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

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Surabaya 24 June 2019

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First of all the author would like to praise and thank God for all of the grace, help, love, and guidance during the final task, so the author can finish her thesis with the title " Impact of Endorser Credibility and Self-Brand Connection towards Brand Equity on OPPO Smartphone in Surabaya " and can obtain a degree in Management at the Faculty of Business Management Department of Widya Mandala Catholic University in Surabaya. The final report will not work accordingly without any help, guidance, and support from many parties that involved in this thesis. Therefore, the author would like to thank you That's why, the writer would like to express his gratitude to:

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Author

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ABSTRACT

One e/ 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 sonle 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 andpractice are discussed.

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