

Pengaruh citra celebrity endorser pada brand image terhadap purchase decision : studi kasus endorser Ariel "Noah" pada produk XL Bebas = Influence celebrity endorsement image in brand image towards purchase decision : case study endorser Ariel "Noah" on XL Bebas

Mohammad Renaldo Ercho, author

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Abstrak

ABSTRAK

Tesis ini membahas bagaimana citra celebrity endorser yaitu Ariel "Noah" mempengaruhi brand image yang terdiri dari favorability, strength, dan uniqueness of brand association produk XL bebas terhadap purchase decision konsumen. Brand image dari produk XL akan terbentuk di dalam persepsi konsumen berdasarkan citra dari Ariel "Noah" yang diketahui memiliki kasus video seksual. Setelah menuntaskan masa hukumannya, Ariel kembali berkarya dan digunakan PT. XL Axiata Tbk. sebagai endorser dengan menyesuaikan tema produk sesuai kebebasan Ariel yaitu XL Bebas. Berdasarkan hasil penelitian, diketahui bahwa terdapat pengaruh antara credibility dan attractiveness celebrity endorser terhadap brand image. 2 faktor brand image yaitu favorability dan strength of brand association berpengaruh terhadap purchase decision. Namun salah satu bagian brand image yaitu uniqueness of brand association diketahui tidak berpengaruh terhadap purchase decision konsumen.

ABSTRACT

This thesis discusses how the affect of celebrity endorser image Ariel "Noah" affect brand image consisting favorability, strength, and uniqueness of brand association on consumer purchase decision for XL Bebas product. Brand Image of XL will be formed based on the consumer's perception of the image of Ariel "Noah" whose known having sex video case. After completing his sentence, Ariel back to work and hired by PT. XL Axiata Tbk. as a product endorser of XL Bebas to make same theme according to Ariel freedom. Based on this research, it is known that the result are significant between celebrity endorser credibility and attractiveness of the brand image. 2 factors of brand image, namely favorability and strength of brand association have influenced on purchase decision. But one part of the brand image called the uniqueness of brand association didn't have any affect on consumers purchase decision.