

THE IMPACT OF SOCIAL MEDIA CELEBRITY ENDORSER TO BRAND EQUITY AND PURCHASE INTENTION

Nency
Alumny of Magister Management
Nency_ayu@hotmail.com
Dudi Anandya
Faculty of Business and Economics, samkidud@gmail.com
samkidud@gmail.com

Abstract

This study aims to determine the relationship and influence of celebrity endorser credibility, firm-created social media communication and user-generated social media communication through brand credibility, brand equity and purchase intention on Honda. This study is the result of a merger of two major journals entitled “Celebrity Endorsement, Brand Credibility and Brand Equity” by Spry *et al.* (2011) and “Are Social Media Replacing Traditional Media in Terms of Brand Equity Creation?” by Bruhn *et al.* (2012) using a quantitative approach. To test the model, used Honda car brand. This study was conducted by distributing online questionnaire on social media to people who have experience or have enough information about Honda and using social media Instagram. The number of samples used in this study were as many as 235 samples. For Processing the data used Structural Equation Modelling method with the help of statistic software Lisrel 8.70. The result and finding in this study indicate that *celebrity endorser credibility* had a positive impact on *brand credibility* and *brand equity*, *firm-created social media communication* had a positive impact on *brand equity*. In addition, *user-generated social media communication* had no effect on *brand equity*. Both *brand credibility* and *brand equity* showed a positive impact on *purchase intention*.

Keywords: celebrity endorser credibility, firm-created social media communication, user-generated social media communication, brand credibility, brand equity, purchase intention.

Introduction

Technology has become part of everyday human beings, created for positive reasons which improving the effectiveness and efficiency of time and manpower. One of the technologies that is growing rapidly in Indonesia is the internet. Of the total population in