

DAFTAR ISI

HALAMAN JUDUL.....i
HALAMAN PERSETUJUAN.....ii
PERNYATAAN ORISINALITAS SKRIPSI.....iii
DECLARATION.....iv
KATA PENGANTAR..... v
ABSTRAK vii
ABSTRACT ix
DAFTAR ISI..... x
DAFTAR TABEL.....xiii
DAFTAR GAMBAR.....xiv
DAFTAR LAMPIRANxiv
BAB I PENDAHULUAN 1
 1.1. Latar Belakang 1
 1.2. Rumusan Masalah 9
 1.3. Tujuan Penelitian 10
 1.4. Manfaat Penelitian 10
 1.5. Sistematika Penulisan..... 11
BAB II TINJAUAN PUSTAKA..... 13
 2.1. Landasan Teori..... 13
 2.1.1. Brand Signaling Theory 13
 2.1.2. Pengertian Iklan..... 14
 2.1.3. Celebrity Endorser..... 15
 2.1.3.1. Pengertian Celebrity Endorser..... 15
 2.1.3.2. Celebrity Endorser Credibility 17
 2.1.4. Merek..... 20
 2.1.4.1. Pengertian Merek 20

2.1.4.2. Brand Credibility	24
2.1.4.3. Consumer Based Brand Equity	25
2.1.5. Purchase Intention	29
2.2. Hubungan Antar Variabel dan Pembentukan Hipotesis.....	31
2.2.1. Celebrity Endorser Credibility dan Brand Credibility	32
2.2.2. Brand Credibility dan Consumer Based Brand Equity	33
2.2.3. Celebrity Endorser Credibility dan Consumer Based Brand Equity Melalui Mediasi Brand Credibility.....	35
2.2.4. Consumer Based Brand Equity dan Purchase Intention.....	37
2.3. Penelitian Sebelumnya	38
2.4. Model Analisis	40
BAB III METODE PENELITIAN	41
3.1. Pendekatan Penelitian	41
3.2. Identifikasi Variabel.....	41
3.3. Definisi Operasional Variabel.....	42
3.4. Populasi dan Sampel	44
3.4.1. Populasi.....	44
3.4.2. Sampel.....	45
3.5. Jenis Dan Sumber Data	47
3.6. Prosedur Pengumpulan Data	47
3.7. Teknik Analisis Data.....	48
3.7.1. Pengujian Instrummen Penelitian	48
3.7.2. Analisis SEM-PLS	49
BAB IV HASIL DAN PEMBAHASAN.....	53
4.1. Gambaran Umum Objek Penelitian	53
4.1.1. DFSK.....	53
4.2. Deskripsi Hasil Penelitian	54
4.2.1. Karakteristik Responden	54
4.2.1.1. Jenis Kelamin Responden	54

4.2.1.2. Usia Responden.....	55
4.2.1.3. Pernyataan Responden I.....	55
4.2.1.4. Pernyataan Responden II.....	56
4.2.2. Deskripsi Tanggapan Partisipan.....	57
4.2.2.1. Deskripsi Variabel Celebrity Endorser Credibility	58
4.2.2.2. Deskripsi Variabel <i>Brand Credibility</i>	60
4.2.2.3. Deskripsi Variabel Consumer Based Brand Equity	61
4.2.2.4. Deskripsi Variabel <i>Purchase Intention</i>	63
4.3. Analisis Model dan Pengujian Hipotesis	64
4.3.1 Pengujian <i>Measurement (Outer)</i> Model.....	64
4.3.2. <i>Discriminant Validity</i>	67
4.3.3. Reliabilitas.....	69
4.3.4. Pengujian <i>Structural (Inner)</i> Model.....	70
4.3.5. Rangkuman Hasil Uji Hipotesis	76
4.4. Pembahasan.....	76
4.4.1. Pengaruh celebrity endorser credibility terhadap brand credibility	76
4.4.2. Pengaruh brand credibility terhadap consumer based brand equity	77
4.4.3. Pengaruh celebrity endorser credibility terhadap consumer based brand equity melalui mediasi brand credibility.....	78
4.4.4. Pengaruh consumer based brand equity terhadap purchase intention	79
BAB V SIMPULAN DAN SARAN	80
5.1. Simpulan	80
5.2. Kontribusi Penelitian.....	80
5.2.1. Bagi Pihak Akademisi	80
5.2.2. Bagi Pihak Pemasar	81
5.3. Saran Bagi Penelitian Berikutnya	84
DAFTAR PUSTAKA	86