

BAB V

PENUTUP

Pada bab lima ini penulis akan membahas kesimpulan akhir dari penelitian yang telah dilakukan dan memberikan beberapa saran yang diharapkan dapat bermanfaat bagi perusahaan produk oleh-oleh makanan khas kekinian di semua kota di Indonesia khususnya Yogyakarta serta bagi penelitian selanjutnya.

5.1 Kesimpulan

5.1.1 Karakteristik Responden

Dari hasil analisis yang telah dilakukan pada bab sebelumnya, diperoleh kesimpulan sebagai berikut:

Semua responden dalam penelitian ini, seluruhnya berasal dari kota Yogyakarta. Para responden yang mengisi kuesioner didominasi oleh perempuan dengan jumlah 102 (51%), sedangkan responden laki-laki berjumlah 98 (49%). Responden dalam penelitian ini, mayoritas didominasi oleh pelajar dan mahasiswa dengan jumlah 94 (47%), diikuti oleh karyawan swasta dengan jumlah 73 (36,5%), lalu wiraswastawan dengan jumlah 16 (8%), lalu mengurus rumah tangga dengan jumlah 12 (6%) dan yang terakhir adalah PNS dengan jumlah 5 (2,5%). Responden dalam penelitian ini, mayoritas didominasi oleh responden yang berusia antara 23-39 tahun yang berjumlah 122 (61 %) dan usia dibawah 22 tahun yang berjumlah 49 (24,5%).

Sedangkan usia 40 - 53 tahun berjumlah 15 (7,5 %), dan usia di atas 53 tahun berjumlah 14 (7 %). Responden dalam penelitian ini, mayoritas didominasi oleh responden yang memiliki pendapatan berkisar nominal Rp 2.000.000 – Rp 3.000.000 setiap bulan dengan jumlah 54 (27 %) dan pendapatan berkisar nominal dibawah Rp 1.000.000 setiap bulan dengan jumlah 52 (26 %). Sedangkan responden yang memiliki pendapatan berkisar nominal Rp 1.100.000 – Rp 2.000.000 setiap bulan dengan jumlah 47 (23,5 %), pendapatan berkisar nominal di atas Rp 4.000.000 setiap bulan dengan jumlah 19 (9,5 %) dan yang terakhir pendapatan berkisar nominal Rp 3.100.000 – Rp 4.000.000 setiap bulan dengan jumlah 19 (9,5 %). Responden dalam penelitian ini, dalam kategori pengalaman membeli kue “Jogja Scrummy” menunjukkan hasil yang sama, yaitu sejumlah 100 orang pernah membeli kue “Jogja Scrummy” (50 %) dan sejumlah 100 orang belum pernah membeli kue “Jogja Scrummy” (50 %).

5.1.2 Hasil Uji Regresi Linear Berganda Kredibilitas Selebriti Endorser Pada Ekuitas Merk

Berdasarkan hasil dari nilai koefisien regresi pada masing masing variabel Kredibilitas Selebriti Endorser, yaitu Daya Tarik, Kepercayaan dan Keahlian didapat tidak semua variabel berpengaruh positif terhadap masing-masing variabel dimensi Ekuitas Merek, yaitu Kesadaran Merek, Asosiasi

Merek, Persepsi Kualitas dan Loyalitas. Variabel Daya Tarik dari Dude Herlino sebagai selebriti endorser produk oleh-oleh makanan khas kekinian kota Yogyakarta “Jogja Scrummy” menunjukkan hasil yang negatif dalam mempengaruhi variabel-variabel dimensi Ekuitas Merek.

Hal ini berarti bahwa jika variabel Kepercayaan dan Keahlian meningkat, maka Ekuitas Merek “Jogja Scrummy” juga akan meningkat. Sedangkan, ketika variabel Daya Tarik meningkat, maka tidak akan terjadi pengaruh yang signifikan pada Ekuitas Merek “Jogja Scrummy”. Secara teoritis, temuan ini mendukung walau tidak seluruhnya hasil penelitian yang dilakukan oleh Dwivedi, Abhishek, *et al*, (2015) yang menunjukkan bahwa selebriti endorser yang kredibel memiliki kemampuan untuk mempengaruhi ekuitas merek yang disahkan, yang tercermin dari empat aspek - kesadaran merek, asosiasi merek, kualitas yang dirasakan dan loyalitas merek.

5.1.3 Hasil Uji Regresi Linear Berganda Ekuitas Merek Pada Niat Beli

Konsumen

Berdasarkan hasil dari nilai koefisien regresi pada masing masing variabel dimensi Ekuitas Merek didapat berpengaruh positif seluruhnya terhadap Niat Beli Konsumen. Hal ini berarti bahwa jika variabel Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas dan Loyalitas meningkat, maka Niat Beli Konsumen juga meningkat. Secara teoritis, penelitian ini

mendukung hasil penelitian Reza Jalilvand, *et al* (2011) yang mengungkapkan bahwa kesadaran merek, asosiasi merek, loyalitas merek, dan kualitas yang dirasakan memiliki dampak signifikan pada keinginan konsumen untuk membeli produk.

5.1.4 Hasil Uji Beda Persepsi Kredibilitas Selebriti Endorser jika ditinjau dari perbedaan pekerjaan, usia dan pengalaman konsumen membeli “Jogja Scrummy” (pernah membeli dan belum pernah membeli).

Berdasarkan hasil dari nilai koefisien uji beda Anova pada masing masing variabel status pekerjaan, usia dan pengalaman membeli “Jogja Scrummy” tidak semua berpengaruh positif terhadap Kredibilitas Selebriti Endorser. Perbedaan status pekerjaan saja yang positif mempengaruhi persepsi responden terhadap variabel Kepercayaan Kredibilitas Selebriti Endorser, sedangkan perbedaan usia dan pengalaman membeli “Jogja Scrummy” tidak memiliki perbedaan perspsi yang signifikan.

5.1.5 Hasil Uji Beda Persepsi Ekuitas Merek jika ditinjau dari perbedaan pekerjaan, usia dan pengalaman konsumen membeli “Jogja Scrummy” (pernah membeli dan belum pernah membeli).

Berdasarkan hasil dari nilai koefisien uji beda Anova pada masing masing variabel status pekerjaan, usia dan pengalaman membeli “Jogja Scrummy” tidak semua berpengaruh positif terhadap Ekuitas Merek. Perbedaan usia positif memiliki perbedaan persepsi terhadap variabel kesadaran merek dan asosiasi merek yang merupakan dimensi dari Ekuitas

Merek. Perbedaan pengalaman dalam membeli “Jogja Scrummy” positif memiliki perbedaan persepsi terhadap variabel kesadaran merek yang merupakan dimensi dari Ekuitas Merek.

5.1.6 Hasil Uji Beda Persepsi Niat Beli Konsumen jika ditinjau dari perbedaan pekerjaan, usia dan pengalaman konsumen membeli “Jogja Scrummy” (pernah membeli dan belum pernah membeli).

Berdasarkan hasil dari nilai koefisien uji beda Anova pada masing masing variabel status pekerjaan, usia dan pengalaman membeli “Jogja Scrummy” tidak semua berpengaruh positif terhadap Niat Beli Konsumen. Perbedaan usia positif memiliki perbedaan persepsi terhadap variabel Niat Beli Konsumen. Sedangkan perbedaan status pekerjaan dan pengalaman membeli “Jogja Scrummy” tidak memiliki perbedaan persepsi yang positif terhadap variabel Niat Beli Konsumen.

5.2 Implikasi Manajerial

Hasil penelitian ini menunjukkan bahwa Kredibilitas Selebriti Endorser berpengaruh positif dan signifikan walau tidak seluruh variabelnya terhadap Ekuitas merek. Variabel Daya Tarik tidak memiliki pengaruh yang positif dan signifikan terhadap Ekuitas Merek. Sehingga, pihak pemasar atau produsen perlu selektif memilih selebriti yang dijadikan endorser sebuah produk dalam memasarkan produknya. Dude Herlino adalah *founder* sekaligus endorser produk “Jogja

Scrummy”. Dari sisi kepercayaan dan keahlian Dude Herlino memiliki pengaruh yang positif dalam meningkatkan ekuitas merek “Jogja Scrummy”. Hal ini berarti, dari sisi cara penyampaian pesan iklan, gaya bicara, gaya pembawaan, gaya berperilaku, pengalaman dan keterampilan Dude Herlino positif dapat membentuk ekuitas merek “Jogja Scrummy”. Dude Herlino hanya perlu meningkatkan lagi daya tariknya di mata masyarakat dengan cara mengambil peran dalam sinetron-sinetron yang tayang pada jam *primetime*. Dude Herlino juga dapat menggandeng aktris atau actor yang kini namanya sedang naik daun untuk menjadi selebriti endorser produk “Jogja Scrummy”. Aktris atau aktor ini kelak akan foto berdampingan dengan Dude Herlino dalam setiap baliho iklan “Jogja Scrummy”, mengunggah kue “Jogja Scrummy” di media sosial resmi miliknya dan hadir dalam setiap postingan maupun *event* yang diadakan oleh “Jogja Scrummy”.

Hasil penelitian menunjukkan bahwa Ekuitas Merek “Jogja Scrummy” berpengaruh positif terhadap niat pembelian konsumen. Sehingga, ketika ekuitas merek “Jogja Scrummy” meningkat positif dalam benak atau pikiran konsumen, pembelian produk oleh-oleh makanan khas yang kekinian dari kota Yogyakarta ini juga meningkat. Peningkatan ekuitas merek “Jogja Scrummy” dapat didukung oleh cara pemasaran yang semakin baik, yaitu menggunakan selebriti endorser yang mendukung sepenuhnya produk “Jogja Scrummy”. Cara pemasaran lain dengan cara membagi brosur dan tester kue “Jogja Scrummy” di pusat keramaian kota Yogyakarta dan tempat wisata terpopuler di kota Yogyakarta.

Kategori usia 40 hingga 53 tahun merupakan kategori usia yang memiliki kesadaran merek dan asosiasi merek pada “Jogja Scrummy” dengan presentase paling tinggi. Sedangkan, kategori usia dibawah 22 tahun memiliki tingkat presentase paling rendah dalam mempersepsikan kesadaran merek pada “Jogja Scrummy”. Kategori usia 23 hingga 59 tahun juga menjadi kategori usia dengan presentase paling rendah terhadap asosiasi merek “Jogja Scrummy”. Kategori usia tersebut baiknya lebih diperhatikan dengan membuat suatu strategi pemasaran khusus untuk kategori usia tersebut. Hal ini dilakukan dengan tujuan meningkatkan kesadaran dan asosiasi merek bagi kategori usia terendah sehingga dapat meningkatkan pula niat beli dan akhirnya meningkatkan profit perusahaan. Cara pemasaran yang disarankan adalah dengan membuat pameran kesenian dan musik yang bertemakan kota Yogyakarta. Pameran ini dapat dilakukan di Jogja National Museum, dimana lokasi ini selama beberapa kali dijadikan lokasi pameran “ArtJog”. Dalam *event* tersebut dapat ditampilkan hasil karya rekan-rekan muda dari beberapa sekolah menengah atas dan perguruan tinggi. Jenis karya dapat berupa lukisan, patung, miniatur dan lain sebagainya yang bisa menggambarkan citra kota Yogyakarta menurut pandangan mereka masing-masing. Acara musik yang ditampilkan akan menggabungkan musik tradisional dengan musik modern. Dalam *event* tersebut, Dude Herlino sebagai *founder* hadir dan memberikan saran dan masukannya kepada generasi muda untuk mencintai tradisi dan mengembangkan citra kota Yogyakarta yang modern tetapi tetap mengikuti tradisi. Kue “Jogja Scrummy” dapat dibagikan menjadi tester bagi para pengunjung yang datang. Banner dan spanduk acara dibuat berwarna dasar oranye dan diberi logo

“Jogja Scrummy”. Dibeberapa spanduk, ditampilkan foto Dude Herlino yang mengajak rekan muda untuk mengikuti *event* tersebut. Acara ini nantinya akan meningkatkan kesadaran merek dan asosiasi merek “Jogja Scrummy” pada rekan muda.

Kategori usia 40 hingga 53 tahun merupakan kategori usia paling tinggi dalam mempersepsikan kesadaran merek dan asosiasi merek “Jogja Scrummy”. Perhatian khusus juga diperlukan pada kategori usia ini agar mereka tetap loyal dan menjadi konsumen tetap produk “jogja Scrummy”. “Jogja Scrummy” dapat memberikan *reward* berupa gelas atau payung bertuliskan “Jogja Scrummy” setiap pembelian 3 box kue dan gratis satu box roti dengan varian rasa apapun setiap pembelian 10 box.

