Effect Of Endorser Credibility, Brand Credibility, Self-Brand Connection On Brand Equity

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ABSTRACT

The purpose of this research was to study the impact of endorser credibility, brand credibility, self-brand connection on endorsed brand equity of the endorsed brand. The analytical method using Amos 24 and Structural Equation Modeling (SEM) to analyze the questionnaire data in Jakarta. There are 417 eligible questionnaires were analyzed. The research was based in this study using college student customer of Vivo Smartphone at Jakarta as a research object. Managers can consider using celebrities as a tool to develop meaningful connectivity connections with consumers. The results of this study support the use of celebrity endorsers as a means of increasing brand equity directly. This study examines the impact of celebrity endorsers in delivering, influencing, and depicting the product significantly so that consumers buy the product, so that the target marketing made through the endoser can be achieved.

Keywords: Jakarta; celebrity endorsement; brand equity; self-brand connection; brand credibility.
INTRODUCTION

The rapid development of technology in recent years, has brought the pattern of shopping people are slowly shifting from going to a physical store, to only through the internet (online stores). This trend has forced companies to immediately change the strategy map to be able to survive amid the onslaught of online stores.

Intense competition between companies, has encouraged companies to better know and understand the desires and needs of consumers in order to lead the market (Ramli, 2010; Mariam, 2016; Ramli, 2012a). Companies are required to be able to innovate in promoting their products (Mariam & Ramli, 2017, Ramli, 2012b; Ramli, 2013). The innovation aims to make companies able to attract the attention of the public so that they can consume the advertised product (Ramli & Sjahruddin, 2015).

The company uses various ways to market its products through advertisements in print media, electronic media, and WOM (word of mouth), so that in practice not only advertisements are packaged well but figures are needed that can be role models by the public (Ramli, 2016a; Ramli, 2016b). Endorsement has proven to be an effective marketing tool to increase purchase intentions and positively influence consumer attitudes towards brands and, as a result, the use of endorsers, especially celebrities.

Celebrity is not a stranger to some people. Technological developments make celebrity able to communicate directly with fans, so that the development of this technology is maximally utilized by celebrity to get closer to its fans, not only to the people who are fans, but also trying to become influencers. So that social media today is not just to build relationships with fans but is used to promote products that make celebrities as brand ambassadors. Using celebrity as a brand ambassador can make people change the lifestyle of branda, because products related to branda’s favorite celebrity. This creates a large impact on people’s buying behavior. This attracts customers and ultimately increases company productivity.

The company’s brand is one of the most valuable organizational assets (Ramli, 2017a). Therefore, it is important for companies to understand how brand ambassadors can influence consumer perception and loyalty. Today’s global market competition makes brands universal in business. Businesses are required to build product identities that can differentiate their products from other similar products.
Researchers conducted a pilot test with 18 students to produce a list of related brands and endorsers. The students were asked to remember the name of the endorser and the related brand within five minutes. Endorser names obtained and related brands were obtained as many as 73 unique celebrity-brand combinations produced in 9 product categories. Product categories that are highly induced are snacks, drinks, food, smartphones, cosmetics, body care, vehicles, households and services. Based on the pilot test, it was determined that the Vivo smartphone and AgnesMo are the endorser and brand pair that most consumers remember.

The rapid development of technology in the last few years makes everyone able to find information through their gadgets. Smartphone is a product that must be owned by everyone because the capabilities of smartphones are now like computers. The use of online media, among others; social networking, playing games and browsing are now the most frequent and most important online activities for young people today (Rideout et al., 2010). The various conveniences offered by smartphones make smartphone users increasing every year. This phenomenon occurs in all parts of the world, including in Indonesia.

An increase in the number of smartphone users in Indonesia. Having a population of approximately 257.9 million in 2016, in 2017 it is estimated that 86.6 million people are active smartphone users, and it is expected to rise to 103 million active users in 2018 (Millward, 2014).

