

**THE IMPACT OF CELEBRITY ENDORSEMENT ON  
BRAND IMAGE AND CONSUMER REPURCHASE  
INTENTION OF OPPO SMARTPHONE IN SURABAYA**



By:

SIMON WIDYA SETIAWAN

3303013031

INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
MANAGEMENT MAJOR  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
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Addressed to  
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for the Economic Bachelor Degree  
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By:  
SIMON WIDYA SETIAWAN  
3303013031

INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
MANAGEMENT MAJOR  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2017

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND  
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Simon Widya Sctiawan

NRP : 3303013031

Title : The Impact of Celebrity Endorsement on Brand Image and  
Consumer Repurchase Intention of Oppo Smartphone in Surabaya

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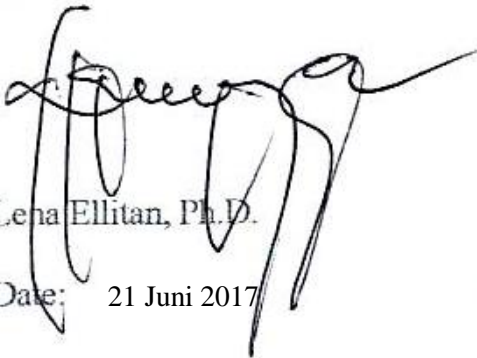
Simon Widya Setiawan

3303013031

Approved and Accepted

to be Submitted to the Panel Team

Advisor I,



Lena Ellitan, Ph.D.

Date: 21 Juni 2017

Advisor II,



Robertus Sigit Haribowo Lukito, SE., M.Sc.

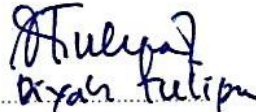
Date: 21 Juni 2017

## RATIFICATION PAGE

Thesis written by: Simon Widya Setiawan NRP 3303013031

Has been examined on 21 July, 2017 and is accepted to pass by Panel Team.

Panel Leader:



Dr. Diyah Tulipa, MM.

Confirmed by:



Dr. Lodovicus Lasdi, MM

NIK: 321.96.0370

Head of Program,



Robertus Sigit Haribowo Lukito, SE., M.Sc.

NIK: 311.11.0678

## FOREWORDS

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The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 28 July 2017

Researcher

(Simon Widya Setiawan)

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## ABSTRACT

This study was conducted to examine the impacts of Celebrity Endorsement toward Brand Image and Consumer Repurchase Intention of Oppo Smartphone in Surabaya

The population of this study is consumers who ever or never buy Oppo Smartphone and user or non-user of Oppo Smartphone in Surabaya. The sample for this study of 120 people with characteristics such as respondent ever seen advertisement of Oppo Smartphone with Raisa as celebrity endorser in any kind of advertising and domicile in Surabaya. This study used Structural Equation Modeling (SEM) as a data analysis technique. SEM is a model which can be used for testing structural model (relation between variable) and model measurement (relation between indicator and variable).

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using Structural Equation Modeling (SEM) can be deduced all the hypotheses proposed in this study received. It means that a good Celebrity Endorser can improve the image of the company and make purchase intention condition for consumer. So it can be said that the better the Celebrity who is used as endorser, the image of a brand will increase and the people who wants to buy Oppo Smartphone in Surabaya will increased.

**Keywords: Celebrity Endorsement, Brand Image, Consumer Repurchase Intention.**

## ABSTRAK

Penelitian ini dilakukan untuk mengkaji dampak Celebrity Endorsement terhadap Brand Image dan Consumer Repurchase Intention Oppo Smartphone di Surabaya.

Populasi dalam penelitian ini adalah konsumen yang pernah atau tidak pernah membeli Oppo Smartphone dan pengguna atau pengguna smartphone Oppo di Surabaya. Sampel untuk penelitian ini terdiri dari 120 orang dengan karakteristik seperti responden yang pernah melihat iklan Oppo Smartphone dengan Raisa sebagai celebrity endorser dalam berbagai jenis iklan dan domisili di Surabaya. Penelitian ini menggunakan Structural Equation Modelling (SEM) sebagai teknik analisis data. SEM adalah model yang dapat digunakan untuk pengujian model struktural (hubungan antara variabel) dan pengukuran model (hubungan antara indikator dan variabel).

Hasil penelitian dan pembahasan yang digunakan sesuai dengan hipotesis bahwa tujuan analisis yang dilakukan dengan menggunakan Structural Equation Modeling (SEM) dapat disimpulkan semua hipotesis yang diajukan dalam penelitian ini diterima. Artinya, Celebrity Endorser yang baik dapat memperbaiki citra perusahaan dan membuat kondisi niat beli konsumen. Jadi bisa dikatakan bahwa semakin baik Selebriti yang digunakan sebagai endorser, citra sebuah brand akan meningkat dan orang yang ingin membeli Oppo Smartphone di Surabaya akan meningkat.

**Kata Kunci: Celebrity Endorsement, Brand Image, Consumer Repurchase Intention.**