5.3 Keterbatasan Penelitian dan Saran

Penelitian ini masih memiliki keterbatasan dalam hal area penelitian karena penelitian ini hanya dilakukan di Kota Yogyakarta saja dengan karakteristik responden yang homogen. Sehingga untuk penelitian berikutnya karakteristik responden dalam hal wilayah maupun karakteristik lain perlu dikembangkan agar dapat menghasilkan generalisasi yang lebih representatif. Demografi responden dalam penelitian ini juga tidak terbagi rata sehingga menimbulkan hasil pengujian persepsi yang sama. Diharapkan untuk penelitian selanjutnya pembagian demografi responden perlu dipertimbangkan. Selain itu, pada penelitian selanjutnya perlu dibandingkan produk oleh-oleh makanan khas yang kekinian dengan produk oleh-

oleh makanan khas yang memang sudah menjadi ikon kota tersebut dan legendaris di suatu kota terhadap perilaku pembelian mereka. Penelitian selanjutnya juga dirasa perlu membandingkan produk oleh-oleh kekinian yang berupa produk pangan dengan produk oleh-oleh kekinian lainnya yang mungkin berupa benda dengan produk oleh-oleh yang telah legendaris terhadap perilaku pembelian mereka.



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LAMPIRAN



LAMPIRAN 1. KUESIONER

Halo, perkenalkan saya Lutgardis Thea Prettylia Sari Siregar.

Saat ini saya sedang melakukan penelitian tentang “Pengaruh Ekuitas Merek dan Selebriti Endorser Pada Niat Pembelian Konsumen. Studi ini dilakukan pada makanan oleh-oleh khas dari kota Yogyakarta. Penelitian ini digunakan sebagai penelitian thesis saya.

Mohon bantuan dari saudara/i sekalian untuk mengisi kuisoner saya ini. Bagi anda yang belum pernah membeli kue “Jogja Scrummy” juga diperkenankan untuk mengisi kuisoner ini.

Atas bantuannya, saya ucapkan banyak terima kasih.

Salam,

Lutgardis Thea P. S. S

Bagian I : Profil Responden

1. Nama :
2. Gender : L / P
3. Pekerjaan : ☐ Pelajar/Mahasiswa
☐ Karyawan Swasta
☐ PNS
☐ Wiraswastawan
☐ Mengurus Rumah Tangga
4. Usia : ☐ > 53 Tahun
☐ 40 – 53 Tahun
☐ 23 – 39 Tahun
☐ < 22 Tahun
5. Rata-rata pendapatan per bulan :
☐ < Rp.1.000.000
☐ Rp.1.100.000 – Rp. 2.000.000
☐ Rp. 2.100.000 – Rp. 3.000.000
☐ Rp. 3.100.000 – Rp. 4.000.000
☐ > Rp. 4.000.000

Bagian II : Angket

Petunjuk: Berilah tanda silang (X) untuk pernyataan yang sesuai dengan kondisi saudara/i, sebagai berikut :

STS : Sangat Tidak Setuju ; skor 1

TS : Tidak Setuju ; skor 2

N : Netral ; skor 3

S : Setuju ; skor 4

SS : Sangat Setuju ; skor 5

1. Kredibilitas Endorser

Pada bagian ini saudara/i diminta untuk memberikan pendapat tentang citra atau kesan Dude Herlino sesuai dengan kondisi anda.

a. Daya Tarik

No	Pertanyaan	STS	TS	N	S	SS
1	Dude Herlino memiliki daya tarik sebagai selebriti <i>endorser</i> sekaligus <i>founder</i> “Jogja Scrummy”					
2	Dude Herlino memiliki tingkat kelas yang tinggi sebagai selebriti <i>endorser</i> sekaligus <i>founder</i> “Jogja Scrummy”					
3	Dude Herlino merupakan selebriti yang memiliki kepribadian yang sesuai dengan karakteristik masyarakat Yogyakarta.					

4	Dude Herlino merupakan selebriti yang elegan sebagai endorser sekaligus founder “Jogja Scrummy”					
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B. Keahlian

No	Pertanyaan	STS	TS	N	S	SS
1	Dude Herlino memiliki keahlian/kemampuan terkait dengan produk atau merek “Jogja Scrummy”					
2	Dude Herlino memiliki pengalaman yang terkait dengan produk atau merek “Jogja Scrummy”					
3	Dude Herlino memiliki pengetahuan yang terkait dengan produk atau merek “Jogja Scrummy”					
4	Dude Herlino memiliki kualitas sebagai selebriti endorser sekaligus founder “Jogja Scrummy”					
5	Dude Herlino memiliki ketrampilan yang berhubungan dengan produk “Jogja Scrummy”					

C Kepercayaan

No	Pertanyaan	STS	TS	N	S	SS
1	Dude Herlino dapat diandalkan dalam menyampaikan kesan makanan khas oleh-oleh dari kota Yogyakarta ketika konsumen membeli “Jogja Scrummy”					
2	Dude Herlino memiliki kejujuran dalam menyampaikan kesan makanan khas oleh-oleh dari kota Yogyakarta ketika konsumen membeli “Jogja Scrummy”					
3	Dude Herlino konsisten dalam menyampaikan kesan makanan khas oleh-oleh dari kota Yogyakarta ketika konsumen membeli “Jogja Scrummy”					
4	Dude Herlino memiliki ketulusan dalam menyampaikan kesan makanan khas oleh-oleh dari kota Yogyakarta ketika konsumen membeli “Jogja Scrummy”					
5	Dude Herlino adalah sosok yang dapat dipercaya dalam menyampaikan kesan					

	makanan khas oleh-oleh dari kota Yogyakarta ketika konsumen membeli “Jogja Scrummy”					
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2. Ekuitas Merek

Pada bagian ini saudara/i diminta untuk memberikan pendapat tentang merek Jogja Scrummy sesuai dengan kondisi anda.

a. Kesadaran Merek

No	Pertanyaan	STS	TS	N	S	SS
1	Saya mengetahui merek “Jogja Scrummy”					
2	Saya mengenali merek “Jogja Scrummy”					
3	Saya dapat mengetahui beberapa jenis varian rasa kue “Jogja Scrummy”					

b. Asosiasi Merk

No	Pertanyaan	STS	TS	N	S	TS
1	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh dari kota Yogyakarta menawarkan harga yang sesuai dengan nilainya.					
2	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh dari kota Yogyakarta akan memiliki kemajuan secara teknis.					
3	Saya menyukai merek “Jogja Scrummy” sebagai makanan khas oleh-oleh dari kota Yogyakarta					
4	Saya memiliki kepercayaan merek “Jogja Scrummy” sebagai makanan khas oleh-oleh dari kota Yogyakarta					
5	Saya akan merasa bangga membeli dan menyantap merek makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy”					
6	Saya akan merasa bangga membeli dan menjadikan “Jogja Scrummy” sebagai buah tangan yang saya bawa jika saya mengunjungi keluarga atau kerabat saya di kota lain					

c. Persepsi Kualitas

No	Pertanyaan	STS	TS	N	S	SS
1	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh khas kota Yogyakarta merupakan produk berkualitas tinggi.					
2	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh khas kota Yogyakarta konsisten dalam mempertahankan kualitas.					
No	Pertanyaan	STS	TS	N	S	SS

3	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh khas kota Yogyakarta menawarkan rasa dan tekstur kue yang enak dan baik					
4	Ada kecenderungan bahwa merek “Jogja Scrummy” sebagai produk makanan khas oleh-oleh khas kota Yogyakarta sangat dapat diandalkan.					

D. Loyalitas

No	Pertanyaan	STS	TS	N	S	SS
1	Saya merasa loyal terhadap merek “Jogja Scrummy” ketika mempertimbangkan oleh-oleh yang akan saya bawa untuk keluarga atau kerabat di kota lain.					
2	Ketika saya mempertimbangkan pembelian makanan khas sebagai oleh-oleh yang menggambarkan kota Yogyakarta maka “Jogja Scrummy” menjadi pilihan utama saya.					
3	Jika merek “Jogja Scrummy” tidak tersedia di sebuah toko oleh-oleh makanan khas, maka saya tidak bersedia membeli merek oleh-oleh makanan khas dari kota Yogyakarta lainnya.					

3. Niat Pembelian Konsumen

Pada bagian ini saudara/i diminta untuk memberikan pendapat tentang niat pembelian anda terhadap kue Jogja Scrummy yang dimiliki oleh Dude Herlino sesuai dengan kondisi anda.

No	Pertanyaan	STS	TS	N	S	SS
1	Saya akan membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” dalam waktu dekat.					
2	Saya berencana untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” setiap kali saya akan berpergian ke luar kota.					
3	Saya berniat untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” untuk saya konsumsi sendiri					
4	Saya berniat untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” untuk saya sajikan ketika berkumpul bersama keluarga					
5	Saya berniat untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” untuk saya sajikan ketika berkumpul bersama teman					

6	Saya berniat untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” dengan alasan produk tersebut lebih memperlihatkan tentang kekhasan kota Yogyakarta.					
7	Saya berniat untuk membeli produk makanan khas oleh-oleh dari kota Yogyakarta “Jogja Scrummy” dengan alasan saya mencintai hal-hal yang khas dengan kota Yogyakarta					

-TERIMA KASIH-



Lampiran 2. Hasil uji validitas dan realibilitas

Selebriti Endorser

1. Daya Tarik (Attractiveness)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.912	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AT1	11.04	7.109	.802	.668	.885
AT2	11.11	7.053	.793	.648	.888
AT3	11.00	6.688	.781	.635	.893
AT4	11.06	6.746	.825	.692	.876

2. Keahlian (Expertise)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.915	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EX1	14.04	10.647	.803	.689	.892
EX2	14.06	10.589	.835	.754	.885
EX3	13.88	11.151	.793	.664	.894
EX4	13.73	11.406	.727	.552	.907
EX5	13.96	11.034	.755	.574	.901

3. Kepercayaan (Trustworthiness)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TH1	14.16	11.612	.751	.584	.910
TH2	14.20	11.206	.834	.696	.894
TH3	14.09	12.259	.733	.547	.914
TH4	14.15	11.220	.814	.691	.898
TH5	14.19	10.557	.843	.727	.892

Ekuitas Merek

1. Kesadaran Merek (Brand Awareness)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.892	3

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted
BA 1	7.17	3.770	.770	.667	.857
BA 2	7.33	3.336	.865	.760	.771
BA 3	7.54	3.366	.729	.568	.898

2. Asosiasi Merek (Brand Association)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.939	6

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted
BAS1	16.98	19.025	.771	.603	.933
BAS2	16.86	19.498	.778	.621	.932
BAS3	16.97	18.185	.852	.768	.923
BAS4	16.96	18.053	.843	.764	.924
BAS5	16.89	18.601	.833	.718	.926
BAS6	16.88	18.592	.828	.701	.926

3. Persepsi Kualitas (Quality Perception)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	4

Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted
QP1	10.63	5.661	.794	.667	.870
QP2	10.55	5.908	.768	.628	.880
QP3	10.49	5.718	.773	.629	.877
QP4	10.67	5.237	.799	.670	.870

4. Loyalitas (Loyalty)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.903	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
L1	6.06	4.650	.787	.649	.872
L2	6.18	3.988	.854	.734	.805
L3	6.32	3.676	.780	.623	.884

Niat Beli

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.942	.942	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NB1	19.96	29.536	.781	.642	.935
NB2	20.05	27.942	.852	.756	.928
NB3	19.80	29.548	.748	.565	.938
NB4	19.80	28.771	.802	.775	.933
NB5	19.83	29.257	.791	.756	.934
NB6	20.07	27.523	.841	.803	.930
NB7	19.95	27.807	.836	.788	.930

Lampiran 3. Karakteristik Responden

Nama	Gender	Pekerjaan	< 22 Tahun	Rata - rata pendapatan per bulan
Fransisca tiara	Perempuan	Karyawan Swasta	< 22 Tahun	Rp 3.100.000 - Rp 4.000.000
Lala	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	> Rp 4.000.000
Kunthi	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Shary D	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Puput	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Denis	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Susi	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
Ragil p.w	Perempuan	Mengurus Rumah Tangga	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Aditya Pratomo	laki-laki	Wiraswastawan	23 - 39 Tahun	> Rp 4.000.000
Christine	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Nita	Perempuan	Karyawan Swasta	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Lala	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Vita	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Daisy	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
ARDY YUDHA PERDANA	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.001
wihelmina	Perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Laurency	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Tyas	Perempuan	Wiraswastawan	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Purnama Ningsih	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Ika Rahmania	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
Prayudha	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Dhian	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
michael bayu	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Frederica Widya	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Dieshera	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Wirangga D. Wardana Si.Kom	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Hanna	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
Panji ariwoko	laki-laki	Mengurus Rumah Tangga	23 - 39 Tahun	< Rp 1.000.000
Constantius Radityo	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Chacha Karina	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
SURYA INDRA UTAMA	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Jose	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Jeffy caesario kesayangan kita zemua	laki-laki	Mengurus Rumah Tangga	23 - 39 Tahun	< Rp 1.000.000
Gevie	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
candra	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Sandy	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Mirma	Perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Frida	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
ravensta rahma	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Larasaty	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Junita Eka	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Tiara p	Perempuan	Mengurus Rumah Tangga	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
Anggie	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	> Rp 4.000.000

