ABSTRACT

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"RESONANCE-BASED SELF-ATTITUDE® AND BRAND CREDIBILITY AS A MEDIATOR IN A RELATIONSHIP BETWEEN CELEBRITY ENDORSER CREDIBILITY AND CELEBRITY ENDORSER CONGRUITY TOWARDS BRAND PURCHASE INTENTION"
(xvi+219 pages, 3 images, 30 tables, 10 attachments)

This study aims to analyze the mediating influences of resonance-based self-attitude and brand credibility in a relationship between celebrity endorser credibility and celebrity endorser congruity toward brand purchase intention in the current dynamic business environment. It employs a quantitative research method and reports on a survey, using a questionnaire, including the population of consumers of various instant coffee brands in several cities in Indonesia. The number of respondents in this study was 432 people. The analysis was performed using Partial Least Square Structural Equation Modeling and SmartPLS software. The analysis consisted of descriptive statistics, evaluation of the measurement model, evaluation of the structural model, and hypothesis testing. The results partially support the model developed. The findings suggest that the instant coffee product advertising in Indonesia needs to create brand messages focusing on the formation of resonance-based self-attitude from consumers to increase the influence of celebrity endorser credibility and celebrity endorser congruity, as well as the brand credibility towards the brand purchase intention. This study contributes to the marketing literature and the theory of planned behavior by providing empirical evidence on the relationship between celebrity endorser credibility, celebrity endorser congruity, resonance-based self-attitude, brand credibility, and brand purchase intention.

References: 284 (1946-2020)

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Penelitian ini bertujuan untuk menganalisis pengaruh mediasi *resonance-based self-attitude* dan *brand credibility* dalam hubungan antara *celebrity endorser credibility* dan *celebrity endorser congruity* terhadap *brand purchase intention* di lingkungan bisnis yang dinamis saat ini. Penelitian ini menggunakan metode penelitian kuantitatif dan laporan survei, menggunakan kuesioner, termasuk populasi konsumen berbagai merek kopi instan di beberapa kota di Indonesia. Jumlah responden dalam penelitian ini adalah 432 orang. Analisis dilakukan dengan menggunakan *Partial Least Square Structural Equation Modeling* dan *software* SmartPLS. Analisis terdiri dari statistik deskriptif, evaluasi model pengukuran, evaluasi model struktural, dan pengujian hipotesis. Hasil sebagian mendukung model yang dikembangkan. Temuan ini menunjukkan bahwa iklan produk kopi instan di Indonesia perlu menciptakan pesan merek yang berfokus pada pembentukan *resonance-based self-attitude* dari konsumen untuk meningkatkan pengaruh *celebrity endorser credibility* dan *celebrity endorser congruity*, serta *brand credibility* terhadap *brand purchase intention*. Studi ini berkontribusi pada literatur pemasaran dan *Theory of Planned Behavior* dengan memberikan bukti empiris tentang hubungan antara *celebrity endorser credibility, celebrity endorser congruity, resonance-based self-attitude, brand credibility,* dan *brand purchase intention*.

Kata kunci: *Celebrity Endorser Respect, Celebrity Endorser Attractiveness, Celebrity Endorser Trustworthiness, Celebrity Endorser Expertise, Celebrities–Brand Personality Congruence, Celebrities–User Personality Congruence, Celebrities–User Gender Congruence, Resonance-Based Self-Attitude, Brand Credibility, Brand Purchase Intention*

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