Smartphone sales on a global scale continue to increase from year to year (IDC, 2017). Various smartphone brands on the market vary greatly depending on buying interest from consumers. The desire to buy a product arises through many considerations including needs, brand reputation, location, product quality, and recommendations of others.

Marketers in Indonesia are also implementing new strategies to attract consumers and achieve their employee performance (Ramli, 2017b; Puteri & Ramli, 2017; Ramli & Maniagasi, 2018; Ramli & Yudhistira, 2018). The new strategy is to use public figures as endorsers for *branda* products through advertising. The presence of celebrities is intended to inform a product brand and form an identity and determine the brand image of the product advertised in the minds of consumers. The use of celebrities as advertising appeals is considered to be able to influence consumer preferences because
celebrities can be a reference group that influences consumer behavior. Therefore, marketers must be able to take advantage of this opportunity to generate positive perceptions in the minds of consumers, which will be useful in the process of maintaining customer loyalty and getting new customers. 

Marketers’ decision to use public figures as endorsers is not a relatively easy decision. Many things must be considered in the selection of celebrities as endorsers, such as the capacity of the artist to represent the brand being offered and the artist’s image in representing the product image compared to just considering the popularity of the celebrity itself. 

This study aims to build a proposed model to explain the relationship of endorser credibility, brand credibility, self-brand connection to brand equity. There is also a difference in this study with the previous one, Abhishek Dwivedi, et al (2015) who examine the relationship between endorser credibility, self-brand connection, and brand equity, while research conducted by Amanda Spry, et al (2011) states that endorser credibility affects brand credibility, which affects consumer base brand equity. Whereas in this study, researchers examined the influence of endorser credibility, self-brand connection, and brand equity on students in Jakarta by adding brand credibility variables.

**LITERATURE REVIEW**

**Marketing Mix**

Marketers use tools to get the desired response from the brand’s target market. These tools form a marketing mix. Marketing mix is a set of marketing, product, price, place, and promotion tools that are integrated by a company to produce the desired response in the target market (Kotler and Armstrong, 2018). The marketing mix consists of: (1) Product (Product), referring to the value contained in the product, how the product meets consumer needs, and handling its quality. Products, for many people, are just physical products that are easy to touch that might be buy or sell, the product is more complex. Products include Brand, Quality, and Style. Products (goods and services) often become an important point of positioning strategy, especially when companies or business units adopt an organizational approach that highlights product or brand management. (2) Price, refers to the price of the product so that consumers are willing
to sacrifice money to buy the product. Customer reactions to alternative prices, product costs, competitive prices and various legal and ethical factors determine the level of management flexibility in setting prices. Price is also used in other components of the marketing mix. (3) Place refers to the place where the product is marketed, how to make the place accessible to consumers. Distribution places or channels affect the position of brand buyers. Decisions that need to be made include the type of channel organization to be used, the extent to which channel management is carried out by the company, and the intensity of distribution that is appropriate for the product or service. (4) Promotion refers to how to promote the product to be accepted by consumers and make purchases. Promotion consists of publicity, sales promotion, sales force, direct marketing, and public relations helping organizations to communicate with customers, value chain partners, the public, and other target audiences. Promotions inform, remind, and persuade buyers and other parties that influence the buying process.

**Endoser Credibility**

Endoser credibility has three dimensions, namely; attractiveness, expertise, and trustworthiness. Attractiveness is attractiveness refers to the self that is considered as something interesting to be seen in relation to the concept of attractiveness. These attractions include friendliness, fun, physical, and work as some important dimensions of the concept of attractiveness. Attraction shows that advertising endorsers can attract consumers' attention to products (Ohanian, 1990; Goldsmith et al., 2000). In today's advertising both traditional and internet advertising, advertisers always choose celebrities that are physically attractive to show attractiveness leading to increased attitudes towards advertising (Ranjbarian, 2010).

Expertise can be defined as advertising endorsers holding professionalism that can convince consumers to buy products (Ohanian, 1990; Goldsmith et al., 2000). Refers to the knowledge, experience or expertise possessed by an endorser associated with a supported brand. An endorser who is considered as an expert on the brand he supports will be more persuasive in attracting the audience than an endorser who is not accepted as an expert.

