

Analisis Pengaruh Efek Endorsement Selebritas, Keterikatan Merek Terhadap Loyalitas Merek Pada Pelanggan Geoff Max Di Jakarta = Analysis of the effect of celebrity endorsement, brand engagement to brand loyalty on Geoff Max customers in Jakarta

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Abstrak

Pada masa ini, brand lokal khususnya yang berfokus pada bidang fashion mengalami perkembangan pesat bahkan sampai tembus ke pasar global dan ini memacu industri kreatif lokal untuk meningkatkan brand mereka. Salah satu pendekatan yang dilakukan adalah endorsement pada selebritas. Konteks celebrity endorsement effects terdiri dari empat dimensi yaitu trustworthiness, expertise, congruence, dan familiarity. Penelitian ini berfokus untuk menganalisis dampak positif yang diberikan oleh celebrity endorsement effects terhadap self-brand connection dan brand involvement pada produk serta bagaimana pengaruhnya terhadap brand engagement yang berujung pada terciptanya brand loyalty pada produk Geoff Max. Desain penelitian yang digunakan adalah cross-sectional dengan metode confirmatory factor analysis. Pengolahan data menggunakan metode PLS-SEM melalui software SmartPLS 3.2.9 dan SPSS 25. Jumlah responden pada penelitian ini adalah 213 responden yang mengetahui endorser dari brand Geoff Max serta mempunyai pengalaman membeli produk Geoff Max. Metode pengambilan sampel adalah non-probability sampling menggunakan self-administered questionnaire dengan jenis purposive sampling. Hasil pengolahan data membuktikan bahwa tiga dimensi celebrity endorsement effects memiliki pengaruh positif signifikan terhadap self-brand connection dan brand involvement dan terdapat satu dimensi yang tidak berpengaruh positif secara signifikan. Self-brand connection dan brand involvement berpengaruh positif secara signifikan terhadap brand engagement serta brand engagement berpengaruh positif secara signifikan terhadap brand loyalty.

.....Currently, local brands, especially those focused on the field of fashion, are experiencing rapid development even to enter the global market and this drives local creative industries to enhance their brand. One of the approaches is endorsement on celebrities. The celebrity endorsement effects context consists of four dimensions: trustworthiness, expertise, congruence, and familiarity. The study focuses on analyzing the positive impact of celebrity endorsement effects on self-brand connection and brand involvement on products as well as how they affect brand engagement that ends in creating brand loyalty on Geoff Max products. The research is cross-sectional with confirmatory factor analysis. Data processing using the PLS-SEM method via SmartPLS 3.2.9 and SPSS 25 software. The total number of respondents in this study was 213 respondents who knew the endorser of the brand Geoff Max and had experience buying the product Geoff MAX. Sampling method is non-probability sampling using self-administered questionnaire with the type of purposive sampler. Data processing results showed that three dimensions of celebrity endorsement effects have a significant positive effect on self-brand connection and brand involvement and there is one dimension that has no significant positive impact. Self-brand connection and brand involvement have a significant positive impact on brand engagement and brand engagement has a significantly positive effect on brand loyalty.