The Influence of Endorser Promotion and Brand Attachment on Repurchase Intention with Mediation Brand Commitment

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Abstract

The study delves into the influence of exogenous variables, specifically endorser promotions (X1) and brand attachment (X2), on the endogenous variable, repurchase intention (Y), mediated by brand commitment (Z). Conducted via quantitative methods and SmartPLS software, it targets Barenbliss consumers exposed to TikTok promotions. Primary data was collected through Google Forms and Excel. Findings reveal direct effects: (1) Endorser promotions positively impact repurchase intention, (2) Brand attachment lacks a direct effect on repurchase intention, (3) Endorser promotions positively affect brand commitment, while (4) Brand attachment does not directly impact brand commitment. Additionally, (5) Brand commitment positively influences repurchase intention. Indirect effects include: (6) Endorser promotions impacting repurchase intention through brand commitment, and (7) No indirect effect of brand attachment on repurchase intention via brand commitment. The study underscores the importance of bolstering endorser promotions on TikTok to enhance repurchase intentions. Strengthening brand commitment through high-quality collaborations fosters sustained repurchase intentions. While brand attachment's direct impact may be lacking, nurturing emotional connections with consumers remains vital. Integrating effective endorser promotions with strategies to cultivate brand attachment nurtures loyalty and fosters enduring consumer relationships.

Keyword: Endorser promotions, brand attachment, repurchase intention, brand commitment, TikTok, quantitative research

Abstrak

Studi ini menyelidiki pengaruh variabel eksogen, khususnya promosi endorser (X1) dan kedekatan merek (X2), terhadap variabel endogen, niat pembelian ulang (Y), dimediasi oleh komitmen merek (Z). Dilakukan melalui metode kuantitatif dan perangkat lunak SmartPLS, menargetkan konsumen Barenbliss yang terpapar promosi TikTok. Data primer dikumpulkan melalui Google Forms dan Excel. Temuan mengungkapkan efek langsung: (1) Promosi endorser secara positif memengaruhi niat pembelian ulang, (2) Kedekatan merek tidak memiliki efek langsung pada niat pembelian ulang, (3) Promosi endorser secara positif memengaruhi komitmen merek, sementara (4) Kedekatan merek tidak berdampak langsung pada komitmen merek. Selain itu, (5) Komitmen merek secara positif memengaruhi niat pembelian ulang. Efek tidak langsung meliputi: (6) Promosi endorser memengaruhi niat pembelian ulang melalui komitmen merek, dan (7) Tidak ada efek tidak langsung dari kedekatan merek pada niat pembelian ulang melalui komitmen merek. Studi ini menekankan pentingnya meningkatkan promosi endorser di TikTok untuk meningkatkan niat pembelian ulang. Memperkuat komitmen merek melalui kolaborasi berkualitas tinggi mendorong niat pembelian ulang yang berkelanjutan. Meskipun dampak langsung kedekatan merek mungkin kurang, merawat hubungan emosional dengan konsumen tetap penting. Mengintegrasikan promosi endorser yang efektif dengan strategi untuk membudayakan kedekatan merek menumbuhkan loyalitas dan memperkuat hubungan konsumen yang berkelanjutan.

Kata Kunci : TikTok, promosi endorser, keterikatan merek, niat membeli ulang, komitmen merek, media sosial, pemasaran digital.

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1. Introduction

Social media as a digital platform with a variety of user facilities that can be selected for various benefits. One of them that is currently developing advanced in social media is known by the eyes of the public, namely as a product promotion platform to help increase sales/brand insight. Now a brand has a new opportunity to connect directly with customers used social media. Consumers are not required to meet face to face with the seller or in other words come directly to the store (offline store). According to the Global Web Index (GWI) survey, social media use can take up to 148 minutes per day for ordinary consumers, or 2 hours 28 minutes. Social media that is in great demand by various groups is social media TikTok. This social media has the characteristic of providing unique and interesting special effects so that users can make short videos with results that attract consumers. In addition, TikTok provides opportunities for its users to become content creators, affiliates, or endorsers. Based on a survey conducted by We Are Social, social media TikTok has increased by 15.34%, in other words it has 1.4 billion monthly active users or 9 monthly active users (MAU) and Indonesia ranks second with the largest active users of TikTok in the world.