Nama	Gender	Pekerjaan	< 22 Tahun	Rata - rata pendapatan per bulan
ogy	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Steve	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	> Rp 4.000.000
joseph fernandez	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Kartika	perempuan	PNS	> 53 Tahun	Rp 2.100.000 - Rp 3.000.000
Ocha	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Ester	perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Amalia Alhani	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
putri	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Ina	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Rachmalia	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
agatha elita	Perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Kresna	laki-laki	Wiraswastawan	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Yachinta ferry	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Chandra	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Meiyta	Perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Panjul	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Bella	Perempuan	Wiraswastawan	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Ferica	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Boby culius ertanto	laki-laki	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Detta	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Daniel	laki-laki	Wiraswastawan	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
Suko	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
Ogik	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Dewi agung tridinanti	Perempuan	Karyawan Swasta	23 - 39 Tahun	> Rp 4.000.000
Gilar	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Bernadeta syekar	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
PREDI ERI WIBAWA	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Ignatius Himawan	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
Wulan	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Agus Suprianto	laki-laki	Karyawan Swasta	23 - 39 Tahun	< Rp 1.000.000
Fransiska Erika	Perempuan	Pelajar/Mahasiswa	> 53 Tahun	Rp 2.100.000 - Rp 3.000.000
Cristian wahyu	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Bagus Triatmojo	laki-laki	Karyawan Swasta	< 22 Tahun	Rp 2.100.000 - Rp 3.000.000
Vicky	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Ragil	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
Suci Lidyawati	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Rini	Perempuan	Mengurus Rumah Tangga	> 53 Tahun	Rp 3.100.000 - Rp 4.000.000
Arina ferosita	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
suci	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	> Rp 4.000.000
Pandu aries sandy	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
anis	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Raisa	Perempuan	Pelajar/Mahasiswa	< 22 tahun	< Rp 1.000.000
Tutik	Perempuan	Wiraswastawan	40 - 53 Tahun	Rp 3.100.000 - Rp 4.000.000
Sasha	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
yanna amalia	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000

Nama	Gender	Pekerjaan	< 22 Tahun	Rata - rata pendapatan per bulan
Risma	Perempuan	Wiraswastawan	23 - 39 Tahun	> Rp 4.000.000
Niar	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Yalis	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Udin	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Indera	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Jaya	laki-laki	Mengurus Rumah Tangga	> 53 Tahun	Rp 2.100.000 - Rp 3.000.000
Fandy	laki-laki	Karyawan Swasta	40 - 53 Tahun	> Rp 4.000.000
Tata	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Guntur	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Iwan	laki-laki	Wiraswastawan	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Prasma	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Muflich	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Diar	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Nirma	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Dewi	perempuan	Wiraswastawan	40 - 53 Tahun	> Rp 4.000.000
Irma	perempuan	PNS	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
Denis	perempuan	Mengurus Rumah Tangga	> 53 Tahun	Rp 3.100.000 - Rp 4.000.000
Regina	perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
Ika	perempuan	Wiraswastawan	> 53 Tahun	> Rp 4.000.000
Vivin	perempuan	Mengurus Rumah Tangga	> 53 Tahun	< Rp 1.000.000
Hilda	perempuan	Karyawan Swasta	> 53 Tahun	Rp 3.100.000 - Rp 4.000.000
Watiek	perempuan	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
Tika	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
Maria	perempuan	Karyawan Swasta	40 - 53 Tahun	Rp 1.100.000 - Rp 2.000.000
Pinastika	perempuan	PNS	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
dias	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
disaka	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Karyawan Swasta	40 - 53 Tahun	> Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	PNS	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Wiraswastawan	40 - 53 Tahun	> Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	Perempuan	Wiraswastawan	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000

Nama	Gender	Pekerjaan	< 22 Tahun	Rata - rata pendapatan per bulan
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	Perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	Perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	Perempuan	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	PNS	40 - 53 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Wiraswastawan	40 - 53 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	perempuan	Pelajar/Mahasiswa	< 22 Tahun	< Rp 1.000.000
NN	perempuan	Karyawan Swasta	40 - 53 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Karyawan Swasta	> 53 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Mengurus Rumah Tangga	> 53 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Wiraswastawan	40 - 53 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Wiraswastawan	> 53 Tahun	> Rp 4.000.000
NN	laki-laki	Karyawan Swasta	40 - 53 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Karyawan Swasta	> 53 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	laki-laki	Mengurus Rumah Tangga	> 53 Tahun	> Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000

Nama	Gender	Pekerjaan	< 22 Tahun	Rata - rata pendapatan per bulan
NN	laki-laki	Pelajar/Mahasiswa	< 22 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Mengurus Rumah Tangga	40 - 53 Tahun	Rp 3.100.000 - Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Mengurus Rumah Tangga	40 - 53 Tahun	> Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Karyawan Swasta	> 53 Tahun	> Rp 4.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Karyawan Swasta	40 - 53 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Karyawan Swasta	< 22 Tahun	< Rp 1.000.000
NN	laki-laki	Wiraswastawan	40 - 53 Tahun	> Rp 4.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	laki-laki	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000
NN	perempuan	Pelajar/Mahasiswa	23 - 39 Tahun	< Rp 1.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 1.100.000 - Rp 2.000.000
NN	laki-laki	Karyawan Swasta	23 - 39 Tahun	Rp 2.100.000 - Rp 3.000.000

Lampiran 4. Jawaban Responden

1. Variabel Kredibilitas Selebriti Endorser

Day a Tari k 1	Day a Tari k 2	Day a Tari k 3	Day a Tari k 4	Jumla h Daya Tarik	Ke ahl ian 1	Ke ahl ian 2	Ke ahl ian 3	Ke ahl ian 4	Ke ahl ian 5	Juml ah Keah lian	Kep erca yaan 1	Kep erca yaan 2	Kep erca yaan 3	Kep erca yaan 4	Kep erca yaan 5	Jumla h Keperc ayaan
4	2	4	3	13	2	2	2	4	2	12	3	2	2	2	2	11
3	2	2	2	9	4	1	1	4	1	11	4	2	3	2	4	15
3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	3	15
5	4	4	4	17	4	3	4	4	4	19	4	4	4	4	4	20
4	3	4	3	14	3	3	3	4	3	16	3	4	3	4	4	18
3	3	3	2	11	3	3	3	3	3	15	2	3	3	3	3	14
3	2	2	3	10	3	3	3	3	3	15	2	3	3	3	3	14
3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	3	15
4	3	4	4	15	4	4	4	4	4	20	3	4	4	4	3	18
3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	3	15
5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
3	3	4	3	13	2	2	3	3	2	12	4	3	3	3	3	16
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
5	4	4	4	17	4	3	4	4	4	19	4	4	4	4	4	20
5	5	5	5	20	4	4	4	4	4	20	4	4	4	5	4	21
3	3	4	4	14	4	4	4	4	3	19	5	3	3	3	3	17
4	4	4	4	16	3	3	3	4	3	16	3	4	4	4	3	18
2	3	2	3	10	2	3	3	3	3	14	2	3	3	3	2	13
4	4	4	3	15	3	3	3	4	3	16	3	3	3	3	3	15
4	4	4	4	16	3	3	3	4	4	17	3	3	2	4	4	16
4	4	4	4	16	3	3	3	4	4	17	4	4	4	4	4	20
3	4	4	3	14	3	3	3	3	3	15	4	3	4	3	3	17
5	5	5	5	20	3	3	3	5	3	17	3	3	4	3	3	16
4	2	3	4	13	3	4	4	3	3	17	4	3	3	3	4	17
4	4	3	4	15	3	4	5	5	4	21	4	5	5	5	4	23
4	3	3	3	13	3	3	3	4	3	16	3	3	3	3	3	15
5	4	4	4	17	4	4	5	4	2	19	4	4	4	4	4	20
4	4	4	4	16	3	3	3	3	3	15	3	3	3	3	3	15
3	3	3	3	12	3	2	2	3	3	13	3	3	3	4	3	16
3	3	4	3	13	3	3	3	4	3	16	3	3	3	3	3	15
4	4	3	4	15	3	3	4	4	3	17	4	3	3	3	3	16
4	4	4	4	16	3	3	3	4	3	16	3	3	3	3	3	15
1	1	1	1	4	1	1	1	1	1	5	4	1	4	1	1	11
3	3	3	3	12	3	3	3	3	3	15	3	3	3	3	3	15
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
4	4	4	4	16	4	3	4	4	4	19	4	3	4	3	4	18
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
4	4	4	4	16	4	4	4	4	4	20	4	4	3	4	4	19
4	3	5	5	17	3	2	3	3	3	14	4	3	4	5	5	21
4	2	2	4	12	1	2	4	4	2	13	1	3	4	3	2	13

Day a Tari k 1	Day a Tari k 2	Day a Tari k 3	Day a Tari k 4	Jumla h Daya Tarik	Ke ahl ian 1	Ke ahl ian 2	Ke ahl ian 3	Ke ahl ian 4	Ke ahl ian 5	Juml ah Keah lian	Kep erca yaan 1	Kep erca yaan 2	Kep erca yaan 3	Kep erca yaan 4	Kep erca yaan 5	Jumla h Keperc ayaan
4	4	5	4	17	2	3	3	4	4	16	5	4	4	4	4	21
5	5	5	5	20	5	5	5	5	5	25	5	4	4	4	4	21
4	4	4	4	16	4	2	2	5	4	17	3	4	4	4	4	19
4	5	5	5	19	3	3	4	4	3	17	4	3	4	4	4	19
4	4	4	5	17	5	4	4	4	2	19	4	4	5	4	4	21
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
3	3	4	4	14	3	4	3	4	2	16	3	3	3	3	3	15
4	4	4	4	16	2	2	4	4	4	16	5	4	4	4	4	21
4	4	5	4	17	4	4	4	4	4	20	4	4	5	4	3	20
5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
4	4	4	4	16	3	4	4	4	3	18	5	4	4	4	5	22
3	3	4	4	14	4	4	4	4	4	20	3	3	4	4	3	17
1	1	1	1	4	1	2	3	2	1	9	2	2	2	3	2	11
1	2	2	2	7	2	2	2	3	2	11	1	2	2	2	1	8
4	3	2	4	13	2	2	2	3	4	13	4	3	3	3	2	15
4	2	1	2	9	4	4	4	4	4	20	2	3	4	2	4	15
4	4	4	4	16	4	3	3	3	3	16	4	3	3	3	4	17
4	4	2	3	13	2	3	3	4	3	15	2	2	3	1	2	10
3	3	4	4	14	4	4	4	4	4	20	4	4	4	4	4	20
4	3	3	3	13	3	2	4	4	3	16	4	3	4	3	4	18
2	2	1	2	7	2	2	3	2	3	12	3	2	3	3	2	13
3	2	2	3	10	2	2	4	4	2	14	3	3	3	3	4	16
4	2	5	4	15	4	5	2	3	3	17	3	1	1	1	1	7
2	2	2	2	8	2	4	4	4	4	18	2	2	2	2	2	10
2	2	2	3	9	2	3	3	3	3	14	2	3	3	3	2	13
4	4	5	5	18	3	3	3	4	3	16	3	3	3	3	3	15
3	3	3	3	12	3	3	3	3	3	15	3	4	4	4	4	19
3	3	4	3	13	3	3	3	4	3	16	3	3	4	4	4	18
1	5	1	1	8	3	3	3	1	3	13	1	1	1	1	1	5
4	4	5	3	16	3	3	2	4	4	16	4	4	4	3	4	19
4	3	4	4	15	4	4	4	4	4	20	4	4	4	4	4	20
4	4	4	3	15	4	4	4	4	4	20	3	4	4	4	4	19
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
3	3	4	4	14	3	4	3	3	3	16	4	3	4	3	3	17
4	3	3	3	13	4	4	4	4	4	20	4	5	3	4	4	20
4	3	3	3	13	3	2	3	3	4	15	3	1	3	3	3	13
4	4	4	4	16	3	3	4	4	4	18	4	4	4	4	4	20
2	2	4	4	12	2	3	3	2	2	12	2	4	4	4	3	17
4	4	4	4	16	3	3	4	3	3	16	3	3	3	3	3	15
4	4	4	4	16	4	3	3	4	4	18	4	4	4	3	3	18
3	3	4	4	14	1	2	3	4	4	14	4	4	4	5	4	21
4	4	4	4	16	4	3	3	4	3	17	4	4	4	4	4	20

