

## ABSTRAK

Penelitian ini menguji pengaruh *celebrity endorser credibility* dan *brand credibility* terhadap *consumer based brand equity* dan dampaknya pada *purchase intention* pada mobil produk Cina dengan merek DFSK. Kredibilitas dinilai sangat penting bagi konsumen dalam penentuan niat beli suatu barang yang mereka minati. Produsen suatu produk harus siap menghadapi ketatnya persaingan terutama bidang otomotif dalam penelitian ini. *Mindset* dari kebanyakan orang Indonesia sendiri akan membeli suatu produk otomotif berdasarkan kredibilitas dari merek yang sudah tinggi, sehingga harga dari merek tersebut tidak akan terlalu jatuh saat dijual kembali.

*Structural Equation Model* (Model Persamaan Struktural) dengan program statistik PLS digunakan sebagai metode penelitian dengan pendekatan kuantitatif, 132 data terkumpul melalui kuesioner dengan cara penyebaran langsung kuesioner tersebut kepada masyarakat.

Hasil dari penelitian ini adalah bahwa *celebrity endorser credibility* berpengaruh secara positif dan signifikan terhadap *brand credibility*. *Brand credibility* berpengaruh secara positif dan signifikan terhadap *consumer based brand equity*. *Celebrity endorser credibility* berpengaruh secara positif dan signifikan terhadap *consumer based brand equity* melalui *brand credibility*. Dan yang terakhir *consumer based brand equity* juga berpengaruh secara positif dan signifikan terhadap *purchase intention*.

**Kata kunci:** *celebrity endorser credibility, brand credibility, consumer based brand equity, purchase intention.*

## ABSTRACT

This study examined the effect of celebrity endorser credibility and brand credibility on consumer based brand equity and its impact on purchase intention of Chinese production cars under the DFSK brand. Credibility is considered very important for consumers in determining the purchase intention of an item they are interested in. Producers of a product must be prepared to face the intense competition, especially in the automotive sector in this study. The mindset of most Indonesians themselves will buy an automotive product based on the credibility of a high brand, so that the price of the brand will not fall too much when resold.

The Structural Equation Model with the PLS statistical program is used as a research method with a quantitative approach, 132 data collected through a questionnaire by distributing the questionnaire directly to the public.

The results of this study are that celebrity endorser credibility has a positive and significant effect on brand credibility. Brand credibility has a positive and significant effect on consumer based brand equity. Celebrity endorser credibility has a positive and significant effect on consumer based brand equity through brand credibility. And the last consumer-based brand equity also has a positive and significant influence on purchase intention.

**Keywords: celebrity endorser credibility, brand credibility, consumer based brand equity, purchase intention.**