The desire of women to be physically beautiful raises the importance of beauty. According to Melliani found in the journal (Denada Octabella, D., Dwiyanti, S., Usodoningtyas, S., & Sinta Megasari, 2021) argues that what happens to every human being becomes more concerned about their appearance to seek appreciation for themselves. In addition, a survey conducted by picodi.com proved that 58% of women use cosmetic products regularly and only 17% use cosmetic products for special events. The report was made based on the results of a survey conducted among 9,300 people in 44 countries in June 2020. the brand named Barenbliss stands for Bare Essentials, No Harm, and Bliss or known as Bnb, products from South Korea began to be marketed in Indonesia on August 25 2021. The Barenbliss brand was founded by an MUA (make up artist) from South Korea named Kim Jina Susanti Kesara as Brand Director Barenbliss Indonesia Despite the fact that this brand is still relatively new for K-Beauty in Indonesia, Barenbliss is grateful for the positive and enthusiastic response. The Barenbliss brand is certainly not inferior to other brands that have long been known by the public and have entered the market in Indonesia. Brand Barenbliss has as many as 373 thousand followers. In fact, it has reached 1.9 billion reviews on social media TikTok.

One way to increase the sales success of Tiktok's social media promotion on the Barenbliss brand is commonly used to help introduce consumers to raise awareness of the existence of the brand, namely using endorsers as a form of trust in showing quality products to consumers, so that it will generate a high sense of consumer buying interest. To be successful in sales, every business must decide exactly which promotional tools to use (Effendi et al., 2020). Celebrity endorser is the use of an artist, entertainer, athlete, and public figure who is recognized by the public because they have expertise in the field that supports the product being promoted. Researchers can draw conclusions based on the previous definition of an endorser that an endorser is an individual who conveys a message that will be received by a number of people so that other people can be interested in a message so that the delivery can be well received in the eyes of the public (Shimp et al, 2014:302)

Various previous studies on various research objects have examined Brand Attachments, such as research (Li et al) which uses Brand Attachments which of course are used in this study. Fonny and Tandijaya use the Brand Attachment variable which is applied as brand interest in a healthy food product called Crunchaus Salads. Repurchase Intention online is when the customer is ready to engage in a future transaction and intends to do so. According to (Megantara) Repurchase Intention occurs when someone buys the product more than once. The initial creation of repurchase intention is that consumers have a good experience with a brand, without realizing it creates a feeling where consumers have a relationship (commitment) to that brand.

In the research that will be conducted this time, researchers will make brand commitment a mediating variable that aims to be a connecting variable between the endogeneous variable and the exogeneous variable to determine the behavior of repurchase intention. Researchers make brand commitment a mediating variable because according to Park et al (2006) in Fonny's journal (2022) brand commitment is a stronger and more important dimension in which the customer will remain in a relationship no matter what. That it can be concluded to find out whether endorser promotion and brand attachment can have a significant effect on repurchase intention through brand commitment to balance the research that will be carried out. Researchers will relate whether endorser promotion and brand attachment to repurchase intention will have an effect or not if researchers use brand commitment as a mediating variable.

2. Literature Review and Hypothesis

Endorser Promotion

Social media promotion as a form of marketing that utilizes social web tools such as blogging, microblogging, and social networks to increase people's awareness of brands, products, businesses, individuals, or groups, and their memories and subsequent actions. Therefore, endorsers are people who support advertisements to attract consumers (potential buyers) (Santoso et al, 2017). The type of direct or indirect marketing that utilizes social web media, such as social media, to increase people's awareness, recognition, retention and attitudes regarding product brands, individuals or other entities is referred to as "social media marketing" As long as it is connected to the internet, alias fees are reasonable, and there are no time limits. Social media is involved when a business's marketing initiatives help customers form unique relationships with them and give them access to customers. With the role of cooperation between a brand and an endorser, one way that might be effective is to increase promotion on social media (Gunelius et al, 2018). In choosing an endorser, it is necessary to consider the dimensions used as a representative of the product concerned because having a continuity between the character of the product endorser has a significant influence on improving product image and increasing brand awareness: acctractiveness and expertise.

Brand Attachment

Brand attachment as a characteristic that reflects an emotional relationship with a brand as well as a psychological variable that indicates a relationship between psychological closeness between consumers and a brand and an affective relationship that cannot be changed. (Silva et al, 2017). Brand attachment as a framework that can connect consumers with brands so as to involve positive feelings (Chinomona et al, 2017). Researchers can conclude that brand attachment is a psychological variable that shows an effective relationship with brand attachment to create consumer interest in a brand. Emotional attachment to the brand (brand attachment) is measured in three ways, among others: Affection is an indication of how customers feel about a brand. Passion (passion) is a favorable attitude towards the brand. Connection (Relationship) is a description of how customers perceive the brand. (Hartini et al, 2012).

