

THE EFFECT OF ENDORSER CREDIBILITY (AGNES MONICA) ON VIVO'S BRAND EQUITY AND SELF-BRAND CONNECTION

Thesis for S-1



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SURABAYA
2018

**THE EFFECT OF ENDORSER CREDIBILITY (AGNES
MONICA) ON VIVO'S BRAND EQUITY AND SELF-
BRAND CONNECTION**

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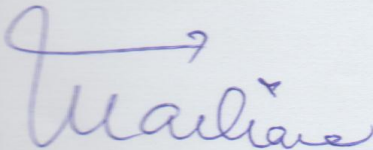
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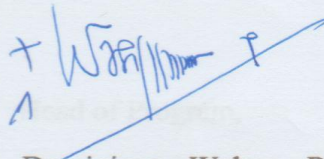
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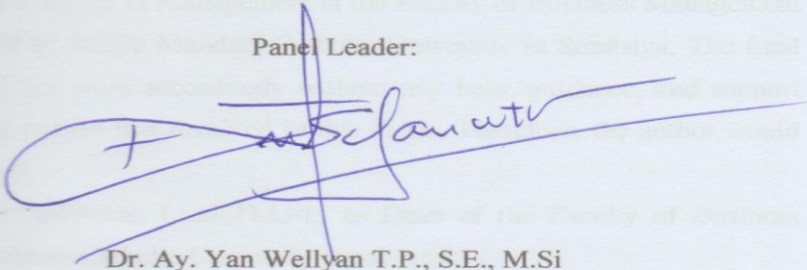
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Researcher,

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THE EFFECT OF ENDORSER CREDIBILITY (AGNES MONICA) ON VIVO'S BRAND EQUITY AND SELF-BRAND CONNECTION

ABSTRACT

One of the most effective ways to do advertising that is often pursued by many companies is through brand ambassadors or celebrity endorsers. Therefore, the selection of brand ambassador is very important to because the use of brand ambassador is expected to influence Self-Brand Connection, and Brand Equity. Rossiter & Percy (1987) develop a model to measure the effectiveness of Brand Ambassador/Celebrity Endorser namely VisCAP. One of it and probably the most important is Endorser Credibility. Public figure with good credibility ultimately will brings good affect on endorsed brand especially its Brand equity and Self-Brand Connection

This research is Quantitative research where author spread Questionnaire to collect some random data in Surabaya that know about VIVO and at least aged 15. There will be 98 selected population, that called sample. These sample will be processed by SEM-PLS to determine the relationship between variables.. Implication for research and practice are discussed.

Keywords: Endorser Credibility, Brand Equity, Self-Brand Connection