Day a Tari k 1	Day a Tari k 2	Day a Tari k 3	Day a Tari k 4	Jumla h Daya Tarik	Ke ahl ian 1	Ke ahl ian 2	Ke ahl ian 3	Ke ahl ian 4	Ke ahl ian 5	Juml ah Keah lian	Kep erca yaan 1	Kep erca yaan 2	Kep erca yaan 3	Kep erca yaan 4	Kep erca yaan 5	Jumla h Keperc ayaan
4	3	4	4	15	3	3	3	3	3	15	3	4	3	4	3	17
5	5	5	5	20	3	3	3	4	3	16	4	3	4	4	5	20
5	3	3	3	14	3	2	4	3	2	14	2	2	4	3	3	14
4	5	5	5	19	5	5	4	4	3	21	5	4	4	4	4	21
4	4	3	4	15	4	4	3	3	3	17	3	3	3	3	4	16
2	2	4	2	10	2	2	1	2	2	9	4	2	5	4	2	17
2	2	2	3	9	2	2	3	2	3	12	4	3	4	4	4	19
4	4	5	4	17	4	4	5	5	4	22	4	4	4	4	4	20
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
3	4	4	4	15	2	2	3	3	3	13	3	4	4	3	4	18
4	4	3	3	14	4	4	3	4	4	19	4	3	4	4	3	18
4	4	4	4	16	3	4	4	3	4	18	3	4	4	4	3	18
4	4	5	4	17	4	4	4	5	5	22	4	4	5	5	4	22
4	4	5	5	18	4	4	4	5	4	21	4	4	3	4	5	20
4	4	5	4	17	4	4	4	5	5	22	4	4	4	5	4	21
4	4	5	4	17	4	5	5	4	4	22	4	4	4	4	4	20
4	4	5	4	17	4	4	5	4	5	22	4	4	4	5	4	21
2	2	3	3	10	3	3	3	2	3	14	2	2	3	2	2	11
4	4	3	3	14	2	3	3	3	3	14	4	4	4	4	4	20
4	4	3	4	15	4	4	5	4	4	21	4	4	3	4	4	19
3	2	3	2	10	3	3	4	2	3	15	2	2	4	3	2	13
4	4	4	3	15	4	4	4	4	3	19	4	4	4	3	4	19
2	2	2	2	8	1	1	1	1	1	5	1	2	3	2	1	9
3	4	4	3	14	4	4	4	3	3	18	4	4	5	5	5	23
2	3	2	2	9	1	2	2	2	1	8	2	2	1	2	1	8
4	4	4	4	16	4	5	5	5	4	23	4	5	5	5	4	23
4	4	5	4	17	4	4	5	5	4	22	4	4	4	5	5	22
4	4	5	5	18	2	3	3	4	3	15	5	5	3	4	5	22
4	4	5	5	18	4	4	4	5	5	22	5	5	4	4	4	22
2	2	2	2	8	3	3	2	2	3	13	3	3	3	3	2	14
1	1	1	1	4	1	1	1	1	1	5	2	2	3	2	2	11
3	3	4	3	13	3	3	4	3	4	17	4	4	3	3	4	18
5	4	4	2	15	3	3	3	4	4	17	3	3	3	3	3	15
4	4	4	4	16	3	3	3	4	4	17	3	4	3	4	4	18
4	4	3	3	14	4	3	4	4	4	19	4	4	4	4	3	19
3	3	3	3	12	3	2	3	3	3	14	2	2	2	3	2	11
4	4	4	4	16	4	3	4	4	3	18	3	3	3	4	4	17
3	3	3	4	13	3	3	3	3	3	15	4	4	4	4	4	20
4	4	4	4	16	4	4	4	5	4	21	4	5	5	4	4	22
4	4	4	4	16	3	3	3	4	3	16	4	4	4	4	5	21
5	5	3	3	16	4	4	3	5	2	18	1	2	4	1	1	9
4	4	4	4	16	4	4	4	4	4	20	4	4	4	4	4	20
4	5	4	4	17	4	5	5	5	4	23	4	5	4	4	5	22

Day a Tari k 1	Day a Tari k 2	Day a Tari k 3	Day a Tari k 4	Jumla h Daya Tarik	Ke ahl ian 1	Ke ahl ian 2	Ke ahl ian 3	Ke ahl ian 4	Ke ahl ian 5	Juml ah Keah lian	Kep erca yaan 1	Kep erca yaan 2	Kep erca yaan 3	Kep erca yaan 4	Kep erca yaan 5	Jumla h Keperc ayaan
5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	5	25
4	4	5	5	18	5	5	5	5	5	25	4	4	4	5	5	22
2	3	3	2	10	3	3	3	2	3	14	3	3	3	3	3	15
2	3	3	2	10	3	1	3	4	2	13	3	3	2	3	3	14
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4	4	5	4	17	4	3	3	3	4	17	4	3	3	4	4	18

Day a Tari k 1	Day a Tari k 2	Day a Tari k 3	Day a Tari k 4	Jumla h Daya Tarik	Ke ahl ian 1	Ke ahl ian 2	Ke ahl ian 3	Ke ahl ian 4	Ke ahl ian 5	Juml ah Keah lian	Kep erca yaan 1	Kep erca yaan 2	Kep erca yaan 3	Kep erca yaan 4	Kep erca yaan 5	Jumla h Keperc ayaan
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2. Variabel Ekuitas Merek

Kesa dara n Mer ek 1	Kesa dara n Mer ek 2	Kesa dara n Mer ek 3	Juml ah Kesa dara n Mer ek	Aso sias i Mer ek 1	Aso sias i Mer ek 2	Aso sias i Mer ek 3	Aso sias i Mer ek 4	Aso sias i Mer ek 5	Aso sias i Mer ek 6	Jum lah Aso sias i Mer ek	Per sep si Ku alit as 1	Per sep si Ku alit as 2	Per sep si Ku alit as 3	Per sep si Ku alit as 4	Ju mla h Per sep si Ku alit as	Loy alita s 1	Loy alita s 2	Loy alita s 3	Jum lah Loy alita s
5	3	2	10	2	2	2	2	2	2	12	2	3	3	3	11	2	1	1	4
4	4	2	10	3	2	3	2	1	1	12	3	3	3	3	12	2	1	1	4
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4	4	4	12	4	3	3	4	3	4	21	3	3	4	4	14	3	3	4	10
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Kesadaran Merek 1	Kesadaran Merek 2	Kesadaran Merek 3	Jumlah Kesadaran Merek	Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3	Asosiasi Merek 4	Asosiasi Merek 5	Asosiasi Merek 6	Jumlah Asosiasi Merek	Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah Persepsi Kualitas	Loyalitas 1	Loyalitas 2	Loyalitas 3	Jumlah Loyalitas
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4	4	2	10	2	1	2	2	2	2	11	2	2	1	1	6	1	1	1	3
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Kesadaran Merek 1	Kesadaran Merek 2	Kesadaran Merek 3	Jumlah Kesadaran Merek	Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3	Asosiasi Merek 4	Asosiasi Merek 5	Asosiasi Merek 6	Jumlah Asosiasi Merek	Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah Persepsi Kualitas	Loyalitas 1	Loyalitas 2	Loyalitas 3	Jumlah Loyalitas
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
5	5	3	13	4	4	4	4	4	4	24	4	4	3	3	14	3	1	1	5
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3	3	4	10	4	4	3	4	4	3	22	2	3	4	3	12	4	2	2	8
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Kesadaran Merek 1	Kesadaran Merek 2	Kesadaran Merek 3	Jumlah Kesadaran Merek	Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3	Asosiasi Merek 4	Asosiasi Merek 5	Asosiasi Merek 6	Jumlah Asosiasi Merek	Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah Persepsi Kualitas	Loyalitas 1	Loyalitas 2	Loyalitas 3	Jumlah Loyalitas
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3	3	3	9	4	3	3	3	4	4	21	3	4	4	3	14	3	3	3	9
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3	3	3	9	3	4	3	3	3	3	19	3	3	3	2	11	3	3	3	9
4	4	4	12	4	3	3	3	4	3	20	3	4	4	3	14	2	3	4	9
4	4	4	12	3	3	3	3	3	3	18	4	4	4	4	16	3	3	3	9
4	5	5	14	4	5	5	4	4	4	26	4	5	4	5	18	4	4	4	12
5	5	4	14	3	4	4	4	4	4	23	4	4	5	4	17	3	4	2	9
4	4	3	11	2	3	1	1	2	4	13	3	4	4	3	14	3	2	1	6
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12

Kesadaran Merek 1	Kesadaran Merek 2	Kesadaran Merek 3	Jumlah Kesadaran Merek	Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3	Asosiasi Merek 4	Asosiasi Merek 5	Asosiasi Merek 6	Jumlah Asosiasi Merek	Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah Persepsi Kualitas	Loyalitas 1	Loyalitas 2	Loyalitas 3	Jumlah Loyalitas
4	4	5	13	4	4	4	4	4	4	24	4	4	4	5	17	4	4	4	12
5	5	5	15	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
5	5	5	15	4	4	4	4	5	5	26	5	5	5	5	20	4	4	5	13
3	2	3	8	2	3	3	2	3	3	16	3	3	2	3	11	2	3	2	7
2	3	4	9	4	4	3	3	4	3	21	3	4	3	3	13	3	2	4	9
4	4	4	12	2	3	3	2	3	4	17	3	4	4	4	15	2	2	1	5
2	2	2	6	3	3	3	3	3	3	18	3	3	3	3	12	3	3	3	9
4	4	5	13	2	4	4	4	3	4	21	4	4	4	4	16	4	4	5	13
2	2	2	6	2	2	2	2	3	3	14	3	3	5	4	15	2	3	3	8
1	1	1	3	3	3	3	3	3	3	18	3	3	4	4	14	4	3	3	10
4	4	4	12	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
4	3	2	9	2	1	2	2	3	2	12	2	2	4	2	10	2	1	1	4
2	2	2	6	2	2	1	1	2	2	10	2	2	2	2	8	2	1	1	4
4	4	4	12	4	3	3	4	3	4	21	3	3	3	3	12	3	3	3	9
3	3	3	9	4	4	4	3	4	4	23	4	4	4	4	16	3	3	4	10
4	4	4	12	3	3	2	3	2	2	15	2	2	3	3	10	4	4	3	11
5	5	5	15	5	5	4	4	4	4	26	4	4	5	5	18	5	5	5	15
5	4	4	13	4	4	3	3	3	4	21	3	4	3	3	13	3	3	3	9
3	4	2	9	2	3	4	5	4	3	21	3	4	1	1	9	1	1	1	3
2	2	1	5	4	3	3	3	3	3	19	4	2	3	3	12	4	3	4	11
5	5	5	15	5	5	5	5	5	5	30	4	5	5	5	19	5	5	5	15
4	4	4	12	4	3	3	3	4	3	20	4	4	4	4	16	3	3	3	9
3	3	3	9	3	3	3	3	3	3	18	2	2	3	3	10	3	3	3	9
2	2	2	6	3	3	2	2	3	3	16	3	3	2	2	10	3	3	3	9
4	4	4	12	4	3	3	4	4	4	22	4	4	3	4	15	4	4	4	12
4	4	4	12	4	4	4	4	3	4	23	4	3	4	4	15	3	3	3	9
4	4	4	12	3	4	4	4	3	3	21	4	4	4	4	16	4	3	4	11
5	5	4	14	5	4	5	4	5	5	28	5	4	4	5	18	4	4	5	13
2	2	2	6	3	3	2	2	2	3	15	3	3	3	3	12	3	2	2	7
2	2	2	6	3	3	3	3	3	3	18	3	4	3	3	13	3	3	3	9
1	1	1	3	3	3	3	4	4	4	21	4	4	3	3	14	3	3	3	9
4	4	4	12	4	4	5	5	4	5	27	4	4	4	4	16	4	4	5	13
4	4	3	11	4	4	3	4	4	4	23	4	4	4	4	16	3	4	4	11
3	4	4	11	4	4	4	4	4	4	24	3	3	3	3	12	3	3	3	9
5	5	5	15	5	5	5	5	5	5	30	4	5	5	5	19	4	4	4	12
5	5	5	15	5	5	5	5	5	5	30	4	4	5	5	18	5	5	5	15
4	4	3	11	2	2	3	3	3	3	16	4	4	2	2	12	3	2	2	7
4	2	2	8	2	3	4	4	3	3	19	3	3	3	3	12	2	4	4	10
4	4	5	13	2	2	2	2	3	3	14	3	3	4	2	12	2	2	2	6
4	4	4	12	4	4	4	5	4	5	26	4	4	4	5	17	4	4	5	13

