of Brand Trust on Product Quality and Repurchase Intention 24
2.3.1.10 The Mediating Role of Brand Trust on Product Attribute and Repurchase Intention 24
2.3.2 Conceptual Framework 25

CHAPTER III RESEARCH METHOD 26
3.1 Research Design 26
3.2 Place and Time of Research 26
3.3 Data 26
3.4 Population and Sample 28
3.4.1 Population 28
3.4.2 Sample 28
3.5 Research Variable 29
3.6 Analysis Method 32
3.6.1 Descriptive Statistics Analysis 32
3.6.2 Partial Least Square-Structural Equation Modelling (PLS-SEM) 33
3.6.2.1 Measurement Model (Outer Model) 33
3.6.2.2 Structural Model (Inner Model) 35
3.6.2.3 Hypothesis Test 36
3.6.2.4 Mediation Test 36

CHAPTER IV RESULTS AND DISCUSSION 38
4.1 Research Results 38
4.1.1 Respondent Characteristics 38
4.1.1.1 Respondents Based On Gender 38
4.1.1.2 Respondents Based On Age 38
4.1.1.3 Respondents Based On Domicile 39
4.1.1.4 Respondents Based On Last Education 40
4.1.1.5 Respondents Based On Occupation 40
4.1.1.6 Respondents Based On Monthly Income 41
4.1.1.7 Respondents Based On Monthly Allowance 42
4.1.2 Consumer Behaviour 43
4.1.2.1 Consumer Behaviour Based On Using Social Media Application 43
4.1.2.2 Consumer Behaviour Based On Endorser 44
4.1.2.3 Consumer Behaviour Based On Frequency Purchasing 44
4.1.3 Descriptive Analysis of Research Variables 45

4.1.3.1 Celebrity Endorser (X1) 45
4.1.3.2 Product Quality (X2) 46
4.1.3.3 Product Attribute (X3) 47
4.1.3.4 Brand Trust (Z) 48
4.1.3.5 Repurchase Intention (Y) 49
4.1.4 PLS-SEM Analysis 50
4.1.4.1 Measurement Model (Outer Model) 51
4.1.4.2 Structural Model (Inner Model) 55
4.1.4.3 Hypothesis Test 56
4.1.4.4 Mediation Test 58
4.2 Discussion 59
4.2.1 The Effect of Celebrity Endorser on Brand Trust 59
4.2.2 The Effect of Product Quality on Brand Trust 60
4.2.3 The Effect of Product Attribute on Brand Trust 60
4.2.4 The Effect of Celebrity Endorser on Repurchase Intention 61
4.2.5 The Effect of Product Quality on Repurchase Intention . 62
4.2.6 The Effect of Product Attribute on Repurchase Intention 63
4.2.7 The Effect of Brand Trust on Repurchase Intention 63
4.2.8 The Mediating Role of Brand Trust on Celebrity Endorser and Repurchase Intention 64
4.2.9 The Mediating Role of Brand Trust on Product Quality and Repurchase Intention 65
4.2.10 The Mediating Role of Brand Trust on Product Attribute and Repurchase Intention 66

CHAPTER V CONCLUSION AND RECOMMENDATION 67
5.1 Conclusion 67
5.2 Recommendation 68
5.2.1 For Organization 68
5.2.2 For Future Research 69

REFERENCES 70
APPENDIXES 80

LIST OF TABLES

Page
Table 1. 1 Top 3 Instant Noodles in Indonesia 2

Table 2. 1 Empirical Review 17

Table 3. 1 Likert Instrument Scale 27
Table 3. 2 Operationalization of Variables 30
Table 3. 3 Score Range 33

Table 4. 1 Respondents Gender 38
Table 4. 2 Respondents Age 39
Table 4. 3 Respondents Domicile 39
Table 4. 4 Respondents Last Education 40
Table 4. 5 Respondents Occupation 41
Table 4. 6 Respondents Monthly Income 42
Table 4. 7 Respondents Monthly Allowance 42
Table 4. 8 Consumer Behaviour On Using Social Media Applications 43
Table 4. 9 Consumer Behavior On Know the Endorser 44
Table 4. 10 Consumer Behavior On Frequency Purchasing 45
Table 4. 11 Score Range 45
Table 4. 12 Respondents Towards Celebrity Endorser 46
Table 4. 13 Respondents Towards Product Quality 47
Table 4. 14 Respondents Towards Product Attribute 48
Table 4. 15 Respondents Towards Brand Trust 49
Table 4. 16 Respondents Towards Repurchase Intention 50
Table 4. 17 Outer Loading 51
Table 4. 18 Average Variance Extraced (AVE) 52
Table 4. 19 Cross Loading 53
Table 4. 20 Fornell Lacker Value Results 53
Table 4. 21 Composite Reliability Result 54
Table 4. 22 Cronbach's Alpa Results 54
Table 4. 23 R-Square 55
Table 4. 24 Path Coefficients 56
Table 4. 25 Specific Indirect Effects 58

