

ABSTRAK

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PENGARUH KREDIBILITAS *CELEBRITY ENDORSER* TERHADAP *BRAND EQUITY*: PENGUJIAN *SELF-BRAND CONNECTION* SEBAGAI VARIABEL PEMEDIASI (STUDI ANALISIS TERHADAP INSTAGRAM @ADIDASINDONESIA)

(xiv + 79 halaman: 18 Tabel : 12 Gambar : 2 Lampiran)

Perkembangan era digital saat ini serta menjamurnya aktivitas media sosial terutama kepada pelaku industri kreatif, memanfaatkan Instagram sebagai lahan untuk promosi melalui pengunggahan tautan foto dan video. Hal tersebut dapat membangun suatu hubungan yang kuat antara *brand* dengan konsumen. Penelitian ini menjelaskan sejumlah *insight* mengenai keterkaitan antara kredibilitas *Celebrity Endorser* kepada *Brand Equity* yang di mediasi oleh *Self-brand Connection*, sampel yang dikumpulkan sebanyak 150 responden dari komunitas pecinta Adidas pada akun Instagram @3foil.id dengan menggunakan metode *non-probability sampling*. Analisis data menggunakan program SmartPLS untuk mengetahui pengaruh antara *Celebrity Endorser*, *Brand Equity* dan variabel pemediiasi *Self-brand Connection*. Setelah dilakukan uji penelitian, ditemukan pengaruh yang signifikan atau didukung antara *Celebrity Endorser* terhadap *Brand Equity*, serta efek positif kepada variabel pemediiasi *Self-brand Connection*.

Kata Kunci – *Endorser Credibility*, *Brand Equity*, *Self-brand Connection*, *Brand Credibility*, *Brand Dynamics*, *Endorser-brand Congruence*.

ABSTRACT

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THE EFFECT OF CELEBRITY ENDORSER CREDIBILITY ON BRAND EQUITY: TESTING SELF-BRAND CONNECTION AS A MEDIATION VARIABLE (STUDY OF INSTAGRAM ANALYSIS @ADIDASINDONESIA

(xiv + 79 pages : 18 Tables : 12 Pictures : 2 Attachment)

The development of the current digital era and the proliferation of social media activities, especially for creative industries, use Instagram as a place for promotion through uploading photos and video links. This can build a strong relationship between brands and consumers. This study explains a number of insights regarding the relationship between credibility of Celebrity Endorser to Brand Equity mediated by Self-brand Connection, a sample of 150 respondents from the Adidas lovers community on Instagram account (@3foil.id) using a non-probability sampling method. Data analysis used the SmartPLS program to determine the influence between Celebrity Endorser, Brand Equity and Self-brand Connection mediating variables. After testing the research, it was found a significant effect or supported by Celebrity Endorser on Brand Equity, as well as positive effects on the Self-brand Connection mediating variable

Key Word – Endorser Credibility, Brand Equity, Self-brand Connection, Brand Credibility, Brand Dynamics, Endorser-brand Congruence.