ABSTRAK

Penelitian ini menguji perbedaan *Endorser credibility* pada iklan promosi di instagram tentang produk kosmetik dari *in autentic celebrity brand* dan *autentic celebrity brand* terhadap *brand credibility, brand equity*, dan *purchase intention* menggunakan uji MANOVA, kemudian menguji pengaruh *brand credibility* terhadap *brand equity* dan *purchase intention* menggunakan uji SEM (*Structural Equation Model)*. Penelitian ini menggunakan desain faktorial 2 (*in autentic celebrity brand dan autentic celebrity brand*) x 1 (*endorser credibility*) pada 200 partisipan mahasiswa. Sebelum dilakukan *main test*, dalam penelitian ini dilakukan cek manipulasi untuk memastikan partisipan memahami kondisi serta stimuli yang dibuat oleh peneliti. Variabel terukur *brand credibility* (4 indikator), *brand equity* (10 indikator), *purchase intention* (3 indikator) diukur dengan masing-masing skala Likert 5 poin. Dalam penelitian ini, pada *main effect* ditemukan bahwa kondisi *autentic celebrity brand* yang berbeda menghasilkan perbedaan yang signifikan pada *brand credibility, brand equity, purchase intention*. Selain itu, dalam penelitian ini terbukti bahwa *brand credibility* berpengaruh positif pada *brand equity* kemudian *brand equity* berpengaruh positif terhadap *purchase intention*.

Kata kunci: *in autentic celebrity brand*, *autentic celebrity brand, brand credibility, brand equity, purchase intention*, instagram,MANOVA, SEM

ABSTRACT

This study examined the difference of endorser credibility on the advertisement in instagram about cosmetic products from in autentic celebrity brand and autentic celebrity brand brand credibility, brand equity, and purchase intention using MANOVA test, then tested the effect of brand credibility brand equity and purchase intention using SEM test with SmartPLS. This research uses factorial design 2 (in autentic celebrity brand dan autentic celebrity brand) x 1 (endorser credibility) on 200 student participants. Prior to the main test, in this study checks manipulation to ensure participants understand the conditions and stimuli made by researchers. Measurable variables of brand credibility (4 indicators), brand equity (10 indicators), and purchase intention (3 indicators) were measured with each 5-point Likert scale. In this study, the main effect found that different autentic celebrity brand conditions resulted in significant differences in brand credibility, brand equity, and purchase intention. In addition, in this study proved that brand credibility positively influence on brand equity, then brand equity positively affect the purchase intention.

Keywords*: in autentic celebrity btand, autentic celebrity brand, brand credibility, brand equity, purchase intention,instagram, MANOVA, SEM.*