Kesadaran Mer ek 1	Kesadaran Mer ek 2	Kesadaran Mer ek 3	Jumlah Kesadaran Mer ek	Asosiasi Mer ek 1	Asosiasi Mer ek 2	Asosiasi Mer ek 3	Asosiasi Mer ek 4	Asosiasi Mer ek 5	Asosiasi Mer ek 6	Jumlah Asosiasi Mer ek	Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4	Jumlah Persepsi Kualitas	Loyalitas 1	Loyalitas 2	Loyalitas 3	Jumlah Loyalitas
5	5	5	15	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
4	4	4	12	3	3	3	3	3	3	18	4	3	4	5	16	3	3	3	9
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
4	4	4	12	4	3	4	4	4	4	23	5	5	4	3	17	4	4	4	12
5	5	5	15	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
3	4	4	11	4	4	4	5	2	4	23	4	4	4	5	17	3	3	3	9
3	3	4	10	3	3	4	3	4	3	20	4	4	4	4	16	4	4	4	12
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
5	5	4	14	4	4	5	5	4	4	26	5	5	5	4	19	4	4	5	13
5	5	4	14	4	4	4	4	4	3	23	4	4	5	5	18	4	4	4	12
4	4	4	12	4	4	4	4	4	5	25	4	4	4	5	17	3	3	2	8
5	5	5	15	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
5	5	5	15	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
4	4	4	12	4	2	2	4	4	3	19	3	3	3	3	12	3	3	3	9
5	5	5	15	4	4	5	5	4	4	26	4	4	4	4	16	5	5	4	14
5	5	5	15	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	15
4	4	4	12	4	4	4	4	4	4	24	3	3	3	3	12	4	3	3	10
2	2	2	6	1	1	1	2	2	2	9	2	2	2	2	8	2	1	2	5
5	5	5	15	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
5	5	5	15	4	5	5	4	4	4	26	5	5	5	5	20	4	4	4	12
3	3	3	9	3	3	3	3	4	3	19	3	3	3	3	12	3	3	3	9
4	4	4	12	3	3	3	3	3	3	18	4	3	3	3	13	3	3	3	9
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12
4	4	2	10	2	4	4	4	3	4	21	4	4	4	5	17	2	2	2	6
3	3	3	9	3	3	2	3	3	3	17	4	3	3	3	13	3	4	2	9
5	4	3	12	4	5	4	4	5	4	26	4	4	4	4	16	3	3	3	9
5	5	4	14	3	3	3	3	3	3	18	4	3	4	3	14	3	3	2	8
3	3	3	9	2	2	3	3	3	2	15	3	3	3	3	12	2	2	2	6
4	2	1	7	2	4	2	2	3	4	17	3	4	4	3	14	1	2	2	5
2	2	2	6	2	2	2	2	2	2	12	2	2	2	2	8	2	2	2	6
2	2	2	6	2	2	2	2	2	2	12	2	2	2	2	8	2	2	2	6
3	3	3	9	2	2	2	2	2	2	12	3	3	2	2	10	2	2	3	7
1	1	1	3	3	5	3	3	4	3	21	3	3	3	3	12	3	3	3	9
4	4	4	12	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	12

3. Variabel Niat Beli

Niat Beli 1	Niat Beli 2	Niat Beli 3	Niat Beli 4	Niat Beli 5	Niat Beli 6	Niat Beli 7	Jumlah Niat Beli
1	1	1	1	1	1	1	7
1	1	1	1	1	1	1	7
3	3	3	3	3	3	3	21
4	3	4	3	3	4	4	25
3	3	3	4	3	3	3	22
3	3	3	4	4	2	3	22
3	2	3	3	3	2	3	19
3	2	3	3	3	2	2	18
3	3	4	4	4	2	3	23
3	3	3	3	3	3	3	21
5	5	5	5	5	5	5	35
3	3	2	3	3	3	3	20
3	2	3	5	5	2	3	23
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
4	4	5	5	5	3	3	29
3	3	3	3	3	3	3	21
1	2	2	1	1	1	1	9
2	3	3	3	3	3	3	20
3	3	3	3	3	3	3	21
3	3	3	3	3	3	3	21
3	3	4	4	4	3	3	24
2	2	2	4	4	1	2	17
2	2	4	2	4	2	3	19
4	4	4	5	5	5	4	31
2	2	3	2	2	2	2	15
1	1	2	2	2	1	2	11
3	2	3	2	2	2	2	16
2	2	2	2	2	2	2	14
2	1	1	1	1	1	1	8
3	4	5	4	4	5	5	30
4	3	4	3	4	3	3	24
2	2	4	4	4	1	1	18
3	3	3	3	3	3	3	21
3	3	3	3	3	4	4	23
4	3	3	3	3	3	3	22
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
3	2	2	3	3	1	1	15
2	1	3	2	3	1	1	13
3	3	5	3	3	3	5	25
4	2	5	5	5	4	5	30
4	2	4	4	4	2	2	22

3	3	4	4	4	4	4	26
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
3	3	5	1	1	4	4	21
4	2	4	4	4	4	2	24
4	3	4	2	3	3	4	23
3	4	3	3	4	4	4	25
3	4	3	3	4	4	4	25
4	4	4	4	4	4	4	28
2	2	3	2	2	2	2	15
2	2	4	4	4	2	2	20
1	1	3	2	2	1	1	11
3	2	3	3	3	2	2	18
4	2	4	2	2	2	4	20
2	2	4	2	4	2	4	20
3	1	3	3	3	1	1	15
4	4	4	4	4	4	4	28
4	3	5	4	3	2	2	23
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3	3	4	3	3	3	3	22
4	3	3	3	4	3	4	24
3	3	3	3	4	3	3	22
3	5	5	5	5	5	5	33
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3	3	4	4	3	3	3	23
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1	1	4	4	3	1	1	15
4	4	4	4	4	4	4	28
3	2	4	3	3	2	2	19
3	4	3	3	4	3	3	23
4	4	4	4	4	4	4	28
3	4	4	4	4	4	4	27
3	3	3	4	4	4	3	24
2	2	2	2	2	2	2	14
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4	4	3	3	4	2	3	23
3	3	3	3	4	4	4	24
4	4	4	4	3	4	4	27
4	2	4	2	1	2	2	17

3	3	2	2	2	2	3	17
4	4	4	5	4	4	5	30
4	4	4	4	4	4	4	28
2	2	3	3	3	2	3	18
4	4	4	4	4	4	3	27
4	4	3	4	4	3	3	25
4	4	4	5	4	4	5	30
4	5	5	4	4	4	4	30
4	4	5	4	4	4	5	30
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2	2	3	3	3	2	4	19
4	3	3	4	4	4	4	26
3	3	4	3	3	4	3	23
3	4	4	4	3	4	4	26
2	3	2	2	2	2	3	16
4	4	5	5	4	5	5	32
2	3	3	2	2	3	2	17
4	5	4	5	4	5	4	31
4	4	5	4	4	5	5	31
2	5	4	3	4	3	4	25
5	5	5	4	4	4	4	31
3	3	3	3	2	3	3	20
2	2	2	2	2	1	1	12
3	3	3	3	3	3	3	21
3	4	4	4	4	3	3	25
4	4	4	4	4	3	3	26
3	3	4	3	4	3	3	23
4	4	3	3	3	3	3	23
3	3	3	3	3	3	3	21
3	3	3	3	3	3	3	21
4	5	4	5	5	4	4	31
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3	3	3	3	3	3	3	21
4	4	5	4	4	4	5	30
2	3	2	4	4	2	2	19
4	4	4	3	2	2	2	21

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4	3	5	4	4	2	4	26
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3	2	3	3	3	4	3	21
4	4	3	4	4	4	4	27
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5	5	5	5	5	5	5	35
3	3	4	4	4	4	4	26
2	2	3	3	3	3	2	18
3	3	3	4	4	3	3	23
4	4	4	5	5	5	5	32
4	4	3	4	4	3	4	26
3	2	2	3	3	3	3	19
3	3	3	4	4	2	3	22
3	4	4	4	3	4	4	26
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28
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3	3	3	3	4	3	3	22
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4	4	4	5	5	4	5	31
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4	4	3	4	4	4	3	26
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2	3	3	2	3	3	3	19
4	4	4	4	3	3	3	25
2	2	2	3	3	4	4	20
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5	5	5	5	5	5	5	35
3	3	3	4	3	3	3	22
4	4	4	4	4	4	4	28
3	2	3	3	3	3	3	20
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3	3	3	3	2	3	2	19
4	4	4	4	5	5	5	31
4	4	4	4	4	4	4	28
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5	5	5	5	5	5	5	35
4	3	3	3	3	4	4	24
4	3	3	3	3	3	3	22
5	5	5	5	5	5	5	35

5	5	5	5	4	4	4	32
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4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
5	5	5	5	4	4	4	32
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4	4	4	3	3	4	3	25
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3	3	3	3	3	3	3	21
2	3	3	3	3	3	3	20
4	4	4	4	3	4	4	27
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2	2	2	2	2	2	2	14
2	2	2	2	2	2	2	14
3	2	3	2	2	2	2	16
3	3	3	3	3	3	3	21
4	4	4	4	4	4	4	28

Lampiran 5. Analisis Deskriptif

Kuesioner	Jawaban					Total	Presentase					Total
	1	2	3	4	5		1	2	3	4	5	
AT1	5	18	40	106	31	200	2,5	9	20	53	15,5	100
AT2	4	23	47	96	30	200	2	11,5	23,5	48	15	100
AT3	6	22	38	88	46	200	3	11	19	44	23	100
AT4	5	20	48	88	39	200	2,5	10	24	44	19,5	100
EX1	9	24	71	74	22	200	4,5	12	35,5	37	11	100
EX2	7	25	82	62	24	200	3,5	12,5	41	31	12	100
EX3	6	11	81	74	28	200	3	5,5	40,5	37	14	100
EX4	5	13	56	91	35	200	2,5	6,5	28	45,5	17,5	100
EX5	8	17	77	72	26	200	4	8,5	38,5	36	13,0	87
TH1	6	23	54	92	25	200	3	11,5	27	46	12,5	100
TH2	4	26	64	79	27	200	2	13	32	39,5	13,5	100
TH3	3	15	65	91	26	200	1,5	7,5	32,5	45,5	13	100
TH4	9	14	62	88	27	200	4,5	7	31	44	13,5	100
TH5	11	21	55	82	31	200	5,5	10,5	27,5	41	15,5	100
Total	88	272	840	1183	417	2800	3,1	9,7	30,0	42,3	14,9	100
BA1	4	18	27	107	44	200	2	9	13,5	53,5	22	100
BA2	6	21	39	97	37	200	3	10,5	19,5	48,5	18,5	100
BA3	11	27	49	81	32	200	5,5	13,5	24,5	40,5	16	100
BAS1	5	42	52	85	16	200	2,5	21	26	42,5	8	100

BAS2	6	19	75	80	20	200	3	9,5	37,5	40	10	100
BAS3	8	33	64	73	22	200	4	16,5	32	36,5	11	100
BAS4	8	35	61	71	25	200	4	17,5	30,5	35,5	12,5	100
BAS5	5	30	67	73	25	200	2,5	15	33,5	36,5	12,5	100
BAS6	5	30	65	74	26	200	2,5	15	32,5	37	13	100
QP1	3	21	73	83	20	200	1,5	10,5	36,5	41,5	10	100
QP2	4	13	68	96	19	200	2	6,5	34	48	9,5	100
QP3	5	14	55	103	23	200	2,5	7	27,5	51,5	11,5	100
QP4	4	26	78	62	30	200	2	13	39	31	15	100
L1	6	41	70	69	14	200	3	20,5	35	34,5	7	100
L2	18	36	69	62	15	200	9	18	34,5	31	7,5	100
L3	28	47	50	55	20	200	14	23,5	25	27,5	10	100
Total	126	453	962	1271	388	3200	3,9	14,2	30,1	39,7	12,1	100
NB1	6	37	67	74	16	200	3	18,5	33,5	37	8	100
NB2	9	48	60	62	21	200	4,5	24	30	31	10,5	100
NB3	7	25	67	74	27	200	3,5	12,5	33,5	37	13,5	100
NB4	7	30	59	76	28	200	3,5	15	29,5	38	14	100
NB5	6	30	62	79	23	200	3	15	31	39,5	11,5	100
NB6	15	43	55	66	21	200	7,5	21,5	27,5	33	10,5	100
NB7	12	33	67	60	28	200	6	16,5	33,5	30	14	100
Total	62	246	437	491	164	1400	4,4	17,6	31,2	35,1	11,7	100