Trustworthiness includes honesty, integrity, and trustworthiness of the endoser. Endorsers who are not experts in certain fields are very trusted to be endorsers of these products. Trust is obtained if the consumer believes that the endorser has no personal
interests. Endorsers objectively assess the product or do not want to achieve anything in supporting the product (Shimp, 2003).

**Brand Credibility**

The brand is identified by the logo, name, symbol or design. The tool is used to distinguish one seller from another seller and stand out from competitors. In other words, brands help distinguish the same products or services provided by separate companies. In addition, the existence of a brand solves complex decision making processes. On the consumer side, brands reduce search costs for products and act as risk management tools. Credibility is an important tool for overcoming perceived risks and, in turn, building strong brands (Kotler and Armstrong, 2018).

Erdem and Swait (2004) suggested that credibility is a trust that is obtained at a certain time with two indicators, namely expertise and trustworthiness. Brand credibility (brand credibility) is defined as the trust given from a product contained in a brand in the form of information. Consumers see a brand that has credibility (expertise and trustworthiness) can keep what has been promised to consumers. If a brand can keep its promise, then the brand can increase its equity. Expertise is related to brand innovation, while trust is the ability of the brand to safeguard the interests of customers (Keller, 2013). According to Erdem and Swait (2004), expertise and trust are being carried out through continuous marketing activities (Erdem & Swait, 2004). As noted by Erdem and Swait (1998), brands that invest more resources in marketing activities, for example, advertise, experience higher brand credibility. In addition, higher brand credibility is related to coherence in marketing activities and structure in marketing strategies (Baek, Kim, & Yu, 2010). Meanwhile, Keller (2013) added a third dimension to the two-dimensional definition - liability, which stands for a fun brand that is worth spending time with. However, this paper relies on two dimensions of brand credibility definitions.

According to Keller (2013) brand credibility is the extent to which consumers consider a credible brand. It has three dimensions: Trust, Expertise and Loss. The effectiveness of trust means the extent to which a brand is reliable and sensitive to the needs of consumers, expertise represents how many brands are attractive, and worthy of being issued for and expertise shows how many brands are creative, innovative, and have a
stake in the market. Having strong brand credibility can increase perceived brand value and thus affect overall brand equity. (Spry et al., 2011).

**Self-Brand Connection**

Self-brand connection is the establishment of a self-connection with a brand that is already known as a personal brand connection, which occurs when consumers and user personalities have a close relationship to a specific brand and then embed it into a brand identity. Chaplin and Chaplin & Roedder (2005) explain that this process stems from a brand matching that is similar to a self-concept called self-image or product-image congruity theory.

According to Escalas (2004), the formation of a meaningful and strong bond between a brand and the identity of consumers is called self-brand. While forming a relationship with a brand is called a personal brand. In self brand connections, in general, if consumers already feel that they are in accordance with a brand, then the brand will become a brand identity (Chaplin & John, 2005). Escalas (2004) introduces Brand Engagement with Self Concept (BESC), which is to build brand involvement with self-concept, referring to the tendency of consumers to use the brand as part of the brand self-scheme. However, self-brand connections are conceptually different from BESC. Self-brand connections capture brand-specific consumers to form "self".

Furthermore, branda explained that this process originated from the conformity of a brand similar to self-concept which is often referred to as self-image. In building a brand, it is necessary to consider the attachment of consumers to the brand that is built. This is referred to as self-brand connections. Self-brand connections occur when brands give birth to strong associations and are preferred by consumers. In other words, the creation of strong links between individuals and brands. This strong link occurs because the brand represents the identity of the community, or in other words, there is a match between how individuals perceive themselves and the brand that is built.

**Brand Equity**

Brand equity is a positive differential effect arising from the knowledge of brand names on customers for the product or service. Brand equity results in customers showing preference for one product compared to the other if both are essentially identical. A
brand if adding value will have equity, on the contrary if it does not provide added value, moreover it actually reduces the value of the product, meaning there is no brand equity. Brand equity can be reflected in the way consumers think, feel, and act in relation to the brand, and also the price, market share, and profitability that the brand provides for the company. So, in summary consumers see brand equity as a positive value (Kotler and Armstrong, 2018).

