

***The Influence Of Celebrity Endorser, Perceived Value And Price  
Towards Repurchase Intention Of Hijab Fashion Products Through  
Instagram For Students Of Universitas Negeri Padang***

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***ABSTRACT***

*The purpose of this research was to analyze : (1) the influences of Celebrity Endorser on Repurchase Intention, (2) the influences of Perceived Value on Repurchase Intention, (3) the influences of Price on Repurchase Intention.*

*The type of this research is causative research. The population on this research are the students of Universitas Negeri Padang that have Instagram account, follow celebrity endorser hijab fashion and has Purchase hijab fashion products through Instagram. The total sample of this research was 100 people by using questionnaire. The result of research show that (1) Celebrity Endorser has significant influences on repurchase intention, (2) Perceived Value has significant influences on repurchase intention (3) Price has significant influence on repurchase intention.*

*The conclusion is Celebrity Endorser, Perceived Value and Price have significant influence on purchase intention. For the future research it is suggested to explore more about variable that can influence repurchase intention.*

***Keyword : Celebrity Endorser, Perceived Value, Price and Repurchase Intention.***