

THE EFFECT OF PRICE, SOCIAL MEDIA MARKETING, CELEBRITY ENDORSERS AND ONLINE CUSTOMER REVIEWS ON REPURCHASE INTEREST

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Abstrak

Tujuan dari penelitian ini yaitu untuk menganalisis pengaruh harga, *social media marketing*, *celebrity endorser* dan *online customer review* terhadap minat beli ulang Roti Gembong Gamon Madiun. Dalam penelitian ini, populasi yang digunakan adalah konsumen yang telah melakukan pembelian Roti Gembong Gamon minimal 2 (dua) kali. Jumlah responden sebanyak 384 orang dengan menggunakan rumus lemeshow dikarenakan tidak diketahui secara pasti jumlah konsumen Roti Gembong Gamon di Madiun. Hasil penelitian ini menyatakan bahwa harga tidak berpengaruh signifikan terhadap minat beli ulang Roti Gembong Gamon Madiun. *Social Media Marketing*, *Celebrity Endorser* dan *Online Customer Review* berpengaruh positif dan signifikan terhadap minat beli ulang Roti Gembong Gamon Madiun.

Kata Kunci: Harga, *Social Media Marketing*, *Celebrity Endorser*, *Online Costumer Review*, Minat Beli Ulang.

Abstract

The purpose of this study is to analyze the effect of price, social media marketing, celebrity endorser and online customer review on repurchase intention of Roti Gembong Gamon Madiun. In this study, the population used is consumers who have purchased Roti Gembong Gamon at least 2 (two) times. The number of respondents was 384 people using the lemeshow formula because the exact number of Roti Gembong Gamon consumers in Madiun is unknown. . The results of this study state that price does not have a significant effect on repurchase intention of Roti Gembong Gamon Madiun. Social Media Marketing, Celebrity Endorser and Online Customer Review has a positive and significant effect on repurchase intention of Roti Gembong Gamon Madiun.

Keywords: : Price, *Social Media Marketing*, *Clebrity Endorser*, *Online Customer Review*, *Repurchase Intention*.

A. INTRODUCTION

In the current era of globalization, competition in the business world is increasingly fierce, both in the local market and in the global market. MSMEs can be a pillar for a country's economy, because MSMEs are able to absorb a lot of labor. The MSME sector can help absorb labor domestically. Currently, many business people in Indonesia are expanding with various types of businesses, including in the culinary sector. The culinary food and beverage business is mostly the choice of MSMEs in Madiun City because it is very popular with the people of Madiun. The bakery business in Madiun City is now mushrooming, there are bakery outlets in several strategic locations in Madiun City. One bakery business that is currently growing in Madiun City is Roti Gembong. Roti Gembong Gamon is a culinary business in Madiun City with three locations, namely on Jl. MT Haryono No. 73A, Pahlawan Street Center courtyard in front of the Telkom office, and Jl. Dr. Sutomo No. 20. This business has promising opportunities because competitors in Madiun City are still relatively few. The emergence of other roti gembong brands in Madiun City, such as Gembong Gembul, Gembong Gemes, and Gembong Solo, has intensified competition. Businesses are required to continuously innovate and promote aggressively to attract consumers and provide greater satisfaction than their competitors.

Based on this phenomenon, business owners need to implement compelling innovations to meet customer needs, foster trust, maintain loyalty, and encourage consumers to recommend Roti Gembong Gamon Madiun to others. Price is a key factor influencing consumer behavior in repurchase intention. Price perception provides insight into product information and conveys deeper meaning to consumers. There is a price difference between Roti Gembong Gamon and Bluder Cokro, with a price difference of IDR 3,000–IDR 9,500 depending on the variant. This difference is influenced by raw materials, packaging, and labor. Although more expensive, Roti Gembong Gamon excels in size, because for IDR 13,000 consumers get a box of bread, while Bluder Cokro, priced at IDR 9,000, only contains one bread in a cup. Research conducted by (Utami & Ratnamurni, 2024) stated that price does not positively influence repurchase intention