Brand Commitment

Brand Commitment is a psychological matter to express favorable consumer attitudes towards a brand with the desire to establish a relationship with goods or services (Merunka et al, 2013). Determine the relationship between brand commitment and repurchase intention by using dimensions and indicators, including: Affective commitment (when a customer feels an emotional connection with a brand and wants to be a part of it. In other words, customers who are actively involved in a brand will be identified by strong affective commitment), Continuance commitment (a commitment from consumers to use the brand on an ongoing

basis the heavy feeling felt by consumers when switching to another brand), Normative commitment (consumer feelings to be responsible for a brand and a necessity to maintain the brand.) (Shuv-Ami, 2012).

Repurchase Intention
Repurchase intention is an incentive for customers to repurchase previously purchased items. while still considering both the potential that will occur in the future as well as the current situation. (Simanjuntak et al, 2020). Consumers in setting or buying goods have gone through stages such as getting information through advertising and then comparing it with other products (Igir et al, 2018). I can conclude that repurchase intention is buying a product more than once by doing a consideration and utilizing products from the same brand.

Conceptual Framework
Sample selection method with certain criteria. In this study the samples taken were taken into consideration along with two other factors, namely the effect of brand attachment on repurchase intention through mediation of brand commitment and the influence of endorser promotions on repurchase intention through mediation of brand commitment (Sugiyono et al, 2019).
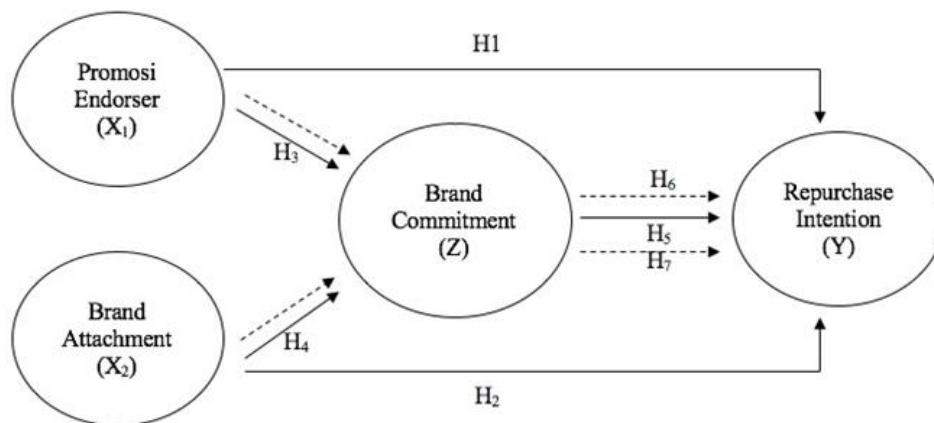

Figure 1. Conceptual Framework

3. Data and Method
In accordance with the problems studied, this research strategy uses a quantitative approach. Quantitative research is carried out by sending questionnaires to the sample and collecting data from them to determine the relationship between research variables. According to (Sugiyono et al, 2017: 8), the method for analyzing a particular population or sample is a quantitative research method. Instruments for quantitative or statistical research can be used to collect hypotheses as well as data on samples. This research is associative, this study examines the influence of the two exogeneous variables on the endogeneous and mediating variables. The purpose of this study is to explain how the effect of exogenous variables, namely endorser promotion (X1), brand attachment (X2) on the endogenous variable, namely repurchase intention (Y) with the mediating variable, namely brand commitment (Z).

Population and sample
Population is a category of things that have to do with this research that will be carried out and the results that the research will get. The population in this study includes all consumers who see endorsers when promoting or advertising products from Barenbliss and buying Barenbliss products repeatedly in case studies on social media TikTok, but the number is not

known with certainty (Sugiyono et al, 2017:136). In this study, researchers used a representative sample size according to (Hair et al, 2014) ideally, a sample size equal to or greater than 100 question items to be analyzed. The number of indicators is multiplied by five to ten. In this study there are 12 indicators.

$$
\begin{aligned}
\text{Sample} \ &= \text{Number of Indicators} \times 10 \\
&= 12 \times 10 \\
&= 120
\end{aligned}
$$

So, the number of samples from this study are 120 respondents (sample)

The research scoring method uses a maximum score of 4 and a minimum score of 1, and the following formula is used to calculate the respondent's answer index:

Table 1. Skala Likert methods

No	Answer	Below
1.	Strongly agree	4
2.	Agree	3
3.	Disagree	2
4.	Strongly disagree	1

