Pengaruh dimensi celebrity endorser terhadap citra merek (studi pada iklan Mie Sedaap versi Edwin Lau pada mahasiswa Ilmu Rumpun Kesehatan Universitas Indonesia)
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Abstrak

Pengaruh dimensi celebrity endorser terhadap citra merek (studi pada iklan Mie Sedaap versi Edwin Lau pada mahasiswa Ilmu Rumpun Kesehatan Universitas Indonesia)

Using celebrity endorser as a resource on a brand advertising can give a great influence necessarily for consumer who has more knowledge about product. The objective of this research is to analyze how celebrity endorser with its dimension can effect brand image and determine the most influential.

This research applied quantitative approach by distributing questionnaire to 100 students with explanatory analysis and multiple linear regressions. Celebrity endorser explained by seven dimensions which is trustworthiness, expertise, match of image and values, genuine support, reference group, exclusivity and attractiveness. This research result proves that celebrity endorser has influence towards brand image by 22.3% and genuine support is the most influential dimension.