for Nivea hand and body lotion products in Greater Bandung City. However, research conducted by (Listyowati & Irmawati, 2024) stated that price has a positive and significant effect on repurchase intention mediated by customer satisfaction on the Shopee marketplace. This competition requires Gamon to continuously improve the quality of taste, price, service, and promotion. Through social media, Roti Gembong Gamon can interact and market its products professionally. With attractive photos and videos on Instagram, TikTok, and Facebook, promotions can arouse curiosity, make consumers enthusiastic, and interested in buying. Roti Gembong Gamon Madiun actively promotes itself through Instagram (@gembonggamon.official, 13.8 thousand followers) and TikTok (1,941 followers). Its promotions include games with prizes ranging from free bread to monthly bundled packages, such as payday promotions, aimed at attracting consumer interest. Research conducted by Nathalia & Indriyanti (2022) found no significant effect of social media marketing on repurchase intention among Sariayu halal cosmetics consumers in DKI Jakarta. However, research conducted by Rizky et al. (2023) found that social media marketing had a positive and significant effect on repurchase intention for the Naboks Bogor brand.

Roti Gembong Gamon Madiun also utilizes celebrity endorsers to increase sales. According to Kotler & Keller (2009) in A'yun & Joko Fitra (2023), using public figures in advertising can make promotions more engaging and effectively attract consumer attention. Roti Gembong Gamon Madiun utilizes the services of celebrity endorsers, especially famous food vloggers such as @madiunngemil (IG 214 thousand, TikTok 233,8rb) dan @ariemadione (IG 109rb, TikTok 528,9rb). Their promotional content consists of videos with good visual and audio quality. On April 19, 2022, @ariemadione announced the grand opening of the Gamon mini outlet on Jalan Pahlawan with a 50% discount promo, while @madiunngemil on November 21, 2023, promoted the grand opening of the third outlet at the Mataram Hotel. This strategy is expected to attract consumer purchasing interest. Research conducted by A'yun & Fitra (2022) stated that celebrity endorsers have no effect on repurchase interest for Scarlett Whitening Body Lotion products in

Kebumen Regency. However, research conducted by (Amalo et al., 2023) stated that celebrity endorsers have a positive influence on repurchase interest for MS Glow skincare products in Kupang. Another factor that can influence repurchase interest is product reviews. Consumer reviews of Roti Gembong Gamon Madiun are generally positive, mentioning soft bread, a variety of flavors, affordable prices, and fast and friendly service. These reviews encourage repeat purchases, attract potential new customers, and contribute to increased sales turnover. Research conducted by Saputra & Hartono (2024) stated that online customer reviews did not significantly influence repurchase intention for The Originote products. However, research conducted by Silviah et al. (2024) found that online customer reviews had a positive and significant influence on repurchase intention for Scarlett Whitening skincare.

1) Research Objectives

The purpose of this study is to determine the influence of price, social media marketing, celebrity endorsers and online customer reviews on the repurchase interest of Roti Gembong Gamon Madiun.

2) Theoretical Study

a. Price

According to Kotler & Amstrong (2016) in (Lubis et al., 2023) price is the amount of money traded for goods or services, and the amount of value that customers submit in return for their use or ownership.

b. Sosial Media Marketing

According to Bayuadi (2025), social media marketing is a crucial factor that influences customers' decisions to repurchase products, because the internet makes it easier to spread information about products and reach customers.

c. Celebrity Endorser

According to Kotler (2009), celebrity endorsement is the use of a source as an attractive or popular figure in an advertisement, so that it can strengthen the image of a brand in the minds of customers.

d. Online Customer Review

Online customer reviews are opinions or comments given by consumers regarding products or services they have purchased or used (Azizah & Amelia, 2025).

e. Repurchase Interest

According to Keller (2009), repurchase interest is a consumer's behavior that appears as a response to an object that indicates the customer's desire to make a repeat purchase.

B. METHOD

The approach used in this study is quantitative research. The population in this study is all consumers who have purchased Gembong Gamon Madiun bread, either visiting directly in the store, or through Grab or GoFood, the number of which is unknown. Based on the calculation results using the Lemeshow formula, the number of samples required in this study is 384 consumers who have made purchases at the Gembong Gamon Madiun bakery. In this study, the researcher used a purposive sampling technique. The data analysis technique used a test tool in the form of SPSS software version 25.

