

ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh *celebrity endorser credibility* terhadap *brand loyalty* melalui *self-brand connection* dan *brand evaluation* dengan *endorser brand fit* sebagai variabel moderasi (Studi pada konsumen Kylie Matte Lip Kits di Jawa Timur). Penelitian ini menggunakan pendekatan kuantitatif survey dengan teknik pengumpulan data berupa kuisisioner. Sampel yang digunakan dalam penelitian ini adalah 180 responden dengan metode pengambilan sampel menggunakan non *probability sampling* yaitu *purposive sampling*. Sampel dalam penelitian ini konsumen Kylie Matte Lip Kits di Jawa Timur yang berumur diatas 17 tahun. Peneliti mendapatkan responden dengan cara menyebarkan kuesioner konsumen Kylie Matte Lip Kits di Jawa Timur dengan menggunakan google form. Penelitian ini menggunakan teknik path analysis dengan menggunakan aplikasi SEM-PLS. Hasil penelitian menunjukkan bahwa variabel-variabel eksogen memiliki pengaruh terhadap *self brand connection*, *brand evaluation*, dan *brand loyalty*, namun *brand fit* ditemukan tidak memoderasi pengaruh *celebrity endorser credibility* terhadap *self-brand connection* dan *brand fit* ditemukan tidak memoderasi pengaruh *celebrity endorser credibility* terhadap *brand evaluation* pada Kylie Matte Lip Kits di Jawa Timur.

Kata kunci: *celebrity endorser*, *celebrity endorser credibility*, *trustworthiness*, *attractiveness*, *expertise*, *self brand connection*, *brand evaluation*, *brand fit*, *brand loyalty*.

ABSTRACT

This study aims to analyze the effect of celebrity endorser credibility on brand loyalty through self-brand connection and brand evaluation with endorser brand fit as variable moderation (Study on Kylie Matte Lip Kits consumer in East Java). This study uses a quantitative survey approach with data collection techniques in the form of questionnaires. The sample used in this study was 180 respondents with the method of sampling using non probability sampling or purposive sampling. The sample in this study was the consumers of Kylie Matte Lip Kits in East Java who were over 17 years old. Researchers get respondents by distributing consumer questionnaires Kylie Matte Lip Kits in East Java by using google form. This research uses path analysis technique by using SEM-PLS application. The results showed that exogenous variables have an influence on self brand connection, brand evaluation, and brand loyalty, but the brand fit was found not to modify the influence of celebrity endorser credibility on self-brand connection and brand fit was found not to modify the influence of celebrity endorser credibility to brand evaluation on Kylie Matte Lip Kits in East Java.

Keyword: *celebrity endorser, celebrity endorser credibility, trustworthiness, attractiveness, expertise, self brand connection, brand evaluation, brand fit, brand loyalty.*