Aaker (1997) defines brand equity as a set of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value provided by a product or service to a company or its customers. For assets and liabilities to underlie brand equity, both must be related to the name or symbol of a brand. If brand names and symbols are changed, some or all of the assets or liabilities can be affected and suffer losses, even though some of them may have been transferred to new names and symbols. Assets and liabilities on which brand equity is based will differ from one context to another. According to Aaker (1991), brand equity can be grouped into five categories, namely: (1) Brand Awareness describes consumers being able to recognize or recall a particular brand that is part of a particular brand category. (2) Brand Association is an image of a brand reflected by a certain impression (such as habits, lifestyles, benefits, product attributes, geographical, price, etc.). (3) Perceived Quality is a customer perceiving the entire quality or excellence of a product or service in accordance with the intended expectations of the customer. (4) Brand Loyalty describes the level of customer loyalty to a product brand or service. (5) Other Proprietary Brand Assets.

**Conceptual Framework**

Based on the variables above, it can be concluded that brand equity is influenced by endorser credibility, brand credibility, and self-brand connection. Endorser credibility has an influence on brand credibility. Brand credibility has an influence on brand equity. Endorser credibility has an influence on self-brand connections. Self-brand connection has an influence on brand equity. Where all variables are positively correlated with a hypothesis like Figure 1.

Endorser Credibility Brand Credibility (BC) $H_1$ Brand Equity $H_5$ $H_2$ Self-brand connection $H_3$ $H_4$
Picture 1: Conceptual Framework

Hypothesis Formulation

H1: Endorser credibility will have a positive impact on brand credibility.

H2: Brand credibility will have a positive impact on the brand equity of an approved brand.

H3: Endorser credibility has a direct positive effect on self-brand connection.

H4: Self-brand connection has a direct positive effect on brand equity.

H5: The credibility of a celebrity endorser will have a positive impact on brand equity.

RESEARCH METHODS

Research design

This study refers to research conducted by Dwivedi et. Al. (2015), and Spry et al. (2011). The design of this study consisted of four variables namely Endorser Credibility, Brand Credibility, Self-Brand Connection and Brand Equity. Data was collected using an online questionnaire survey which took 15 to 20 minutes to complete.

Variables and Measurements

In this study there are four variables namely endorser credibility, brand credibility, self brand connection and brand equity. Researchers used a pilot test of 18 students to make a list of brands used and endorser celebrity. The students were asked the endorser and brand name questions which were delivered in 5 minutes. There are a total of 73 combinations of brands and endorsers divided into
9 categories. Respondents' opinions on statements on endorser credibility, brand credibility, self-brand connections and brand equity variables above are strongly disagree, disagree, somewhat disagree, neutral, somewhat agree, agree and strongly agree.

**Description of Research Objects and Characteristics of Respondents**

Data collection was carried out in January 2017 where data collection was done by online questionnaire. Questionnaires were distributed using the student community through social media groups. The results of the distribution of the questionnaire obtained that there were 157 respondents (38%) male sex and there were 260 respondents (62%) female. Thus the majority of respondents in this study were women. Age of respondents, there were 75 respondents (18%) under the age of 21 years. Then for respondents aged 21 years to 30 years there were 242 respondents (58%). For respondents aged 31 years to 40 years there were 54 respondents (13%) and the remaining 46 respondents (11%) aged over 40 years. Thus the majority of respondents in this study were aged 21 years to 30 years. Education of respondents from a total of 417 respondents in this study were 417 respondents (100%). In this study there was no separation between S1, S2, and S3 students.

**Data Analysis Method**

This research was tested using the SPSS 24 and Amos version 22 programs. The SPSS program was used to find research reliability and reliability while the Amos program was used to search for research results using the Structural Equation Model (SEM) method.