Source: Ferdinand et al, 2014:50

Data processing in this study was carried out using the SEM-PLS approach and using the path analysis model, with the aim of finding the results of direct and indirect relationships between variables. In this study SEM-PLS was used because it allows causal testing and data analysis to be carried out more precisely and reliably. SEM-PLS was used to identify direct and indirect relationships, with the mediating variable serving as one of them. SEM-PLS is used to represent the path analysis model, with arrows connecting each other for calculations between variables. In each model variable as a direct variable (as a respondent) and other variables as a cause. The following path analysis model is described in this study, as follows:
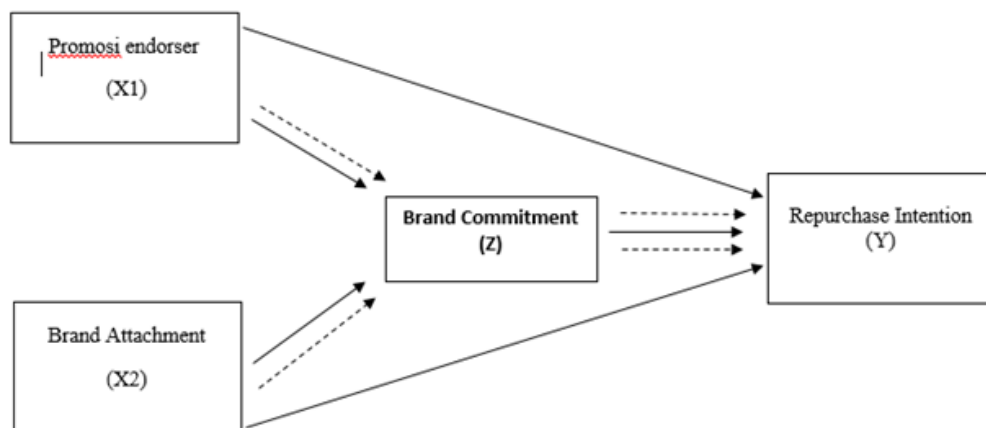
Figure 2. Path Analyst

Outer Model

The Outer Model explains how each indicator relates to other variables. Variables that affect indicators of the quality relationship from construct to manifest indicators. The outer model with reflexive indicators is evaluated through the convergent and discriminant validity of the latent construct forming indicators and composite reliability as well as Cronchbach's alpha for the indicator block (Ghozali and Latan, 2019: 73). The reflexive indicator model occurs when

there is a change in one indicator, changes in one indicator will result in changes in other indicators in the same direction, but this certainly does not affect the results of the latent variables. Testing the outer model goes through several stages, namely: convergent validity, discriminant validity, composite reliability, and reliability construct test (Ghozali et al, 2014:31)

Inner Model
On the basis of substantive theory, the inner structural model describes the relationship between variables. The structural model of the relationship between variables is designed based on the research problem formulation. The measurement of the inner model is divided into several stages. Goodness of fit, R-Square, and Path coefficients (Ghozali et al, 2014:31)

Hypothesis test
The next step is to test the hypothesis after assessing the outer model and the inner model. The relationship between endogenous and exogenous variables is explained through hypothesis testing. By evaluating the probability values and T-Statistics, the hypothesis is tested. The P-Value with an alpha of 5% is 0.05 which can be used to calculate the probability value. If T-Statistics > T-Table which has a T-Table value of 1.96 for an alpha of 5% then the hypothesis is accepted (Ghozali, 2015:42). The significance level is used to accept or reject the hypothesis. The threshold of significance for this study was 5%. The significance level of 0.05 is to reject the hypothesis at the chosen significance level of 5%. In this study the probability of choosing the wrong choice is 5%, while the probability of making the wrong choice is 95%.

4. Results

Barenbliss or also known as BnB is a brand that operates in the cosmetic and beauty sector originating from South Korea. Barenbliss entered the Indonesian market on August 25, 2021 when the popularity of Korean Beauty in Indonesia increased. Has products consisting of 3 categories, including: make up, skincare (skin and face care), and make up equipment. In addition, a product from Barenbliss called "Berry makes Comfort Lip Matte" received a score of 4.9 out of a maximum score of 5 in the beauty product category. (Source: female daily). This predicate is not the only thing Barenbliss has earned. However, in November 2021, at the beginning of its appearance, Barenbliss Peach Makes perfect Lip Tint also became the No. 1 best-selling in one of the e-commerce sites. Currently, Barenbliss does not have an offline store, but Barenbliss is available in several e-commerce sites, such as: Tokopedia, Shopee, and TikTokShop. Apart from actively promoting on social media Instagram, Barenbliss also actively promotes social media on TikTok. Several times with different endorsers participating to carry out promotions and introducing products from Barenbliss to TikTok social media users with quite a large number of views (audience).

