

PENGARUH KREDIBILITAS DAN NILAI PRIBADI SELEBRITAS TERHADAP MANFAAT MEREK TOKOPEDIA

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ABSTRAK

Penelitian ini membahas tentang pengaruh *celebrity endorser*, yaitu *credibility* dan *personal value celebrity endorser* terhadap citra merek perusahaan, yaitu *brand benefit*. Merek yang diteliti adalah Tokopedia yang merupakan salah satu perusahaan *e-commerce* di Indonesia yang menggunakan sistem C2C atau *consumer to consumer*. Data dikumpulkan melalui survei menggunakan kuesioner yang disebarakan kepada 200 konsumen pengguna Tokopedia di Jakarta dan sekitarnya. Hasil penelitian menunjukkan bahwa *credibility celebrity endorser* tidak berpengaruh terhadap *brand benefit*, sedangkan *personal value celebrity endorser* berpengaruh signifikan terhadap *brand benefit* Tokopedia.

Kata kunci : *credibility celebrity endorser, personal value celebrity endorser, brand benefit*.

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***THE EFFECT CREDIBILTY AND PERSONAL VALUE CELEBRITY
ENDORSER ON BRAND BENEFITS OF TOKOPEDIA***

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ABSTRACT

This study discusses the effect celebrity endorser, the credibility and the personal value of celebrity endorser on the brand image of the company, i.e., brand benefits. This research was conducted at Tokopedia's brand which is one of the e-commerce company in Indonesia, a C2C e-commerce. Data were collected through a survey using structured questionnaires distributed to consumers or users of Tokopedia in Jakarta and surrounding areas. The results showed that the credibility of celebrity endorser has no effect on the brand benefit, while the personal value of celebrity endorser has significant effect on brand benefit of Tokopedia.

Keywords: credibility celebrity endorser, personal value celebrity endorser, brand benefit.

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