Structural Equation Model (SEM) is used to test the effect of endorser credibility on brand credibility, brand credibility to brand equity, endorser credibility to brand equity, endorser credibility to self-brand connections, self-brand connections to brand equity, endorser credibility to brand equity through brand credibility and endorser credibility to brand equity through self-brand connections.

**Table 1: Goodness of Fit Test Results**

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Acceptance Limits</th>
<th>Value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goodness-of-fit</td>
<td>&lt; 2</td>
<td>3,335</td>
<td>Poor Fit</td>
</tr>
<tr>
<td>CMIN/DF (Normed chisquare)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
From table 1 it can be seen that only RSMEA, CFI, NFI and TLI that meet the criteria for indicator of goodness of fit are declared fit, besides that they are in a marginal fit and poor fit position. This criterion can still be continued because there is at least 1 goodness of fit criterion for further research.

**RESULTS AND DISCUSSION**

**Analisis Hasil dan Interpretasi**

**Table 2**: Analysis of Results and Interpretation

<table>
<thead>
<tr>
<th>No</th>
<th>Modele</th>
<th>Estimate (β)</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Endoser Credibility → Brand Credibility</td>
<td>1,553</td>
<td>0,214</td>
<td>7,241</td>
<td>0,000</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>Brand Credibility → Brand Equity</td>
<td>0,804</td>
<td>0,058</td>
<td>13,82</td>
<td>0,000</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>Endoser Credibility → Self-Brand Connection</td>
<td>1,348</td>
<td>0,116</td>
<td>5,947</td>
<td>0,000</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>Self-Brand Connection → Brand Equity</td>
<td>0,005</td>
<td>0,045</td>
<td>0,108</td>
<td>0,914</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H5</td>
<td>Endoser Credibility → Brand Equity</td>
<td>0,027</td>
<td>0,186</td>
<td>0,146</td>
<td>0,884</td>
<td>Not Supported</td>
</tr>
</tbody>
</table>

**Hypothesis 1**

This hypothesis examines the effect of Endoser Credibility on Brand Credibility, the null hypothesis (H0) and the alternative hypothesis (Ha) are arranged as follows:

**H0**: *Endoser credibility has no influence on brand credibility.*

**Ha**: *Endoser credibility has an influence on brand credibility.*

Based on table 7 it can be seen that the value of CR = 7,241 and the level of significance (p) = 0,000 < 0.05. Because the value of p < 0.05 then H0 is not supported and H1 is supported. So it can be said that Endoser Credibility has a positive effect on Brand Credibility (Ha1 is accepted), with a beta coefficient (β) of 1.553. The results of this
research are consistent with previous studies conducted by Amanda Spry, et al (2011), in the study saying that the Endoser Credibility variable had a positive effect on Brand Credibility.

A good image of an endoser can make consumers think that the product promoted by the endoser is an equally good and quality product, so that the promise given by the product through advertising can be kept by the product. The endorser used must have credibility, because if an endorser is exposed to a case (drugs, corruption, money laundering, etc.) it will have an impact on the brand represented (Erdem and Swait, 1998).

Hypothesis 2

This hypothesis examines the effect of Brand Credibility on Brand Equity, the null hypothesis (H0) and the alternative hypothesis (Ha) are arranged as follows:

H0: Brand Credibility has no influence on Brand Equity.

Ha: Brand Credibility has an influence on Brand Equity.

Based on table 7 it can be seen that the value of CR = 13,822 and the level of significance (p) = 0.000 <0.05. Because the value of p <0.05 then H0 is not supported and H2 is supported. So it can be said that Brand Credibility has a positive influence on Brand Equity (Ha2 accepted), with a beta coefficient (β) of 0.804. The results of this research are consistent with previous studies conducted by Amanda Spry, et al (2011), in the study saying that the Brand Credibility variable had a positive effect on Brand Equity.

Existing brand credibility supported by endoser credibility is expected to produce something that affects the brand. Brand credibility is expected to increase the usefulness / benefits of a brand that consumers expect from a brand, thereby adding value to a brand.