C. RESULTS AND DISCUSSION

1) Validity Test

Table 1. Validity Test Results

No	Pernyataan	Rhitung	Rtabel	Kesimpulan
Harga (X1)				
1	X1.1	1,000	0,1001	Valid
2	X1.2	0,444	0,1001	Valid
3	X1.3	0,271	0,1001	Valid
4	X1.4	0,214	0,1001	Valid
Social Media Marketing (X2)				
5	X2.1	1,000	0,1001	Valid
6	X2.2	0,331	0,1001	Valid

7	X2.3	0,254	0,1001	Valid
8	X2.4	0,150	0,1001	Valid
9	X2.5	0,302	0,1001	Valid
Celebrity Endorser (X3)				
10	X3.1	1,000	0,1001	Valid
11	X3.2	0,296	0,1001	Valid
12	X3.3	0,233	0,1001	Valid
13	X3.4	0,226	0,1001	Valid
14	X3.5	0,290	0,1001	Valid
Online Cutomer Review (X4)				
15	X4.1	1,000	0,1001	Valid
16	X4.2	0,224	0,1001	Valid
17	X4.3	0,116	0,1001	Valid
18	X4.4	0,124	0,1001	Valid
Minat Beli Ulang (Y)				
19	Y1	1,000	0,1001	Valid
20	Y2	0,342	0,1001	Valid
21	Y3	0,196	0,1001	Valid
22	Y4	0,170	0,1001	Valid

Source: Processed Data, 2025

Based on the table above, it can be seen that all questionnaire data is valid. This meets the requirements, namely having a calculated r value $>$ r table (0.1001) and a significance value $<$ 0.05.

2) Reliability Test

Table 2. Reliability Test Results

Variabel	Nilai Alpha Hitung	CronbachAlpha	Keterangan
X1	0,621	0,6	Reliabel
X2	0,624	0,6	Reliabel
X3	0,619	0,6	Reliabel
X4	0,629	0,6	Reliabel
Y	0,609	0,6	Reliabel

Source: Processed Data, 2025

Based on the table above, it can be seen that the variables Price (X1), Social Media Marketing (X2), Celebrity Endorser (X3), Online Customer Review (X4) and Repurchase Interest (Y) have a Cronbach alpha value greater than 0.60, so they are included in the Reliability category.

3) Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,28835108
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,043
Kolmogorov-Smirnov Z		1,274
Asymp. Sig. (2-tailed)		,078
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed Data, 2025

Based on the Kolmogorov-Smirnov test, the research findings show that the regression model has normally distributed residuals, this finding is proven by the coefficient sig = 0.078 > 0.05.

4) Multicollinearity Test

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF
Harga (X1)	0,544	1,839
<i>Social Media Marketing</i> (X2)	0,435	2,300
<i>Celebrity Endorser</i> (X3)	0,396	2,524
<i>Online Customer Review</i> (X4)	0,469	2,132

Source: Processed Data, 2025

Based on the table above, it is known that the calculation results show that the Variance Influence Factor (VIF) value of both variables is less than 10. The price variable (X1), social media marketing (X2), celebrity endorser (X3), online customer review (X4) has a VIF value <10. From the four variables, it means that there is no strong correlation between one of the independent variables and the other independent variables. This means that the problem of multicollinearity among all independent variables can still be tolerated.

5) Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variabel	t	Sig
Harga (X1)	-1,269	0,205
<i>Social Media Marketing</i> (X2)	0,689	0,491
<i>Celebrity Endorser</i> (X3)	0,541	0,589
<i>Online Customer</i> <i>Review</i> (X4)	-2,58	0,100

Source: Processed Data, 2025

Based on the table above, it is known that the probability of each variable has a number greater than 0.05 (alpha). Therefore, the decision taken is to accept H0, meaning there are no symptoms of heteroscedasticity.

6) Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Variabel	B	T	Sig
Harga (X1)	0,046	1,011	0,313
<i>Social Media Marketing</i> (X2)	0,214	5,068	0,000
<i>Celebrity Endorser</i> (X3)	0,261	5,815	0,000

Variabel	B	T	Sig
<i>Online Customer Review</i> (X4)	0,266	5,761	0,000

Source: Processed Data, 2025

$$Y = 1,738 + 0,046X_1 + 0,214X_2 + 0,261X_3 + 0,266X_4$$

The constant (a) of 1.738 indicates that repurchase intention is 1.738 when all independent variables are zero.