Table 1. Characteristics of Responden

No	Respondent Characteristics	Category	Results (people)
1	Gender	Male	15
		Female	105
	Jumlah		120 people
2	Age (Years)	15-20	16
		21-25	94
		26-30	9
		>35	1
	Jumlah		120 people

Source: Processed data by researchers (2022)

The majority of the respondents in this study were female 105 people indicating that women, 15 times more often than male, repurchase products from Barenblis. Based on age, the majority

of respondents were aged 21-25 years, namely as many as 94 in this study are dominated by customers who buy products from Barenbliss.
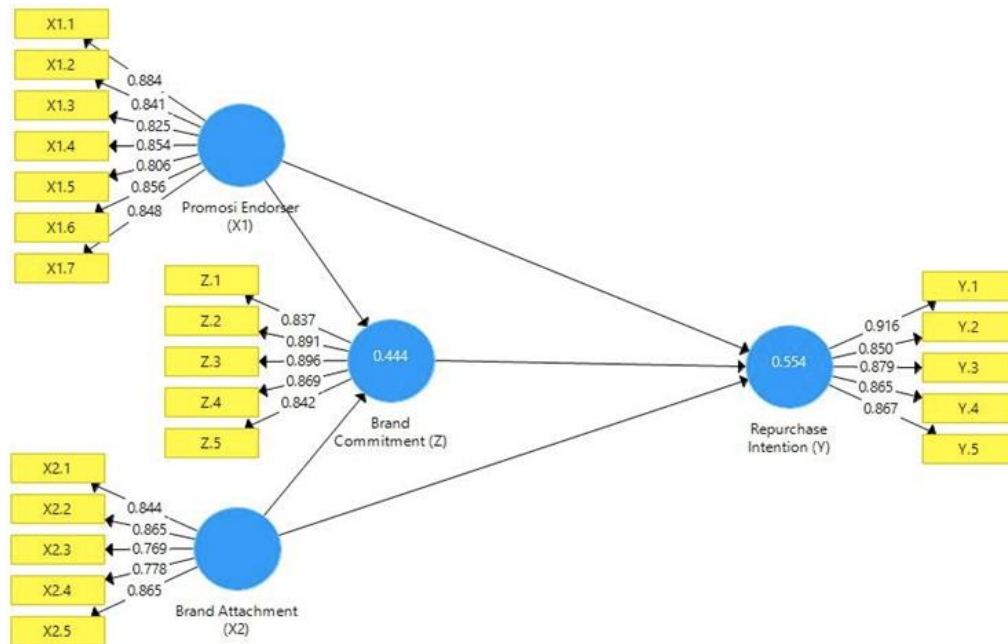

Figure 3. SmartPLS Outer Model

Convergent Validity

To find out the validity of the convergent, a test is carried out to find out the loading factor is a number that shows the correlation between the score of a question item and the score of a construct indicator. If the loading factor value is greater than 0.07 it is said to be valid. After processing the data using SmartPLS 3.2.9, the results of the loading factor in Figure 4.6 above, the summary of the convergent validity results is explained as follows:

Table 3. Characteristics of Responden

Variabel	Pernyataan	*Loading Factor*	Keputusan
Promosi *Endorser* (X₁)	X₁.1	0.884	Valid
	X₁.2	0.841	Valid
	X₁.3	0.825	Valid
	X₁.4	0.854	Valid
	X₁.5	0.806	Valid
	X₁.6	0.856	Valid
	X₁.7	0.848	Valid
Brand Attachment (X₂)	X₂.1	0.884	Valid
	X₂.2	0.865	Valid
	X₂.3	0.769	Valid
	X₂.4	0.778	Valid
	X₂.5	0.865	Valid
Brand Commitment (Z)	Z.1	0.837	Valid
	Z.2	0.891	Valid
	Z.3	0.896	Valid
	Z.4	0.869	Valid
	Z.5	0.842	Valid
	Y.1	0.916	Valid
	Y.2	0.850	Valid

Repurchase Intention (Y)	Y.3	0.879	Valid
	Y.4	0.865	Valid
	Y.5	0.867	Valid

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

It was obtained that the loading factor value of each questionnaire on the variables in this study was greater than 0.7 and was said to be valid.

The next evaluation involves comparing the correlation between the constructs and the AVE root value. If the AVE root value is greater than the correlation between constructs, the result is considered valid. If the square root of the AVE for each construct is greater than the correlation between the two constructs in the model, then the model has better discriminant validity. A value greater than 0.50 indicates a good AVE value.