Lampiran 6. Uji Hipotesis

H1. Kredibilitas selebriti endorser (attractiveness, trustworthiness dan expertise) memiliki pengaruh langsung terhadap kesadaran merek.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.590 ^a	.348	.338	2.220	1.697

a. Predictors: (Constant), JEX, JTH, J AT

b. Dependent Variable: JBA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	514.980	3	171.660	34.830	.000 ^b
	Residual	965.975	196	4.928		
	Total	1480.955	199			

a. Dependent Variable: JBA

b. Predictors: (Constant), JEX, JTH, J AT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.497	.758		4.610	.000
	J AT	.095	.073	.120	1.306	.193
	JTH	.155	.058	.238	2.693	.008
	JEX	.193	.065	.290	2.961	.003

a. Dependent Variable: JBA

H2. Kredibilitas selebriti endorser (attractiveness, trustworthiness dan expertise) memiliki pengaruh langsung terhadap asosiasi merek.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.801 ^a	.641	.635	3.111	1.596

a. Predictors: (Constant), JEX, JTH, J AT

b. Dependent Variable: JBAS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3385.347	3	1128.449	116.590	.000 ^b
	Residual	1897.048	196	9.679		
	Total	5282.395	199			

a. Dependent Variable: JBAS

b. Predictors: (Constant), JEX, JTH, J AT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.535	1.063		1.444	.150
	J AT	-.005	.102	-.003	-.045	.964
	JTH	.428	.081	.347	5.290	.000
	JEX	.647	.092	.514	7.066	.000

a. Dependent Variable: JBAS

H3. Kredibilitas selebriti endorser (attractiveness, trustworthiness dan expertise) memiliki pengaruh langsung terhadap persepsi kualitas.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 ^a	.527	.519	2.159	1.749

a. Predictors: (Constant), JEX, JTH, J AT

b. Dependent Variable: JQP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1016.085	3	338.695	72.671	.000 ^b
	Residual	913.495	196	4.661		
	Total	1929.580	199			

a. Dependent Variable: JQP

b. Predictors: (Constant), JEX, JTH, J AT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.802	.738		5.154	.000
	J AT	-.002	.071	-.002	-.026	.979
	JTH	.267	.056	.358	4.762	.000
	JEX	.322	.064	.423	5.066	.000

a. Dependent Variable: JQP

H4. Kredibilitas selebriti endorser (attractiveness, trustworthiness dan expertise) memiliki pengaruh langsung terhadap loyalitas.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696 ^a	.484	.477	2.144	1.681

a. Predictors: (Constant), JEX, JTH, J AT

b. Dependent Variable: JL

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	847.005	3	282.335	61.397	.000 ^b
	Residual	901.315	196	4.599		
	Total	1748.320	199			

a. Dependent Variable: JL

b. Predictors: (Constant), JEX, JTH, J AT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.005	.733		.007	.995
	J AT	-.050	.070	-.058	-.711	.478
	JTH	.296	.056	.417	5.304	.000
	JEX	.274	.063	.379	4.346	.000

a. Dependent Variable: JL

H5. Kesadaran merek memiliki pengaruh langsung terhadap niat pembelian konsumenModel Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.478 ^a	.228	.224	5.471	1.573

a. Predictors: (Constant), JBA

b. Dependent Variable: JNB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1753.041	1	1753.041	58.573	.000 ^b
	Residual	5925.954	198	29.929		
	Total	7678.995	199			

a. Dependent Variable: JNB

b. Predictors: (Constant), JBA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.261	1.613		6.981	.000
	JBA	1.088	.142	.478	7.653	.000

a. Dependent Variable: JNB

H6. Asosiasi merek memiliki pengaruh langsung terhadap niat pembelian konsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818 ^a	.669	.668	3.580	1.901

a. Predictors: (Constant), JBAS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5140.678	1	5140.678	400.996	.000 ^b
	Residual	2538.317	198	12.820		
	Total	7678.995	199			

a. Dependent Variable: JNB

b. Predictors: (Constant), JBAS

b. Dependent Variable: JNB

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.214	1.032		3.115	.002
	JBAS	.986	.049	.818	20.025	.000

a. Dependent Variable: JNB

H7. Persepsi kualitas memiliki pengaruh langsung terhadap niat pembelian konsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.744 ^a	.554	.552	4.160	1.670

a. Predictors: (Constant), JQP

b. Dependent Variable: JNB

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4252.734	1	4252.734	245.761	.000 ^b
	Residual	3426.261	198	17.304		
	Total	7678.995	199			

a. Dependent Variable: JNB

b. Predictors: (Constant), JQP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.298	1.368		1.679	.095
	JQP	1.485	.095	.744	15.677	.000

a. Dependent Variable: JNB

H8. Loyalitas memiliki pengaruh langsung terhadap niat pembelian konsumen

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817 ^a	.667	.665	3.594	1.787

a. Predictors: (Constant), JL

b. Dependent Variable: JNB

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5121.339	1	5121.339	396.467	.000 ^b
	Residual	2557.656	198	12.917		
	Total	7678.995	199			

a. Dependent Variable: JNB

b. Predictors: (Constant), JL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.362	.837		8.794	.000
	JL	1.712	.086	.817	19.911	.000

a. Dependent Variable: JNB

Lampiran 7. Hasil Uji beda

Ekuitas merek berdasarkan :

1. Pekerjaan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
JBA	Pelajar/Mahasiswa	94	10.60	2.737	.282	10.04	11.16	3	15
	Karyawan Swasta	73	11.42	2.753	.322	10.78	12.07	3	15
	PNS	5	10.20	2.588	1.158	6.99	13.41	7	13
	Wiraswastawan	16	11.44	2.032	.508	10.35	12.52	6	15
	Mengurus Rumah Tangga	12	11.58	3.175	.917	9.57	13.60	4	15
	Total	200	11.02	2.728	.193	10.63	11.40	3	15
JBAS	Pelajar/Mahasiswa	94	20.20	4.755	.490	19.23	21.18	9	30
	Karyawan Swasta	73	21.08	5.068	.593	19.90	22.26	10	30
	PNS	5	17.00	4.301	1.924	11.66	22.34	13	24
	Wiraswastawan	16	18.75	6.768	1.692	15.14	22.36	6	30
	Mengurus Rumah Tangga	12	19.83	6.235	1.800	15.87	23.80	6	30
	Total	200	20.31	5.152	.364	19.59	21.02	6	30
JQP	Pelajar/Mahasiswa	94	14.03	2.823	.291	13.45	14.61	7	20
	Karyawan Swasta	73	14.52	3.065	.359	13.81	15.24	8	20
	PNS	5	12.60	1.949	.872	10.18	15.02	10	14
	Wiraswastawan	16	13.50	4.676	1.169	11.01	15.99	4	20
	Mengurus Rumah Tangga	12	13.67	3.525	1.018	11.43	15.91	8	20
	Total	200	14.11	3.114	.220	13.68	14.54	4	20
JL	Pelajar/Mahasiswa	94	9.22	2.783	.287	8.65	9.79	3	15
	Karyawan Swasta	73	9.47	3.096	.362	8.74	10.19	4	15
	PNS	5	8.20	2.775	1.241	4.75	11.65	5	11
	Wiraswastawan	16	9.13	3.862	.966	7.07	11.18	3	15
	Mengurus Rumah Tangga	12	9.25	2.598	.750	7.60	10.90	6	14
	Total	200	9.28	2.964	.210	8.87	9.69	3	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
JBA	Between Groups	38.827	4	9.707	1.313	.267
	Within Groups	1442.128	195	7.396		
	Total	1480.955	199			
JBAS	Between Groups	141.062	4	35.265	1.338	.257
	Within Groups	5141.333	195	26.366		
	Total	5282.395	199			

JQP	Between Groups	32.590	4	8.147	.838	.503
	Within Groups	1896.990	195	9.728		
	Total	1929.580	199			
JL	Between Groups	9.047	4	2.262	.254	.907
	Within Groups	1739.273	195	8.919		
	Total	1748.320	199			

2. Pendapatan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Mean			
						Lower Bound	Upper Bound		
JBA	< Rp 1.000.000	52	10.44	2.859	.396	9.65	11.24	3	15
	Rp 1.100.000 - Rp 2.000.000	47	10.53	2.843	.415	9.70	11.37	3	15
	Rp 2.100.000 - Rp 3.000.000	54	11.30	2.859	.389	10.52	12.08	6	15
	Rp 3.100.000 - Rp 4.000.000	19	11.63	2.477	.568	10.44	12.83	6	15
	> Rp 4.000.000	28	11.93	1.783	.337	11.24	12.62	9	15
	Total	200	11.02	2.728	.193	10.63	11.40	3	15
JBAS	< Rp 1.000.000	52	19.87	5.594	.776	18.31	21.42	6	30
	Rp 1.100.000 - Rp 2.000.000	47	20.15	4.349	.634	18.87	21.43	11	30
	Rp 2.100.000 - Rp 3.000.000	54	21.39	5.181	.705	19.97	22.80	6	30
	Rp 3.100.000 - Rp 4.000.000	19	18.79	6.621	1.519	15.60	21.98	7	30
	> Rp 4.000.000	28	20.32	4.243	.802	18.68	21.97	12	27
	Total	200	20.31	5.152	.364	19.59	21.02	6	30
JQP	< Rp 1.000.000	52	13.83	3.270	.454	12.92	14.74	7	20
	Rp 1.100.000 - Rp 2.000.000	47	13.83	2.648	.386	13.05	14.61	6	20
	Rp 2.100.000 - Rp 3.000.000	54	14.63	3.258	.443	13.74	15.52	4	20
	Rp 3.100.000 - Rp 4.000.000	19	13.79	4.198	.963	11.77	15.81	4	20
	> Rp 4.000.000	28	14.32	2.405	.454	13.39	15.25	10	19
	Total	200	14.11	3.114	.220	13.68	14.54	4	20
JL	< Rp 1.000.000	52	9.23	2.888	.400	8.43	10.03	3	15

Rp 1.100.000 - Rp 2.000.000	47	9.02	2.600	.379	8.26	9.78	3	15
Rp 2.100.000 - Rp 3.000.000	54	9.69	3.119	.424	8.83	10.54	3	15
Rp 3.100.000 - Rp 4.000.000	19	8.68	3.667	.841	6.92	10.45	4	15
> Rp 4.000.000	28	9.43	2.949	.557	8.28	10.57	4	13
Total	200	9.28	2.964	.210	8.87	9.69	3	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
JBA	Between Groups	62.888	4	15.722	2.162	.075
	Within Groups	1418.067	195	7.272		
	Total	1480.955	199			
JBAS	Between Groups	118.281	4	29.570	1.117	.350
	Within Groups	5164.114	195	26.483		
	Total	5282.395	199			
JQP	Between Groups	25.642	4	6.410	.657	.623
	Within Groups	1903.938	195	9.764		
	Total	1929.580	199			
JL	Between Groups	19.500	4	4.875	.550	.699
	Within Groups	1728.820	195	8.866		
	Total	1748.320	199			

3. Gender

Descriptives

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
JBA	Laki-laki	98	11.07	2.826	.285	10.50	11.64	3	15
	Wanita	102	10.96	2.644	.262	10.44	11.48	3	15
	Total	200	11.02	2.728	.193	10.63	11.40	3	15
JBAS	Laki-laki	98	20.21	5.406	.546	19.13	21.30	6	30
	Wanita	102	20.39	4.921	.487	19.43	21.36	10	30
	Total	200	20.31	5.152	.364	19.59	21.02	6	30
JQP	Laki-laki	98	14.01	3.369	.340	13.33	14.69	4	20
	Wanita	102	14.21	2.861	.283	13.64	14.77	6	20
	Total	200	14.11	3.114	.220	13.68	14.54	4	20
JL	Laki-laki	98	9.41	3.025	.306	8.80	10.01	3	15
	Wanita	102	9.16	2.914	.289	8.58	9.73	3	15
	Total	200	9.28	2.964	.210	8.87	9.69	3	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
JBA	Between Groups	.612	1	.612	.082	.775
	Within Groups	1480.343	198	7.476		
	Total	1480.955	199			
JBAS	Between Groups	1.581	1	1.581	.059	.808
	Within Groups	5280.814	198	26.671		
	Total	5282.395	199			
JQP	Between Groups	1.914	1	1.914	.197	.658
	Within Groups	1927.666	198	9.736		
	Total	1929.580	199			
JL	Between Groups	3.156	1	3.156	.358	.550
	Within Groups	1745.164	198	8.814		
	Total	1748.320	199			