LIST OF FIGURES

Page
Figure 1. 1 Top 10 Instant Noodle Consuming Countries in Asia 1
Figure 1. 2 Mie Sedaap Logo 8
Figure 1. 3 Mie Sedaap Products 9
Figure 1. 4 Ahn Hyo Seop Instagram Account 10
Figure 1. 5 Celebrity Endorser Mie Sedaap 11

Figure 2. 1 Framework 25

Figure 4. 1 PLS-SEM Algorithm Result 50
Figure 4. 2 Bootstraping Result (Hypothesis Test) 56

LIST OF APPENDIX

Page
Appendix 1. Research Questionnaire 80
Appendix 2. Research Data 86
Appendix 3. Data Processing Results 92

CHAPTER I
INTRODUCTION

1.1 Background

Noodles were first made by the Chinese around the 6th century called Shui Yin Bing (boiled noodles). There are some opinions that state if the first noodles were made in the Mediterranean region and some argue if the first technology in creating noodles came from the Middle East, so this raises debate. But in 2005, an archaeologist from Canada discovered the world's oldest noodles in China. The noodles are estimated to be approximately 4000 years old. It became one of the real proofs of the origin of noodles that showed if the ancient Chinese population was the first noodle maker in the world. Since then noodles have developed into various forms and variations, one of the innovations that emerged from the development of noodles is instant noodles.

Instant noodles have become one of the staple foods favored by Indonesians from all walks of life. This product is not only practical and economical, but is also available in a wide selection of flavors that suit the tastes of local consumers. It can be seen in Graph 1.1, in 2023 Indonesia ranks second as the country with the largest consumption of instant noodles in the world with total consumption reaching 14.54 billion servings per year or equivalent to 12% of global consumption. This is because the development of the times has made people today prefer to live a practical life by choosing food that is easy to serve (Rajab & Apriadi, 2023).

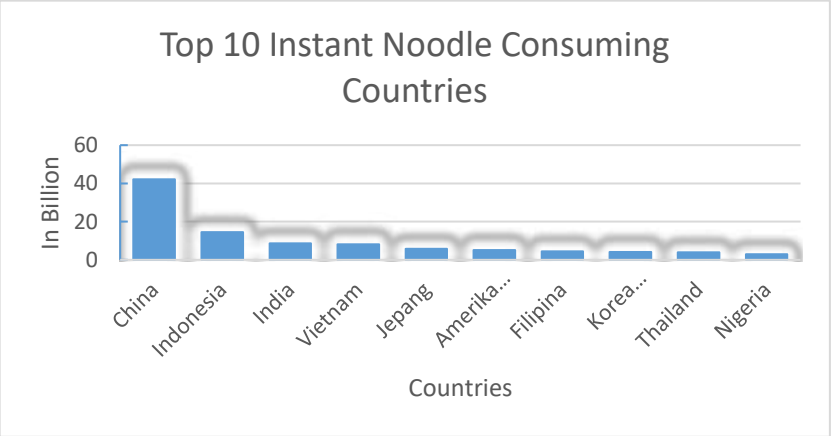


Figure 1. 1 Top 10 Instant Noodle Consuming Countries in Asia
Source: Databoks (2024)

According to the Top Brand Index, Indomie scored 71.2% and was followed by Mie Sedaap which ranked second with 13.9%. It can be seen in Graph 1.2, where there is a big difference between the two favorite brands. Indomie dominates so strongly in the Indonesian instant noodle market and shows that Mie Sedaap still faces a big challenge in terms of market penetration. In 2022 Mie Sedaap achieved sales of 15.5% and increased in 2023 to 16.2%. However, in 2024 Mie Sedaap experienced a fairly far decline, namely to 13.9%.