Table 4. Table AVE

No	Variabel	*Avarage Variance Extracted* (AVE)	Keterangan
1.	Promosi *Endoser* (X$_1$)	0.715	Valid
2.	*Brand Attachment* (X$_2$)	0.681	Valid
3.	*Brand Commitment* (Z)	0.753	Valid
4.	*Repurchase Intention* (Y)	0.767	Valid

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

Discriminant Validity

Discriminant Validity to find out the value of cross loading. In this research model, in general, the cross loading value of one indicator variable must have a value that is greater than all the cross loading values of other indicator variables on other constructs as well

Table 5. Cross Loading

Kode Item	Promosi Endroser (X$_1$)	Brand Attachment (X$_2$)	Brand Commitment (Z)	Repurchase Intention (Y)
X1.1	0.884	0.055	0.557	0.593
X1.2	0.841	-0.002	0.535	0.466
X1.3	0.825	0.055	0.500	0.467
X1.4	0.854	0.014	0.627	0.597
X1.5	0.806	-0.067	0.558	0.479
X1.6	0.856	0.015	0.541	0.523
X1.7	0.848	-0.028	0.519	0.564
X2.1	0.009	0.844	0.131	0.058
X2.2	0.088	0.865	0.127	0.135
X2.3	-0.112	0.769	0.060	-0.021
X2.4	-0.045	0.778	0.108	-0.030
X2.5	-0.029	0.865	0.142	0.093
Z1	0.591	0.059	0.916	0.681
Z2	0.513	0.051	0.850	0.672
Z3	0.558	0.114	0.879	0.596
Z4	0.579	0.126	0.865	0.577
Z5	0.501	0.034	0.867	0.581
Y1	0.512	0.146	0.580	0.837
Y2	0.489	0.198	0.599	0.891

Y3	0.573	0.119	0.596	0.896
Y4	0.573	0.084	0.700	0.869
Y5	0.659	0.106	0.602	0.842

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

Composite Reliability

The outer model can be evaluated using convergent validity and discriminant validity, as well as composite reliability and Cronbach alpha values that measure the reliability of constructs or latent variables. If the reliability of the composite construct is less than 0.07 and Cronbach's alpha is greater than 0.60, then the construct is said to be reliable.

Table 6. Table Composite Reliability and Cronbach's Alpha

No	Variabel	Composite Reliability	Cronbach's Alpha
1.	Promosi *Endorser* (X_1)	0.946	0.891
2.	*Brand Attachment* (X_2)	0.914	0.918
3.	*Brand Commitment* (Z)	0.938	0.933
4.	*Repurchase Intention* (Y)	0.943	0.924

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

If the construct's composite reliability and cronbach alpha are above 0.60, the construct is considered good. From the output of SmartPLS 3.2.9, the majority of constructs have cronbach's alpha greater than 0.60 and a composite reliability value greater than 0.70. In accordance with the required minimum value limits, all constructs have good reliability with the resulting value.

Collinierity Indicator Test

In the collinearity indicator measurement technique, the variables of endorser promotion, brand attachment, brand commitment, repurchase intention have a value of less than 5. The VIF results state that the indicators are in a safe score. In other words, there is no multicollinearity or in other words there is no linear relationship between the exogeneous variables of endorser promotion and brand attachment in multiple regression. between the indicators that make up the endorser promotion vardepeniables, brand attachment, brand commitment, repurchase intention, which means that all research variable indicators are declared valid and reliable.

Table 7. Table Collinearity Indicator Test

No	Indicators	Promosi Endorser (X_1)	Brand Attachment (X_2)	Brand Commitment (Z)	Repurchase Intention (Y)
1.	$X_1.1$	3.553			
2.	$X_1.2$	2.759			
3.	$X_1.3$	2.593			
4.	$X_1.4$	2.695			
5.	$X_1.5$	2.207			
6.	$X_1.6$	2.799			
7.	$X_1.7$	2.750			
8.	$X_2.1$		2.232		
9.	$X_2.2$		2.095		
10.	$X_2.3$		2.317		
11.	$X_2.4$		2.287		
12.	$X_2.5$		2.210		

No.			
13.	Z1	2.385	
14.	Z2	3.461	
15.	Z3	3.477	
16.	Z4	2.582	
17.	Z5	2.285	
18.	Y1		3.956
19..	Y2		2.412
20.	Y3		3.160
21.	Y4		2.824
22.	Y5		3.001

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

Inner Model

After evaluating the model, it was found that each construct met the requirements of convergent validity, AVE value, composite reliability, cronbarch's alpha, results of measurement of colienarity indicators, goodness of fit (GOF), model fit. So, the next step is to evaluate the structural model which includes model fit, path coefficient, and hypothesis test.

Table 8. Table Goodness of Fit

GOF	Hasil	Kriteria	Keterangan
SRMR	0.063	> 0.08	Good fit
NFI	0.823	$0.70 \leq NFI < 0.90$	Marginal fit
RMS-Theta	0.158	> 0.12	Good fit

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

The SRMR value above is 0.063 <0.08 which indicates that the model is considered good fit. For SEM-PLS, SRMR is used as a measure of fit to avoid model specification errors. In addition, the NFI value of 0.823 is in the range of 0.80 < NFI (0.823) >0.90. The overall fit of the model is marginal fit. In addition, the rms Theta value of 0.158 > 0.12 indicates that the model is right. An RMS-Theta value higher than 0.12 indicates a good fit, while a lower value indicates a lack of match.