4. Usia

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
JBA	> 53 Tahun	14	12.14	2.905	.776	10.47	13.82	4	15
	40 - 53 Tahun	15	12.73	1.710	.441	11.79	13.68	10	15
	23 - 39 Tahun	122	10.94	2.654	.240	10.47	11.42	3	15
	< 22 Tahun	49	10.35	2.862	.409	9.52	11.17	3	15
	Total	200	11.02	2.728	.193	10.63	11.40	3	15
JBAS	> 53 Tahun	14	22.79	4.003	1.070	20.47	25.10	15	30
	40 - 53 Tahun	15	23.07	4.743	1.225	20.44	25.69	15	30
	23 - 39 Tahun	122	19.68	5.441	.493	18.71	20.66	6	30
	< 22 Tahun	49	20.31	4.398	.628	19.04	21.57	11	30
	Total	200	20.31	5.152	.364	19.59	21.02	6	30
JQP	> 53 Tahun	14	15.50	2.653	.709	13.97	17.03	9	19
	40 - 53 Tahun	15	15.60	3.203	.827	13.83	17.37	10	20
	23 - 39 Tahun	122	13.90	3.319	.300	13.31	14.50	4	20
	< 22 Tahun	49	13.78	2.460	.351	13.07	14.48	8	20
	Total	200	14.11	3.114	.220	13.68	14.54	4	20
JL	> 53 Tahun	14	10.93	2.786	.745	9.32	12.54	5	15
	40 - 53 Tahun	15	10.87	2.615	.675	9.42	12.31	5	15
	23 - 39 Tahun	122	8.81	3.129	.283	8.25	9.37	3	15
	< 22 Tahun	49	9.49	2.337	.334	8.82	10.16	3	15
	Total	200	9.28	2.964	.210	8.87	9.69	3	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
JBA	Between Groups	84.607	3	28.202	3.959	.009
	Within Groups	1396.348	196	7.124		
	Total	1480.955	199			
JBAS	Between Groups	248.164	3	82.721	3.221	.024
	Within Groups	5034.231	196	25.685		
	Total	5282.395	199			
JQP	Between Groups	71.130	3	23.710	2.501	.061
	Within Groups	1858.450	196	9.482		
	Total	1929.580	199			
JL	Between Groups	104.749	3	34.916	4.164	.007
	Within Groups	1643.571	196	8.386		
	Total	1748.320	199			

5. Pengalaman

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
JBA	Ya	100	11.80	1.792	.179	11.44	12.16	6	15
	Tidak	100	10.23	3.241	.324	9.59	10.87	3	15
	Total	200	11.02	2.728	.193	10.63	11.40	3	15
JBAS	Ya	100	20.30	5.196	.520	19.27	21.33	6	30
	Tidak	100	20.31	5.134	.513	19.29	21.33	9	30
	Total	200	20.31	5.152	.364	19.59	21.02	6	30
JQP	Ya	100	14.24	2.989	.299	13.65	14.83	4	20
	Tidak	100	13.98	3.244	.324	13.34	14.62	7	20
	Total	200	14.11	3.114	.220	13.68	14.54	4	20
JL	Ya	100	8.92	2.974	.297	8.33	9.51	3	15
	Tidak	100	9.64	2.925	.293	9.06	10.22	3	15
	Total	200	9.28	2.964	.210	8.87	9.69	3	15

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
JBA	Between Groups	123.245	1	123.245	17.973	.000
	Within Groups	1357.710	198	6.857		
	Total	1480.955	199			
JBAS	Between Groups	.005	1	.005	.000	.989
	Within Groups	5282.390	198	26.679		
	Total	5282.395	199			
JQP	Between Groups	3.380	1	3.380	.347	.556
	Within Groups	1926.200	198	9.728		

Total	1929.580	199			
JL Between Groups	25.920	1	25.920	2.980	.086
Within Groups	1722.400	198	8.699		
Total	1748.320	199			

Selebriti Endorser berdasarkan :

1. Pekerjaan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Mean			
						Lower Bound	Upper Bound		
J AT	Pelajar/Mahasiswa	94	14.80	3.524	.364	14.08	15.52	4	20
	Karyawan Swasta	73	15.07	3.314	.388	14.30	15.84	4	20
	PNS	5	12.20	3.194	1.428	8.23	16.17	8	16
	Wiraswastawan	16	14.06	2.999	.750	12.46	15.66	7	20
	Mengurus Rumah Tangga	12	14.17	4.239	1.224	11.47	16.86	4	20
	Total	200	14.74	3.452	.244	14.25	15.22	4	20
JEX	Pelajar/Mahasiswa	94	17.15	3.978	.410	16.33	17.96	5	25
	Karyawan Swasta	73	18.05	4.031	.472	17.11	19.00	7	25
	PNS	5	15.40	1.817	.812	13.14	17.66	13	18
	Wiraswastawan	16	17.19	4.102	1.026	15.00	19.37	9	25
	Mengurus Rumah Tangga	12	16.75	5.786	1.670	13.07	20.43	5	25
	Total	200	17.42	4.096	.290	16.84	17.99	5	25
JTH	Pelajar/Mahasiswa	94	17.85	3.888	.401	17.05	18.65	7	25
	Karyawan Swasta	73	18.36	4.148	.485	17.39	19.32	5	25
	PNS	5	12.80	2.280	1.020	9.97	15.63	9	15
	Wiraswastawan	16	16.06	5.092	1.273	13.35	18.78	7	25
	Mengurus Rumah Tangga	12	16.67	4.292	1.239	13.94	19.39	8	22
	Total	200	17.70	4.174	.295	17.11	18.28	5	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
J AT	Between Groups	51.734	4	12.933	1.087	.364
	Within Groups	2319.221	195	11.893		
	Total	2370.955	199			
JEX	Between Groups	62.972	4	15.743	.937	.443
	Within Groups	3275.583	195	16.798		
	Total	3338.555	199			
JTH	Between Groups	209.336	4	52.334	3.133	.016
	Within Groups	3257.059	195	16.703		
	Total	3466.395	199			

2. Usia

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
J AT	> 53 Tahun	14	15.57	2.980	.796	13.85	17.29	9	20
	40 - 53 Tahun	15	16.47	2.100	.542	15.30	17.63	13	20
	23 - 39 Tahun	122	14.43	3.675	.333	13.78	15.09	4	20
	< 22 Tahun	49	14.71	3.208	.458	13.79	15.64	6	20
	Total	200	14.74	3.452	.244	14.25	15.22	4	20
JEX	> 53 Tahun	14	18.79	4.458	1.191	16.21	21.36	8	25
	40 - 53 Tahun	15	19.73	3.035	.784	18.05	21.41	14	25
	23 - 39 Tahun	122	17.14	4.216	.382	16.38	17.89	5	25
	< 22 Tahun	49	17.00	3.753	.536	15.92	18.08	5	25
	Total	200	17.42	4.096	.290	16.84	17.99	5	25
JTH	> 53 Tahun	14	19.07	4.859	1.299	16.27	21.88	8	25
	40 - 53 Tahun	15	18.93	4.317	1.115	16.54	21.32	10	25
	23 - 39 Tahun	122	17.42	4.182	.379	16.67	18.17	5	25
	< 22 Tahun	49	17.61	3.883	.555	16.50	18.73	7	25
	Total	200	17.70	4.174	.295	17.11	18.28	5	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
J AT	Between Groups	65.818	3	21.939	1.865	.137
	Within Groups	2305.137	196	11.761		
	Total	2370.955	199			
JEX	Between Groups	124.633	3	41.544	2.534	.058
	Within Groups	3213.922	196	16.398		
	Total	3338.555	199			
JTH	Between Groups	59.220	3	19.740	1.136	1.136
	Within Groups	3407.175	196	17.384		1.136
	Total	3466.395	199			

3. Pendapatan

Descriptives

	Descriptives							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
J AT < Rp 1.000.000	52	14.27	3.991	.553	13.16	15.38	4	20

	Rp 1.100.000 - Rp 2.000.000	47	14.83	3.024	.441	13.94	15.72	8	20
	Rp 2.100.000 - Rp 3.000.000	54	15.20	3.129	.426	14.35	16.06	7	20
	Rp 3.100.000 - Rp 4.000.000	19	14.37	3.789	.869	12.54	16.19	8	20
	> Rp 4.000.000	28	14.79	3.521	.665	13.42	16.15	4	20
	Total	200	14.74	3.452	.244	14.25	15.22	4	20
JEX	< Rp 1.000.000	52	16.46	5.012	.695	15.07	17.86	5	25
	Rp 1.100.000 - Rp 2.000.000	47	17.23	3.259	.475	16.28	18.19	12	25
	Rp 2.100.000 - Rp 3.000.000	54	18.44	3.575	.486	17.47	19.42	11	25
	Rp 3.100.000 - Rp 4.000.000	19	17.68	4.808	1.103	15.37	20.00	7	25
	> Rp 4.000.000	28	17.32	3.692	.698	15.89	18.75	9	25
	Total	200	17.42	4.096	.290	16.84	17.99	5	25
JTH	< Rp 1.000.000	52	17.42	4.487	.622	16.17	18.67	7	25
	Rp 1.100.000 - Rp 2.000.000	47	18.02	3.300	.481	17.05	18.99	10	25
	Rp 2.100.000 - Rp 3.000.000	54	18.17	4.412	.600	16.96	19.37	5	25
	Rp 3.100.000 - Rp 4.000.000	19	15.95	5.254	1.205	13.41	18.48	7	25
	> Rp 4.000.000	28	17.93	3.495	.661	16.57	19.28	10	25
	Total	200	17.70	4.174	.295	17.11	18.28	5	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
J AT	Between Groups	26.191	4	6.548	.545	.703
	Within Groups	2344.764	195	12.024		
	Total	2370.955	199			
JEX	Between Groups	107.661	4	26.915	1.624	.170
	Within Groups	3230.894	195	16.569		
	Total	3338.555	199			
JTH	Between Groups	80.419	4	20.105	1.158	.331
	Within Groups	3385.976	195	17.364		
	Total	3466.395	199			

4. Pengalaman

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Mean			
						Lower Bound	Upper Bound		
J AT	Ya	100	14.84	3.332	.333	14.18	15.50	4	20
	Tidak	100	14.63	3.581	.358	13.92	15.34	4	20
	Total	200	14.74	3.452	.244	14.25	15.22	4	20
JEX	Ya	100	17.25	3.661	.366	16.52	17.98	5	25
	Tidak	100	17.58	4.502	.450	16.69	18.47	5	25
	Total	200	17.42	4.096	.290	16.84	17.99	5	25
JTH	Ya	100	17.75	3.896	.390	16.98	18.52	7	25
	Tidak	100	17.64	4.453	.445	16.76	18.52	5	25
	Total	200	17.70	4.174	.295	17.11	18.28	5	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
J AT	Between Groups	2.205	1	2.205	.184	.668
	Within Groups	2368.750	198	11.963		
	Total	2370.955	199			
JEX	Between Groups	5.445	1	5.445	.323	.570
	Within Groups	3333.110	198	16.834		
	Total	3338.555	199			
JTH	Between Groups	.605	1	.605	.035	.853
	Within Groups	3465.790	198	17.504		
	Total	3466.395	199			

5. Gender

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for		Minimum	Maximum
						Mean			
						Lower Bound	Upper Bound		
J AT	Laki-laki	98	14.82	3.636	.367	14.09	15.55	4	20
	Wanita	102	14.66	3.281	.325	14.01	15.30	6	20
	Total	200	14.74	3.452	.244	14.25	15.22	4	20
JEX	Laki-laki	98	17.81	4.266	.431	16.95	18.66	5	25
	Wanita	102	17.04	3.910	.387	16.27	17.81	5	25
	Total	200	17.42	4.096	.290	16.84	17.99	5	25
JTH	Laki-laki	98	17.59	4.169	.421	16.76	18.43	7	25
	Wanita	102	17.79	4.197	.416	16.97	18.62	5	25
	Total	200	17.70	4.174	.295	17.11	18.28	5	25

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
J AT	Between Groups	1.271	1	1.271	.106	.745
	Within Groups	2369.684	198	11.968		
	Total	2370.955	199			
JEX	Between Groups	29.396	1	29.396	1.759	.186
	Within Groups	3309.159	198	16.713		
	Total	3338.555	199			
JTH	Between Groups	2.045	1	2.045	.117	.733
	Within Groups	3464.350	198	17.497		
	Total	3466.395	199			

Niat Beli, berdasarkan :

