

Pengaruh celebrity credibility dan brand credibility pada consumer based brand equity studi kasus konsumen L'oreal Paris = The effect of celebrity credibility and brand credibility on consumer based brand equity case study consumer of L'oreal Paris / Noviza Gealdia

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Abstrak

ABSTRAK

Industri kosmetik dunia sedang mengalami perkembangan pesat, khususnya di Indonesia. Seiring dengan banyaknya produk dan pelaku industry kosmetika yang bermunculan, setiap produsen alat kecantikan dan kosmetika harus berlomba menciptakan nilai berbeda dari produknya untuk meningkatkan daya tarik konsumen untuk melakukan pembelian. Begitu pula halnya dengan mengendorse selebriti yang dirasa pantas dan sesuai dengan produknya, sehingga menarik niat beli masyarakat. Penulis memilih produk kosmetik L'oreal Paris yang dinilai penulis unik untuk diteliti karena L'oreal masuk dalam 10 dari 50 Merek Kosmetik Dunia Paling Bernilai tahun 2013 (dalam USD Billion). Dalam penelitian ini peneliti menguji secara empiris hubungan antara kredibilitas endorser dari L'oreal yaitu Maudy koesnaedi, kredibilitas merek dari L'oreal, dan hubungannya dengan pengembangan ekuitas merek berbasis konsumen. Dari keseluruhan hasil penelitian ini menunjukkan bahwa Endorser credibility mempengaruhi Brand Credibility. Hasil penelitian juga menunjukkan bahwa Brand credibility mempengaruhi Consumer Based Brand Equity. Penelitian ini juga mendukung teori sebelumnya oleh Amanda; Pappu, Ravi; Cornwell, T Bettina (2011) dimana peneliti menemukan bahwa kredibilitas endorser tidak membangun consumer based brand equity secara langsung, tetapi juga dengan dampak brand credibility yang membawa pada peningkatan brand equity.

ABSTRACT

World cosmetics industry is growing, especially in Indonesia. With so many products and cosmetics industry players are popping up, every cosmetics manufacturers must compete to create different grades of products to enhance the consumer interest to make a purchase. Likewise, the use of celebrity endorsers were deemed inappropriate and has compatibility with the product, so that it can attract society's purchase intention. The author choose L' Oreal Paris cosmetic product that is unique to the authors assessed study, because L' oreal are included in 10 of the 50 World Most Valuable Brand Cosmetics in 2013 (in USD Billion). In this study we examined empirically the relationship between the credibility of the endorser of L' oreal (Maudy Koesnaedi), the credibility of the brand L'oreal, and its relationship with the development of consumer -based brand equity. The results showed that Brand Credibility affect Endorser credibility. The results also indicate that brand credibility influence Consumer-Based Brand Equity. This study also supports previous theories from Amanda; Pappu, Ravi; Cornwell, T Bettina (2011), in which researchers found that the credibility of the endorser does not build brand equity directly, but also by the impact (mediating) of brand credibility which led to increased consumer based brand equity.