Table 1. 1
Top 3 Instant Noodles in Indonesia

Brand Name	2022	2023	2024
Indomie	72.90%	72.50%	71.20%
Mie Sedaap	15.50%	16.20%	13.90%
Sarimi	2.60%	2.60%	2.40%

Source: Top Brand Award (2024)

Reporting from (Kompas.com, 2024), Mie Sedaap officially collaborated with Ahn Hyo Seop, an actor from South Korea, as a celebrity endorser with a campaign entitled “Don't Stop Mie Now” to promote Mie Sedaap products. Mie Sedaap chose Ahn Hyo Seop not just because of his popularity as an actor, but because he has a strong appeal among the younger generation, especially fans of Korean dramas and Korean pop culture which is currently worldwide. In January 2025, Ahn Hyo Seop began to focus on promoting the Korean Spicy Chicken variant of Mie Sedaap. As it is known that Ahn Hyo Seop is a famous celebrity from South Korea, of course he has a deep understanding of the spicy taste of Korean food. By utilizing Ahn Hyo Seop's popularity, knowledge, and positive image, Mie Sedaap hopes that he can reflect Mie Sedaap's efforts in utilizing the emotional associations that consumers have with celebrities in promoting Mie Sedaap products, especially the Korean Spicy Chicken variant.

Based on the phenomena that occur, researchers are interested in conducting research on Repurchase Intention. According to Engel, Blackwell, & Miniard (2001), Repurchase Intention is a specific form of purchase intention, namely repurchase intention which reflects expectations to repurchase the same product or brand. When consumers feel satisfied and exceed the expectations of the product they buy, consumers tend to have a strong intention to repurchase the product.

Based on the results of previous research, there are several factors that can influence repurchase intention, the first of which is Celebrity Endorser.

According to research conducted by Widyasari & Suparna (2022), which states that celebrity endorsers have a positive influence on repurchase intention. The higher the company's ability to choose the right celebrity to represent its products optimally, the higher the repurchase intention made by consumers. In line with Riani, Wijayanto, & Riau (2023), which states that celebrity endorsers have an effect on repurchase intention because the celebrity is able to convey the brand well, thus having a positive impact on consumers and causing consumers' desire to repurchase the product. Which is where this celebrity is believed to have a great influence on consumers because of its reputation and popularity. The celebrity will be a means of introducing or approaching the product he carries to his fans and it will be easier to connect and create a sense of trust in the brand (Sanditya, 2019).

The second factor are Product Quality. Based on research conducted by Fathia & Jokhu (2023), which shows that there is a positive influence on product quality on repurchase intention. When consumers are satisfied with their experience with a product, this will create loyalty to the brand and increase trust so that this encourages consumers to repurchase intention. From the results of research conducted by Ongkowijoyo (2022), this relationship can occur because product quality affects perceptions of satisfaction and can meet or exceed consumer expectations directly, which will then become the basis that strengthens consumer intention to repurchase. Because the quality of a product is determined based on the real experience of consumers when using it and is measured according to individual needs and expectations. Quality can be realized or only felt. In such a competitive market, product quality can be something that continues to change according to the dynamics of competition and consumer expectations (Haryanto, 2023).

The third factor are Product Attribute. According to research conducted by Sook, Seob, & Sim (2020), which explains if there is a positive and significant relationship to repurchase intention. This is because the selection of product attributes can affect consumer satisfaction and indirectly affect customer behavior in purchasing. In line with the results of research conducted by Hadi (2021), which

shows the results of a positive relationship between product attributes and repurchase intention. When customers are satisfied with the taste, quality, price, and packaging of the products they buy, this can affect customer intention to repurchase the product in the future. In the midst of intense market competition, companies need to choose the right product attributes so that they can become the hallmarks and characteristics that can distinguish their products from other competitors' products. This is important to do in order to retain consumers in the midst of market competition and minimize customers switching to competitors' products (Soebijono, Erwita, & Widyarini, 2023).

The fourth factor are Brand Trust. Based on research conducted by Sari, Fauzi, & Rini (2021), which shows that brand trust has a positive influence on repurchase intention. this happens because consumers tend to repurchase from products or brands that they trust and they believe that the product or brand will always provide consistent service. Sun & Moon (2024) also state that there is a positive influence between brand trust and repurchase intention. This trust is built through the positive experiences they get, consumers feel confident that the product or brand is reliable so that this triggers Repurchase Intention.

Brand trust not only has a direct effect on repurchase intention, but can also mediate the relationship between celebrity endorsers on repurchase intention, product quality on repurchase intention, and product attribute on repurchase intention. From the results of research conducted by Amalo, Niha, Manafe, & Paridy (2023), which shows that brand trust can mediate between the influence of celebrity endorsers on repurchase intention. When a brand chooses celebrity endorsers who have good attractiveness and credibility in campaigning for products and consumers have a high level of trust in a product or brand, this will lead to repurchase intention in consumers.

