

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *endorser credibility* dari merek Wardah dan Emina kategori *lipstick (parent brand)* dan *blush on (sub - brand)* terhadap *brand credibility* dan *consumer based – brand equity* di Surabaya. Teori yang digunakan adalah *the associative network memory model* dan *brand signaling theory*.

Penelitian ini menggunakan sampel yaitu pembeli dan pengguna *lipstick* atau *blush on* dari merek Wardah atau Emina yang berdomisili di Surabaya. Jumlah sampel yang digunakan adalah 246 responden. Penelitian ini menggunakan model tunggal dan model multi sampel dengan parameter yang berbeda. Metode pengambilan sampel yang digunakan adalah *accidental sampling* dan metode yang digunakan untuk menganalisis data adalah menggunakan SPSS versi 18 dan Lisrel versi 8.8.

Hasil dari penelitian ini adalah *endorser credibility* berpengaruh positif terhadap *brand credibility* tapi berpengaruh negatif terhadap *consumer – based brand equity*. Hal ini membuat mediasi dari variabel *brand credibility* untuk menjembatani pengaruh dari *endorser credibility* terhadap *consumer – based brand equity*. Moderasi dari *parent brand* atau *sub – brand* hanya berpengaruh positif terhadap pengaruh dari *endorser credibility* terhadap *brand credibility* tapi tidak berpengaruh positif terhadap pengaruh dari *endorser credibility* terhadap *consumer – based brand equity*.

Kata kunci : *Endorser credibility, brand credibility, brand equity, the associative network memory model, type of branding.*

ABSTRACT

The aim of this research is to examine the influence of endorser credibility from brand Wardah and Emina category lipstick (parent brand) and blush on (sub – brand) toward brand credibility and consumer – based brand equity in Surabaya. Theories used were the associative network memory model and brand signaling theory.

The samples of this research are buyers and users of lipstick or blush on from Wardah or Emina who lived in Surabaya. The number of samples is 246 respondents. This research use single model and multi sample model with different parameter. This sampling method used is accidental sampling and the method was used to analyzed data was SPSS 18 and Lisrel 8.8.

The result from this research is endorser credibility has a positive effect toward brand credibility but has a negative effect toward consumer – based brand credibility. This is make mediation from brand credibility to bridge the influence of endorser credibility toward consume – based brand equity. Moderation from parent brand or sub – brand has a positive effect toward relationships between endorser credibility with brand credibility but has no positive effect toward relationship between endorser credibility with consumer – based brand equity.

Key words: Endorser credibility, brand credibility, brand equity, the associative network memory model, type of branding.