

ABSTRACT

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THE IMPACT OF CONSUMERS' ATTITUDE OF ENDORSER CREDIBILITY, BRAND ATTITUDE, AND BRAND CREDIBILITY TOWARDS PURCHASE INTENTION: A CASE OF MIE SEDAAP

(xii + 94 pages: 8 figures; 19 tables; 3 attachment)

With the consumption of instant noodles at an all time low globally and locally, maintaining a high market share is imperative to a brand's success. However Mie Sedaap has not been able to break through the barrier of second best despite the decades that it has invested in advertising and even an endorsement of a foreign celebrity. Therefore, this research has utilized a consumer's attitude of an endorser's credibility, brand attitude, and brand credibility as the independent variables to explore their impact towards the purchase intention of Mie Sedaap products to help address their problem of stagnant market share growth, and also give recommendations on how they can maintain their position and be more competitive in the future.

Questionnaires were used to collect data and non probability convenience sampling. Data analysis was performed using structural equation modelling (SEM) through SmartPLS and uses reliability, validity, multicollinearity analysis methods. The pre-tests were distributed to 30 people, and after performing the different analyses mentioned, the actual test was conducted and collected 240 respondents to be further analyzed. The results have shown that all independent variables have a positive and significant effect on purchase intention among potential and current Mie Sedaap consumers.

References: 62 (2000-2020)