Table 9. Table R-Square

Variabel	R-Square
Repurchase Intention (Y)	0.554

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

Based on the substantive theory, the inner model describes the relationship between latent variables. The concept of endogenous variables denotes R Square. In the endogenous construct, the coefficient of determination is represented by the R Square value. A value of 0.25 indicates weak, while a value of 0.50 indicates strong (Hair, 2017:61). R Square value is 0.554, this means that 55.4% of the variation or repurchase intention is influenced by endorser promotions (X1) and brand attachment (X2) while the remaining 45.8% is explained by other models. So by looking at this value, it can be concluded that the variable repurchase intention (Y) is influenced by 55.4% by the variable endorser promotion (X1) and brand attachment (X2).

Hypotesis test

Hypothesis testing in this study was carried out with the help of SmartPLS (Partial Least Square) software version 3.2.9. These values can be seen from the bootstrapping available in the SmartPLS software version 3.2.9. The criteria used in this study were with a t-statistical significance level of > 1.96 with p-values of < 0.05 (5%). It can be seen from the p-values

between exogenous and endogenous variables to assess the significance of the predictive model in testing the structural model.

Table 10. Table Hypotesis

Hypotesis	The effects	Original Sample	T-Statistics	P-Values	The Results
H1	Endorser Promotion (X_1) -> Repurchase Intention (Y)	0.285	2.421	0.017	Accepted
H2	Brand Attachment (X_2) -> Repurchase Intention (Y)	0.007	0.086	0.932	Rejected
H3	Endorser Promotion (X_1) -> Brand Commitment (Z)	0.650	9.411	0.000	Accepted
H4	Brand Attachment (X_2) -> Brand Commitment (Z)	0.144	1.830	0.070	Rejected
H5	Brand Commitment (Z) -> Repurchase Intention (Y)	0.525	4.306	0.000	Accepeted
H6	Endorser Promotion (X_1) -> Repurchase Intention (Y) -> Brand Commitment (Z)	0.341	3.857	0.000	Accepted
H7	Brand Commitment (Z) -> Repurchase Intention (Y) -> Brand Commitment (Z)	0.076	1.686	0.094	Rejected

Source: Data SmartPLS 3.2.9 processed by researchers (2022)

5. Discussion

Direct influence of Endorser Promotion on Repurchase Intention

The results of this study indicate that endorser promotion has a significant direct effect on repurchase intention. That is, promotions carried out by endorsers on social media tiktok help consumers to increase repurchase intention. This is in line with the results of research by (Asmawati et al, 2018), which concluded that consumers agree that endorsers can influence purchasing decisions through the attractiveness of an endorser. According to the results of calculations from SmartPLS, the direct effect of endorser promotions on repurchase intention is to get p-values > 0.05, namely 0.017, which means that the direct effect of endorser promotions on repurchase intention had criteria.

The direct effect of Brand Attachment on Repurchase Intention

The results of this study indicate that brand attachment does not have a significant direct effect on repurchase intention. That is, brand attachment does not help consumers to trigger interest in something towards consumers so that there is no repurchase intention for products from the Barenbliss brand. This is in line with the results of research from (Mayangsari & Harti, 2022), which concluded that people already have their own beliefs about a brand so they are unable to make an emotional commitment. According to the results of the SmartPLS calculation, the direct effect of brand attachment on repurchase intention is to get p-values > 0.05, namely 0.932, which means that the direct effect of brand attachment on repurchase intention doesnt had the criteria.

The direct influence of Endorser Promotion on Brand Commitment

The results of this study indicate that endorser promotions have a significant direct effect on brand commitment. That is, the better the promotion carried out by the endorser, the more it will help increase a brand commitment to consumers. The Barenbliss brand is able to trigger consumers to create a feeling of attachment to the Barenbliss brand. This is in line with the results of research conducted by Sirait and Sisnuhadi (2021) which concluded that a consumer

will form an experience with a brand so that they unknowingly make the product a necessity. According to the results of SmartPLS calculations, the direct effect of endorser promotion on brand commitment is to get p-values > 0.05, namely 0.000, which means that the direct effect of brand attachment on repurchase intention had the criteria.

