

IMPACT OF ENDORSER CREDIBILITY AND SELF  
BRAND CONNECTION TOWARDS BRAND EQUITY ON OPPO  
SMARTPHONE IN SURABAYA



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2019

**IMPACT OF ENDORSER CREDIBILITY  
AND SELF BRAND CONNECTION  
TOWARDS BRAND EQUITY ON OPPO  
SMARTPHONE IN SURABAYA**

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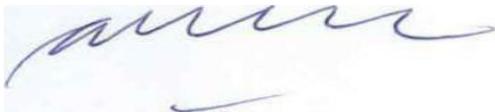
FINAL ASSIGNMENT

## Impact of Endorser Credibility and Self Brand Connection Towards Brand Equity on OPPO Smartphone in Surabaya

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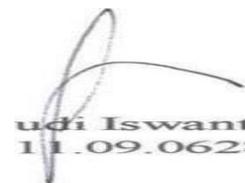
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**ABSTRACT**

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 OPPO and at least aged 17. There will be 100 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**