

ABSTRAK

Pada jaman sekarang, banyaknya perusahaan besar yang berusaha untuk merebut pangsa pasar mereka menyebabkan persaingan yang semakin ketat di semua industry terutama industry toiletries. Di Indonesia sendiri ada tiga perusahaan besar yang bersaing untuk meraih pangsa pasar yang besar diantaranya PT.Unilever Tbk, P&G, dan Wings Group. Semakin ketatnya persaingan maka semakin banyak pula strategi-strategi yang diterapkan perusahaan untuk membuat masyarakat dan konsumen Indonesia tertarik kepada produk mereka dan memilih produk mereka disbanding dengan produk dari competitor lain. Perusahaan selalu mencoba menanamkan image yang baik kepada konsumen dan masyarakat salah satunya dengan menggandeng selebriti maupun atlit untuk mempromosikan produknya. Pemilihan selebriti endorser yang baik akan mempengaruhi Brand Image suatu produk tersebut yang nantinya akan mendorong keinginan untuk membeli produk tersebut.

Penelitian ini ditujukan untuk menganalisis selebriti *endorser's criteria* mempengaruhi brand image terhadap produk shampoo Clear Complete Soft Care di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu masyarakat yang berdomisili di Surabaya dengan usia minimal 17 tahun dimana pernah menonton iklan shampoo Clear Complete Soft Care dengan selebriti endorser Agnes Monica atau konsumen shampoo Clear Complete Soft Care dengan sample yang diambil sebanyak 100 orang responden. pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan analisis regresi linier dengan software SPSS 16.0 sebagai software untuk mengolah data.

Pada model penelitian yang digunakan menggambarkan bahwa variabel brand image dipengaruhi oleh variabel celebrity credibility, celebrity likeability, celebrity attractiveness dan celebrity meaningfulness.

Berdasarkan perhitungan koefisien regresi diperoleh bahwa variabel celebrity meaningfulness memiliki pengaruh positif dan memiliki pengaruh lebih besar daripada celebrity credibility, celebrity likeability dan celebrity attractiveness terhadap variabel brand image.

Kata kunci: Brand Image, Celebrity Credibility, Celebrity Likeability, Celebrity Attractiveness, Celebrity Meaningfulness

ABSTRACT

At the present, many large companies are trying to grab their market share lead to increasing competition in every industry, especially toiletries industry. In Indonesia alone there are three major companies that compete to gain a substantial market share among its PT.Unilever Inc., P & G, and Wings Group. Increasing competition in the more the strategies adopted to make the public and the company's Indonesian consumers interested in their products and choose those products compared with products from other competitors. The company has always tried to instill a better image to customers and communities in cooperation with one of its celebrities and athletes to promote their products. Selection of a good celebrity endorser will affect the brand image of a product which in turn leads to the desire to buy the product.

This study aimed to analyze the celebrity endorser's criteria affect the brand image of the product shampoo Clear Complete Soft Care in Surabaya. The samples used in this research that people who live in Surabaya with a minimum age of 17 years which have seen the ad shampoo Clear Complete Soft Care with celebrity endorsers or consumer Agnes Clear Complete Soft Care shampoo with samples taken as many as 100 respondents. processing and analyzing the data in this study is by using linear regression analysis with SPSS 16.0 software as software for data processing.

In the model used in this research illustrates that the variable of brand image is influenced by variables celebrity credibility, celebrity likeability, attractiveness and celebrity meaningfullness. Based on the calculation of the regression coefficients obtained by the celebrity meaningfullness variable has a positive and has a greater impact than a celebrity credibility, celebrity likeability and attractiveness of the celebrity brand image variables.

Keyword: *Brand Image, Celebrity Credibility, Celebrity Likeability, Celebrity Attractiveness, Celebrity Meaningfulness*