Hypothesis 3

This hypothesis examines the effect of Endoser Credibility on Self-Brand Connection, the null hypothesis (H0) and the alternative hypothesis (Ha) arranged as follows:

H0: Endoser Credibility has no influence on Self-Brand Connection.

Ha: Endoser Credibility has an influence on Self-Brand Connection.

Based on table 7 it can be seen that the value of CR = 5,947 and the level of significance (p) = 0.000 <0.05. Because the value of p <0.05 then H0 is not supported and H3 is supported. So it can be said that Endoser Credibility has a positive effect on Self-Brand
Connection (Ha3 accepted), with a beta coefficient (β) of 1,348. The results of this study are consistent with previous research conducted by Abhishek Dwivedi, et al (2015), in a study saying that the Endoser Credibility variable had a positive effect on Self-Brand Connection.

An endoser or celebrity who has good credibility and is a role model will create an association in it, so that consumers who use products that are influenced by the endoser or celebrity feel that creating themselves or the product can describe the personality of the consumer.

**Hypothesis 4**
This hypothesis examines the effect of Self-Brand Connection on Brand Equity, the null hypothesis (H0) and the alternative hypothesis (Ha) are arranged as follows:

$H_0$: Self-Brand Connection has no influence on Brand Equity.

$H_a$: Self-Brand Connection has an influence on Brand Equity.

Based on table 7 it can be seen that the value of CR = 0.108 and the level of significance (p) = 0.914 <0.05.

Because the value of p <0.05 then H0 is supported and H4 is not supported.

So it can be said that Self-Brand Connection has no positive effect on Brand Equity (H04 accepted), with a beta coefficient (β) of 0.005. The results of this study are not consistent with previous research conducted by Abhishek Dwivedi, et al (2015), in his research saying that the Self-Brand Connection variable has a positive effect on Brand Equity. Self-brand connection, explains how consumers engage celebrities or endosers and can produce images transferring meaning into a brand. When the product is used, consumers have expectations that the brand is able to show who he is (individual expression), reflecting himself, in accordance with himself, increasing self-esteem (prestige) and recognition from the environment (Escalas and Bettman, 2003).

**Hypothesis 5**
This hypothesis examines the effect of Endoser Credibility on Brand Equity, the null hypothesis (H0) and the alternative hypothesis (Ha) are arranged as follows:

$H_0$: Endorser Credibility has no influence on Brand Equity.

$H_a$: Endorser Credibility has an influence on Brand Equity.
Based on table 7 it can be seen that the value of CR = 0.146 and the level of significance (p) = 0.884 <0.05. Because the value of p <0.05 then H0 is supported and H5 is not supported. So it can be said that Endoser Credibility does not have a positive influence on Brand Equity (H05 accepted), with a beta coefficient (β) of 0.027. The results of this study are not consistent with previous studies conducted by Abhishek Dwivedi, et al (2015), in the study saying that the Endoser Credibility variable had a positive effect on Brand Equity. There are several possible explanations for the results obtained. In this research, respondents were given the choice of advertising and to assess brand equity based on the choices that have been set (Vivo smartphone). The results of positive associations from endorsers can be transferred to other brands endorsed by brand pairs and other endorsers (Silvera and Austad, 2004). Some researchers argue that the impact of celebrity endorsement on brand equity is strengthened over time (Till, 1998). Research on the effect of brand placement on brand image shows that brand placement affects brand image only when consumers are exposed to brand placement at least twice or more (Van Reijmersdal et al., 2007). Brand equity can be increased when all elements of the marketing mix are centered on the brand-celebrity pair (Till, 1998). Endorser credibility is also likely to have a significant influence on brand equity if respondents receive a variety of promotional material that features this celebrity endorser. Spry et al. (2011) shows that endorser credibility does not affect brand equity directly, but affects brand credibility and leads to increased brand equity or affects brand equity. This study also shows that self-brand connection as a partial mediation between endorser credibility and brand equity, which explains one of the psychological mechanisms to increase brand equity through the use of celebrity endorsers.

