UNIVERSITAS INTERNASIONAL BATAM

Bachelor's Thesis
Program Study Management
Even Semester 2018/2019

ANALYSIS OF THE ENDORSER INFLUENCE ON BRANDING EQUITY AMONG INSTAGRAM USERS IN BATAM

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ABSTRACT

This research was conducted to identify the relationship that occurs to the credibility of endorsers on brand equity for Instagram users. Independent variable in this study is the endorsers credibility, the moderating variables in this study are the endorser-brand congruence and dependent variables are brand equity.

This study employed the purposive sampling method by spreading 240 sets of questionnaires to Instagram users in Batam. The questionnaire contained 24 questions, each of them represented all-related variables and also the writer performed data processing using PLS version 3.0.

The result of this research is the credibility of endorsers affects significantly to brand equity. The credibility of endorsers affects significantly to personal brand connections. Self-brand connection affects significantly to brand equity. Endorser credibility significantly affects brand equity that is moderated by the suitability of endorser brands. The credibility of endorsers significantly affects the brand connections that are moderated by the suitability of endorser brands.

Keywords: Endorser Credibility, Self-brand Connection, Endorser-brand Congruence, Brand Equity.

William. Analisis Pengaruh Endorser Credibility Terhadap Brand Equity pada Pengguna Instagram di Kota Batam
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