The direct effect of Brand Attachment on Brand Commitment
The results of this study indicate that brand attachment does not have a significant direct effect on brand commitment. That is, brand attachment does not help increase a brand commitment to consumers. There is no brand interest so that it does not trigger consumer attachment to the Barenbliss brand. This is in line with the results of research conducted by (Mayangsari & Harti, 2022) which concluded that people already have their own beliefs about a brand so they are unable to make an emotional commitment. According to the results of the SmartPLS calculation, the direct effect of brand attachment on brand commitment gets p-values > 0.05, namely 0.144, which means that the direct effect of brand attachment on brand commitment doeasn't had the criteria.

Direct influence of Brand Commitment on Repurchase Intention
The results of this study indicate that brand commitment has a significant direct effect on repurchase intention. That is, brand commitment is able to increase the attachment of a brand. Brand attachment is able to create purchasing decisions on products from Barenbliss. This is in line with research conducted by (Fonny & Tandijaya, 2022) which concluded that brand commitment is formed because there are real benefits felt by consumers that are felt more than other brands. According to the results of the SmartPLS calculation, the direct effect of brand commitment on repurchase intention gets p-values <0.05, which is 0.000, which means that the direct effect of brand attachment on repurchase intention had the criteria.

Indirect Effect of Endorser Promotion on Repurchase Intention with Mediating Brand Commitment
The results of this study indicate that endorser promotion has a significant indirect effect on repurchase intention with brand commitment as a mediating variable. That is, endorser promotions are able to increase repurchase intention through the attachment of a brand to consumers. This is in line with research conducted by Anggraeni and Asmawati (2018). This is based on the fact that consumers agree that celebrity endorsers can influence brand image according to the character and nature of the endorser. According to the results of SmartPLS calculations, the indirect effect of endorser promotions on repurchase intention through mediation, brand commitment, gets p-values <0.05, namely 0.000, which means that the direct effect of brand attachment on repurchase intention through mediation, brand commitment had the criteria.

Indirect Effect of Brand Commitment on Repurchase Intention with Mediating Brand Commitment
The results of this study indicate that brand attachment has no significant indirect effect on repurchase intention with brand commitment as a mediating variable. That is, brand attachment is not able to increase repurchase decisions through the attachment of a brand to consumers. This is not in line with research conducted by (Fonny & Tandijaya, 2022) where in this study brand attachment has an effect on repurchase intention with brand commitment being able to influence it as a mediating variable. This is in line with research conducted by Olivia (2018) and (Mayangsari & Harti, 2022). According to the results of SmartPLS calculations, the indirect effect of brand attachment on repurchase intention through mediation, brand commitment, obtained p-values > 0.05, namely 0.094, which means that the direct effect of brand attachment on repurchase intention through mediation, brand commitment does not meet the criteria.

6. Conclusion

Promotion of endorsers has a direct effect on repurchase intention, meaning that promotions carried out by endorsers help increase repurchase intention. The more promotions carried out by the endorser, the higher the attractiveness of consumers to the products promoted by the endorser Barenbliss on social media TikTok. Brand attachment does not have a direct effect on repurchase intention, meaning that there is no brand attachment because the Barenbliss brand cannot convince consumers to continue buying products from the same brand. Thus, there are no consumers intending to fulfill the need to use products from Barenbliss repeatedly. Promotion of endorsers has a direct effect on brand commitment, meaning that promotions carried out by endorsers affect Barenbliss consumers in creating brand commitment to themselves. Brand attachment has no direct effect on brand commitment, meaning there is no attachment to consumers. Because, the Barenbliss brand failed to convince consumers to create an attachment between consumers to the Barenbliss brand. Brand commitment has a direct effect on repurchase intention, meaning that the Barenbliss brand is able to create an attachment to consumers so that consumers make repeated purchases of Barenbliss products to meet the same needs by using products from them. Promotion of endorsers has an indirect effect on repurchase intention with brand commitment as a mediating variable meaning that brandcommitment is able to mediate between endorser promotion and repurchase intention. Brand attachment does not have an indirect effect on repurchase intention with brand commitment as a mediating variable, meaning that brand commitment is not able to mediate between brand attachment and repurchase intention.

Suggestion

Based on the results of data processing with SmartPLS 3.2.9, the value of the loading factor is obtained, related to the lowest variable of endorser promotion, passion, affective commitment, Expectation to repurchase. Brand Barenblissi be supposed terms of convincing consumers to believe the products offered are of the best quality so that consumers have an attachment to the Barenbliss brand, the Barenbliss brand is increasing promotion/advertisement on TikTok social media so that it can help consumers in switching to the Barenbliss brand, Barenbliss should be able to convince consumers so that able to build a long-term relationship with the Barenbliss brand and repurchase Barenbliss should be able to convince consumers about product quality so as to trigger consumers to make repeated purchases of Barenbliss products.

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