Furthermore, Indirrarahmah & Putra (2024) in their research state that brand trust can mediate the influence between product quality on repurchase intention. Consumers are not only satisfied with the product quality they feel or get, but they also believe that the product or brand will always provide consistent quality and this is the main key that can encourage consumers to increase repurchase intention.

Therefore, in this study brand trust will also act as a mediating variable between the influence of celebrity endorsers and product quality on repurchase intention.

In addition, from research conducted by Cho, Bonn, Moon, & Chang (2020), which states that product attributes can positively influence repurchase intention. The selection and use of quality attributes in products can create and increase consumer satisfaction and trust, which in turn will encourage consumers' intention to repurchase the brand or product and allow consumers to recommend the brand or product to others. In line with Widiyastuti & Setyawan (2024), whose research results state that the selection of appropriate product attributes can indirectly affect consumer brand trust indirectly. This is because consumers tend to choose products that have attributes that match their expectations. The use of appropriate and quality attributes will increase the satisfaction of consumers, so that it can build a strong sense of trust in the brand or product.

Based on the results of the previous research above, researchers are interested in conducting research on factors that can influence repurchase intention on Sedaap Noodle products in the future. The author will conduct research on Celebrity Endorser, Product Quality, Product Attribute, Brand Trust, and Repurchase Intention. With these problems, it is necessary to conduct research on: **The Influence of Celebrity Endorser, Product Quality, and Product Attribute on Repurchase Intention Mediating by Brand Trust of Mie Sedaap Korean Spicy Chicken**. The novelty of this research is that researchers use mediating variables which is brand trust to connect the independent variable with the dependent variable in the research being studied.

1.2 Research Problem

1.2.1 Research Statement

Based on the description that has been stated in the research background, it can be seen that Mie Sedaap experienced a decrease in sales from 2023 to 2024 by 2.3%. Researchers will conduct research on factors that can influence Repurchase Intention for Mie Sedaap in the future. It can be seen from the efforts made by Mie Sedaap, namely by cooperating with Ahn Hyo Seop as a Celebrity Endorser who is

expected to be a representation of the target audience in expanding its reach. Not only that, Mie Sedaap also always maintains the consistency of taste and Product Quality of each product variant they market. By maintaining and increasing Brand Trust in the product, which is likely to trigger Repurchase Intention in the future.

1.2.2 Research Question

Based on the description of the research background and the problem statement, the following research questions can be stated:

1. Does Celebrity Endorser affect Brand Trust in Mie Sedaap Korean Spicy Chicken?
2. Does Product Quality affect Brand Trust in Mie Sedaap Korean Spicy Chicken?
3. Does Product Attribute affect Brand Trust in Mie Sedaap Korean Spicy Chicken?
4. Does Celebrity Endorser affect Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
5. Does Product Quality affect Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
6. Does Product Attribute affect Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
7. Does Brand Trust affect Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
8. Can Brand Trust mediate Celebrity Endorser on Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
9. Can Brand Trust mediate Product Quality on Repurchase Intention in Mie Sedaap Korean Spicy Chicken?
10. Can Brand Trust mediate Product Product Attribute on Repurchase Intention in Mie Sedaap Korean Spicy Chicken?

1.3 Research Objective

Based on the problem formulation that has been stated above, the objectives of this study can be conveyed as follows:

1. To test and analyze the effect of Celebrity Endorser on Brand Trust in Mie Sedaap Korean Spicy Chicken.
2. To test and analyze the effect of Product Quality on Brand Trust in Mie Sedaap Korean Spicy Chicken.
3. To test and analyze the effect of Product Attribute on Brand Trust in Mie Sedaap Korean Spicy Chicken.
4. To test and analyze the effect of Celebrity Endorser on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
5. To test and analyze the effect of Product Quality on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
6. To test and analyze the effect of Product Attribute on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
7. To test and analyze the effect of Brand Trust on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
8. To test and analyze the effect of Brand Trust mediating Celebrity Endorser on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
9. To test and analyze the effect of Brand Trust mediating Product Quality on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.
10. To test and analyze the effect of Brand Trust mediating Product Attribute on Repurchase Intention in Mie Sedaap Korean Spicy Chicken.