- Price (X1) has a positive effect of 0.046, meaning a one-unit increase in price increases repurchase intention by 0.046 times.
- Social media marketing (X2) has a positive effect of 0.214, meaning a one-unit increase increases repurchase intention by 0.214 times.
- Celebrity endorsement (X3) has a positive effect of 0.261, meaning a one-unit increase increases repurchase intention by 0.261 times.
- Online customer reviews (X4) have a positive effect of 0.266, meaning a one-unit increase increases repurchase intention by 0.266 times.

7) T- Test

Table 7. T-Test Results

Variabel	t	Sig
Harga (X1)	1,011	0,313
<i>Social Media Marketing</i> (X2)	5,068	0,000
<i>Celebrity Endorser</i> (X3)	5,815	0,000
<i>Online Customer Review</i> (X4)	5,761	0,000

Sumber : Data Diolah, 2025

Based on the results of the t-test using SPSS, the following results were obtained:

- The test results show a calculated t value of 1.011, which is smaller than the t table of 1.966, with a Sig. value of 0.313 > 0.05. Therefore, H0 is accepted and H1 is rejected. This means the hypothesis is accepted.

- b) The test results show a calculated t value of 5.063, which is greater than the t table of 1.966, with a Sig. value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. This means the hypothesis is accepted.
- c) The test results show a calculated t value of 5.815, which is greater than the t table of 1.966, with a Sig. value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_3 is accepted. This means the hypothesis is accepted.
- d) The test results show a calculated t value of 5.761, which is greater than the t table of 1.966, with a Sig. value of $0.000 < 0.05$. $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted. This means the hypothesis is accepted..

8) Determinant Coefficient (R^2) Test

Table 8. Results of the Determinant Coefficient (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768 ^a	,590	,586	2,30040

a. Predictors: (Constant), X4, X1, X2, X3

Source: Processed Data, 2025

The results of the Model Summary test show an R^2 of 0.590 or 59%, meaning that the variables of price, social media marketing, celebrity endorsers, and online customer reviews are able to explain 59% of repurchase interest, while 41% is influenced by other factors outside the research (Ghozali, 2018).

D. DISCUSSION

- 1) The results of this study provide an answer to the questionnaire regarding the bread price variable. The statement states that respondents' answers regarding the price of Roti Gembong Gamon Madiun are considered affordable for general consumers. However, the total score for this variable shows the highest score, indicating that Roti Gembong Gamon's price is not considered affordable for consumers. Therefore, consumers do not need to

consider price when making a repeat purchase, meaning price does not influence repurchase intention.

- 2) The results of this study provide an answer to the questionnaire regarding the social media marketing variable. The statement states that respondents' answers regarding Roti Gembong Gamon Madiun provide content that aligns with current trends. Roti Gembong Gamon's positive social media marketing approach includes marketing through various platforms, such as bundling promotions, discounts on purchases of certain products, and creating engaging game challenges and updates that follow current trends. An effective social media marketing strategy will encourage consumers to return to Roti Gembong Gamon Madiun. Consistent and engaging content on social media can foster emotional closeness and increase trust, thus encouraging repeat purchases.
- 3) 3) The results of this study provide an answer to the questionnaire on the celebrity endorser variable in the statement stating that the answers from respondents regarding the influencer appearance variable increase the appeal of Roti Gembong Gamon Madiun promotional content. That celebrities are considered capable of increasing credibility, forming positive perceptions, and creating emotional bonds with audiences through their popularity, trust, and personal appeal.
- 4) The results of this study provide an answer to the questionnaire on the online customer review variable. The statement states that the respondents' answers regarding the consumer variable feel confident that Roti Gembong Gamon Madiun meets their needs. In other words, before deciding to make a purchase, consumers will look for information about price, product quality, service quality, and so on. Therefore, with the results of this variable, indicated by the highest score, consumers are confident that Gembong Gamon has met their perceived needs.

E. CONCLUSION

Based on data analysis and discussion regarding the influence of price, social media marketing, celebrity endorsers, and online customer reviews on repurchase intention, price does not

significantly influence repurchase intention at Roti Gembong Gamon Madiun. Social media marketing, celebrity endorsers, and online customer reviews have a positive and significant effect on repurchase intention..

F. SUGGESTIONS

For further research, it is hoped that the research model can be developed by including other variables such as brand trust, location convenience, product innovation, or loyalty programs to obtain a more comprehensive understanding of repeat purchase interest.

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