CONCLUSION

Based on the study and analysis carried out in this study, several conclusions will be drawn about the results of the study; in this study, 417 respondents gave a fairly positive perception of Agnes Mo as endorser. In the first hypothesis, there is a positive influence of endorser credibilities on brand credibilities, which means that the influence of an endorser who has a positive image will be directly proportional to the brand
credibility felt by consumers. Consumers will assume that the endorser is a picture of the product, and the product is an endorser.

In the second hypothesis, there is a positive effect of Brand Credibility on Brand Equity. Existing brand credibility and what is known by consumers can positively influence brand equity. In the third hypothesis, there is the influence of endorser credibility on self-brand connections, which means that endorsers who have influence, attractiveness, and trust from consumers are able to make consumers think that brands promoted by endorsers are able to describe themselves from consumers, and reflect who himself. In the fourth hypothesis, there is no effect of self-brand connection on brand equity, which means that the expectations of consumers of a product that is able to describe themselves consumers Can not be represented by the product. In the fifth hypothesis, there is no positive influence of endorser credibility on brand equity, which means that the attractiveness of a high endorser may not necessarily affect consumers, resulting in a positive effect on the brand. The endorser used by Vivo is a multi-talented artist, who has a positive image. However, when remembering Agnes Mo it turns out it does not cause memories of the Vivo brand.

Managerial Implications

Based on the results of research using the structural equation modeling method, there are several things that must be considered by Vivo Smartphone in using endorsers to communicate its product message.

First, the celebrity endorser variable shows that if the Vivo Smartphone wants to use a new endorser as an endorser of a brand a product, it is better to choose a celebrity that matches the Vivo Smartphone's image in the eyes of consumers. So far, consumers have rated the Vivo Smartphone as a cheap smartphone. In addition, companies must pay attention to aspects of the reliability of celebrity endorsers in product delivery, companies should choose endorsers who can trust consumers in terms of product use.

Second, evaluate periodically the endorser image of the Vivo Smartphone ad so that it gets results whether the endorser needs to be maintained or should choose a new endorser in accordance with a growing trend, by monitoring his personal life whether it is still in demand by consumers or not, so consumers are not bored with characters existing advertisements.
Third, the celebrity endorser variable that significantly influences brand credibility and brand equity of Vivo Smartphones is the latent variable endorser credibility. This is in line with what the company has done. Vivo Smartphone in choosing celebrity to be a product endorser prioritizes aspects of the artist’s credibility. Based on the results of the study, it was found that the credibility of Agnes Monica was able to build the credibility of the Vivo Smartphone. If there is a decrease in the credibility aspect of Agnes Monica, it will directly affect the credibility of the Vivo Smartphone. What Vivo Smartphone can do to avoid undesirable things is to clarify the contents of contracts with celebrity endorsers such as: being able to protect the personal good name of the endorser, being able to maintain the good name of the Vivo Smartphone, avoiding behaviors that can cause a negative image on the endorser, and being able to maintain endorser attitudes in the general public. The company can work with celebrity management to control the celebrity concerned in carrying out this agreement.

Fourth, in carrying out promotional programs that target teenagers (students and students) such as: music concerts, sports competitions, and other large promotional events, Vivo Smartphone should also bring celebrity endorsers who sign up for contracts in the event. This serves to increase the attractiveness of consumers to follow a series of promotional events Vivo Smartphone. Consumers will be more interested in attending a promotional event if there is a celebrity at the event.

Fifth, the use of endorsers in supporting a product certainly requires high costs. Vivo Smartphone must specify carefully when budgeting funds. In addition, companies must take into account whether the endorser has a significant impact in building the company's brand equity.

**Limitation And Future Research**

Future studies are expected to be able to compare the use of different endorsers on the same smartphone brand and compare the influence of one endorser to the two or more products supported by the endorser. The sample used should come from various other regions in Indonesia, because customers who are the object of Vivo Smartphone research are only those in Jakarta, so the results cannot be generalized and are only limited to the samples studied.