1.4 Research Contribution

1.4.1 Theoritical

Hoped that this research can be used as a reference for taking theories, discussions, techniques used as references for further research and also used as a reference for the results of research and can contribute to the discipline of management, especially in the field of marketing management. Especially related to scientific studies regarding the influence of Celebrity Endorser, Product Quality, Product Attribute, and Brand Trust on Repurchase Intention of mi Sedaap consumers.

1.4.2 Practical

For companies, this research is expected to provide input to the company regarding what factors can influence Repurchase Intention on Sedaap Noodle products, especially on the Celebrity Endorser, Product Quality, Product Attribute, and Brand Trust variables on Repurchase Intention. So that it can be a material consideration for companies in determining marketing strategies in order to attract consumers to Repurchase Intention for Sedaap Noodle products.

1.5 Research Contextual

Mie Sedaap is one of the most popular instant noodle brands among the public made from distinctive spices and quality ingredients. Equipped with an authentic seasoning formulation with the flavors of the archipelago. Mie Sedaap is one of the products produced by Wings Group which was launched in 2002 and until now Mie Sedaap is able to occupy the second position in the list of the most popular instant noodles in Indonesia. Mie Sedaap is claimed to be the only instant noodle that has an ISO 22000 certificate on the market. Mie Sedaap has received a positive response from all instant noodle consumers because it has the quality of noodles that have a chewy texture and the right taste.



Figure 1. 2 Mie Sedaap Logo
Source: Pinterest (2023)

When Mie Sedaap was first launched, it only provided three flavors: Mie Sedaap Goreng, Mie Sedaap Soto, and Mie Sedaap Ayam Bawang. These variants were promoted with their advantages such as savory seasoning taste, chewy noodle texture, taste that suits local tastes with additional spices such as koya and crispy onions, and have an affordable price. Until now, Mie Sedaap continues to innovate

in providing the best quality for instant noodle consumers and Mie Sedaap has provided 14 variants. In 2019, Mie Sedaap launched a new variant with a spicy taste typical of Korean food, namely “Korean Spicy Chicken”. This Korean Spicy Chicken variant is the latest innovation adapted to market trends in order to answer the needs of the Indonesian people, especially fans of spicy flavors. Mie Sedaap Korean Spicy Chicken is the first instant noodle variant whose spiciness level can be adjusted according to taste, by pouring 1 packet of chili powder to get delicious spicy or 2 packets of chili powder to enjoy a crazy spicy sensation.

Mie Sedaap have managed to reach all corners of Indonesia and are easily available in various minimarkets, supermarkets, and e-commerce platforms. Not only struggling in the local market, Mie Sedaap has also managed to penetrate the international market by exporting its products to 30 countries. The success achieved by Mie Sedaap is inseparable from the quality of the products they maintain and always develop new flavor innovations.



Figure 1. 3 Mie Sedaap Products
Source: X (2016)

Mie Sedaap also uses an effective marketing strategy in facing market competition, namely by collaborating with celebrities from South Korea. As we know, K-Pop and K-Drama culture has mushroomed in various parts of the world. On the Korea.net page, it explains that the number of hallyu fans exceeded 200 million people for the first time in 2023 and based on a report released by MCST through a press release, Indonesia occupies the first position as the country with the highest level of interest in Korea, which reaches 86.3% of the number of hallyu fans in the world. This is utilized by Mie Sedaap to expand its market share. In 2019, Mie Sedaap collaborated with Choi Siwon in promoting its new product, Mie Sedaap Korean Spicy Chicken. Mie Sedaap utilizes the popularity and positive image possessed by Choi Siwon to promote its new product to the wider community, especially lovers of South Korean culture.

In August 2024, Mie Sedaap announced its new collaboration with one of the popular South Korean actors in the drama “Bussines Proposal”, Ahn Hyo Seop. Ahn Hyo Seop is one of the most popular actors among hallyu fans and has 13.6 million followers on his Instagram page (can be seen on figure 1.4). Mie Sedaap has a good opportunity to reach a wider audience or consumers, especially since there are many fans of the Korean artist in Indonesia and also Ahn Hyo Seop's fans in other countries. With a reputation for worldwide appeal and a large and loyal fan base, Mie Sedaap utilizes this to attract consumer attention, build brand trust, and expand market reach, both locally and internationally.



Figure 1. 4 Ahn Hyo Seop Instagram Account
Source: Instagram (2024)



Figure 1. 5 Celebrity Endorser Mie Sedaap
Source: Vidio (2024)