1. Pekerjaan

Descriptives

JNB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Pelajar/Mahasiswa	94	22.68	5.768	.595	21.50	23.86	7	35
Karyawan Swasta	73	24.12	6.530	.764	22.60	25.65	7	35
PNS	5	20.20	1.924	.860	17.81	22.59	18	23
Wiraswastawan	16	23.31	8.220	2.055	18.93	27.69	9	35
Mengurus Rumah Tangga	12	23.50	5.665	1.635	19.90	27.10	16	32
Total	200	23.25	6.212	.439	22.38	24.11	7	35

ANOVA

JNB

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	133.442	4	33.360	.862	.488
Within Groups	7545.553	195	38.695		
Total	7678.995	199			

2. Usia

Descriptives

JNB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
> 53 Tahun	14	26.64	5.372	1.436	23.54	29.74	17	33
40 - 53 Tahun	15	27.07	5.625	1.452	23.95	30.18	17	35

23 - 39 Tahun	122	22.42	6.465	.585	21.26	23.58	7	35
< 22 Tahun	49	23.16	5.281	.754	21.65	24.68	7	35
Total	200	23.25	6.212	.439	22.38	24.11	7	35

ANOVA

JNB

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	464.473	3	154.824	4.206	.007
Within Groups	7214.522	196	36.809		
Total	7678.995	199			

3. Pendapatan

Descriptives

JNB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< Rp 1.000.000	52	22.42	6.216	.862	20.69	24.15	11	35
Rp 1.100.000 - Rp 2.000.000	47	22.64	5.569	.812	21.00	24.27	9	35
Rp 2.100.000 - Rp 3.000.000	54	24.69	5.984	.814	23.05	26.32	11	35
Rp 3.100.000 - Rp 4.000.000	19	21.26	8.082	1.854	17.37	25.16	7	35
> Rp 4.000.000	28	24.36	5.883	1.112	22.08	26.64	7	32
Total	200	23.25	6.212	.439	22.38	24.11	7	35

ANOVA

JNB

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	273.691	4	68.423	1.802	.130
Within Groups	7405.304	195	37.976		
Total	7678.995	199			

4. Pengalaman

Descriptives

JNB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Ya	100	22.91	6.097	.610	21.70	24.12	7	35
Tidak	100	23.58	6.338	.634	22.32	24.84	8	35
Total	200	23.25	6.212	.439	22.38	24.11	7	35

ANOVA

JNB

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	22.445	1	22.445	.580	.447
Within Groups	7656.550	198	38.669		
Total	7678.995	199			

5. Gender

Descriptives

JNB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Laki-laki	98	23.27	6.373	.644	21.99	24.54	8	35
Wanita	102	23.23	6.085	.603	22.03	24.42	7	35
Total	200	23.25	6.212	.439	22.38	24.11	7	35

ANOVA

JNB

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.079	1	.079	.002	.964
Within Groups	7678.916	198	38.782		
Total	7678.995	199			

The Effect of Brand Equity Components on Purchase Intention:

An Application of Aaker's Model in the Automobile Industry

Mohammad Reza Jalilvand¹

Neda Samiei²

Seyed Hessamaldin Mahdavinia³

Abstract: The paper aims to investigate the effect of brand equity dimensions on purchase intention, based on Aaker's well-known conceptual framework in the automobile industry. Building on extensive literature, a model of consumers' purchase intention that includes the major determinants of brand equity model is proposed. Based on a sample of 242 consumers, structural equation modeling is used to test hypotheses. The research reveals that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to purchase products. The paper suggests that marketers should carefully consider the brand equity components when designing their branding strategies. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers. The paper clarifies the interrelation between the four brand equity model components and purchase intention.

Key words: Brand equity; Purchase intention; Structural equation modelling; Consumer behavior

1. INTRODUCTION

Brand equity refers to the incremental utility or value added to a product from its brand name. It is often believed to contribute to a company's long-term profitability. Despite automobile manufacturers' efforts to establish and maintain their brand equity, a clear measurement of such equity is still lacking. Because there are switching costs associated with changing manufacturer, for example, with after sale services and other customer loyalty programs, these need to be considered when examining relationships between brand equity and customer loyalty. This study looks at relationships between automobile manufacturer brand equity, and purchase intentions for prospective customers. Brand equity, when correctly and objectively

¹ Corresponding author. Department of Management, Faculty of Administrative Sciences and Economics, University of Isfahan, Azadi square, Isfahan, Iran.
E-mail: mrjd_reza2006@yahoo.com

² Department of Economic, University of Isfahan, Isfahan, Iran.
E-mail: nedasamiei@gmail.com

³ M.s in Tourism Management, Department of Management, Ashrafi Isfahani and Almahdi Institutes, Isfahan, Iran.
E-mail: he.mahdavinia@gmail.com

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measured, is the appropriate metric for evaluating the long-run impact of marketing decisions (Simon and Sullivan, 1993). Positive customer-based brand equity, in turn, can lead to greater revenue, lower costs, and higher profits; and it has direct implications for the firm's ability to command higher prices, customers' willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities (Keller, 2003). Brand equity is a multi-dimensional concept and a complex phenomenon, some dimensions of which have been empirically tested in the literature. Among several brand equity models in the literature, we have chosen that constructed by Aaker (1991) because of the popularity of this model in branding research. It has been probed in a number of empirical investigations (Eagle and Kitchen, 2000; Yoo et al., 2000; Faircloth et al., 2001; Washburn and Plank, 2002; Atilgan et al., 2005; Pappu et al., 2005; Kayaman and Arasli, 2007; Chen and Chang, 2008), the most critical parts of which involve the verification of the dimensions on which brand equity is based. They developed a multidimensional, customer-based brand equity scale using Aaker's (1991) four theoretically defined dimensions. Previous research focused on testing Aaker's (1991) model in the different contexts such as airlines, hostelling, and beverage, but none of them investigated the effect of brand equity on consumers' purchase intention. In an attempt to explore the relationship between dimensions of Aaker's (1991) model and purchase intention, this study set out to determine the effect of the most popularly adopted brand equity dimensions on purchase intention. The rest of this paper is organized as follows. First, we present a brief literature review on Aaker's brand equity. Second, we propose the research model based on literature and purpose of study. Lastly, we discuss conclusions and implications of this paper, and provide some suggested directions for further research on this topic.

2. LITERATURE REVIEW

The present research employs brand equity based on Aaker's (1991) model. Aaker built his model on four dimensions. Each is briefly reviewed below, together with the related hypotheses which have been separately tested in the succeeding sections of this study.

2.1 Brand Awareness

Brand awareness refers to the strength of a brand's presence in consumers' minds and is an important component of brand equity (Aaker, 1991; Keller, 1993). Aaker mentioned several levels of brand awareness, ranging from mere recognition of the brand to dominance, which refers to the condition where the brand involved is the only brand recalled by a consumer. Aaker (1991, p. 61) defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category". According to Keller, brand recall refers to consumers' ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned. Keller (1993, p. 3) argued that "brand recognition may be more important to the extent that product decisions are made in the store". Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory.

2.2 Brand Association

A brand association is "anything linked in memory to a brand" (Aaker, 1991, p. 109). Aaker (1991) argued that a brand association has a level of strength, and that the link to a brand (from the association) will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it. Brand associations may reflect characteristics of the product. Product associations and organizational associations are taken as the two mostly referred categories according to Chen's (2001) brand association typology. Further, Aaker (1991) suggested that brand associations could provide value to the consumer by providing a reason for consumers to buy the brand, and by creating positive attitudes/feelings among consumers. Rio et al. (2001) proposes that brand associations are a key element in brand equity formation and management. In this respect, high brand equity implies that consumers have strong positive associations with respect to the brand.

2.3 Perceived Quality

Perceived quality is another important dimension of brand equity (Aaker, 1991). Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product (Zeithaml, 1988, p. 3). It is a competitive necessity and many companies today have turned customer-driven quality into a potent strategic weapon. They create customer satisfaction and value by consistently and profitably meeting customer's needs and preferences for quality. Kotler (2000) draws attention to the intimate connection among product and service quality, customer satisfaction, and company profitability.

2.4 Brand Loyalty

Brand loyalty is a major component of brand equity. Aaker (1991, p. 39) defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Javalgi and Moberg (1997) defined brand loyalty according to behavioral, attitudinal, and choice perspectives. While behavioral perspective is based on the amount of purchases for a particular brand, attitudinal perspective incorporates consumer preferences and dispositions towards brands. Definitions regarding the choice perspective focus on the reasons for purchases or the factors that may influence choices. These brand loyalty definitions were empirically researched under three major categories: multi domain approach, behavioral approach, and attitudinal approach (Rundle-Thiele and Bennett, 2001). Oliver (1997) defines brand loyalty as a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behavior. Oliver's definition emphasizes the behavioral dimension of brand loyalty, whereas Rossiter and Percy (1987) argued that brand loyalty is often characterized by a favorable attitude towards a brand and repeated purchases of the same brand over time. Brand loyalty is also conceptualized based on an attitudinal perspective. Chaudhuri and Holbrook (2001, p. 82) argued that "attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand". From an attitudinal perspective, brand loyalty was defined as "the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice" (Yoo and Donthu, 2001, p. 3).

2.5 The Relationship between Brand Equity and Purchase Intention

Although empirical evidence indicated that brand equity can affect purchase intention in various contexts (Ashil and Sinha, 2004; Chang and Liu, 2009), the number of studies which apply Aaker's brand equity model to measure the effect of its dimensions on purchase intention is limited. According to Keller (2003), brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages. Brand associations represent basis for purchase decisions and also create value to the firm and its customers. Aaker (1991) has listed benefits of brand associations as follows: helping to process/retrieve information, differentiating the brand, generating a reason to buy, creating positive attitudes/feelings, and providing a basis for extensions. Similar to brand associations, perceived quality also provides value to consumers by providing them with a reason to buy and by differentiating the brand from competing brands. According to the literature, while the definitions of brand loyalty based on the attitudinal perspective emphasized consumer intentions to be loyal to the brand, the definitions based on a behavioral perspective accentuated consumer's actual loyalty to the brand as reflected in purchase intention. Thus, we conceptualize brand loyalty based on a behavioral perspective. In sum, this study investigates whether consumers' purchase intention is associated with brand awareness, brand associations, perception of quality and brand loyalty.

3. METHODOLOGY

Based on the brand equity literature, four hypotheses are examined as follows (see Fig. 1):

- H1. Brand awareness has a significant direct effect on purchase intention.
- H2. Brand association has a significant direct effect on purchase intention.

H3. Perceived quality has a significant direct effect on purchase intention.

H4. Brand loyalty has a significant positive direct effect on purchase intention.

The framework embraces information on four dimensions, including brand awareness (three items), brand associations (three items), perceived quality (four items) and brand loyalty (four items) all measured by using a seven-point Likert-type scale. Purchase intention, with three elements, considers respondents' likelihood of purchasing the brand in question by using a seven-point Likert-type scale. Respondents were asked to rate automobile X on a seven-point scale of agreement-disagreement, indicating how well automobile X performs on that attribute. The advantage of using an interval scale is that it permits the researchers to use a variety of statistical techniques which can be applied to nominal and ordinal scale data in addition to the arithmetic mean, standard deviation, product-moment correlations, and other statistics commonly used in marketing research (Malhotra, 1999). A self-administered questionnaire is used to collect data from prospective customers who referred to Iran Khodro's agencies. The questions are based on a review of the literature and specific product contexts, and the questionnaire was pre-tested and revised. The questionnaires were distributed based on a "cluster" sampling method and collected at Iran Khodro's agencies in Isfahan during the month of November 2010. Three hundred questionnaires were distributed and 242 useable samples were obtained after excluding the incomplete ones, yielding an 81% response rate from those who agree to participate. Cronbach's alpha was used to verify the internal consistency reliability. The purchase intention shows a significant internal consistency of 0.804. Cronbach's coefficients of brand awareness, brand associations, perceived quality and brand loyalty were 0.88, 0.90, 0.84 and 0.86, respectively. The reliabilities of the different measures in the model range from 0.80 to 0.92, which exceed the recommended threshold value of 0.70 (Nunnally, 1978). Data analysis involves descriptive statistics and structural equation modeling using AMOS structural equation program. AMOS is designed to estimate and test structural equation models (SEMs). SEMs are statistical models of linear relationships among latent (unobserved) variables and manifest (observed) variables. It is also used for exploratory and confirmatory factor analysis, as well as path analysis. Its purpose is estimating the coefficients in a set of structural equations. For this research AMOS is used to investigate the causal relationships, where the path coefficients are tested for significance and goodness-of-fit. The path diagram of the structural model specified (see Figure 1) is proposed based on the past literature in Section 2.

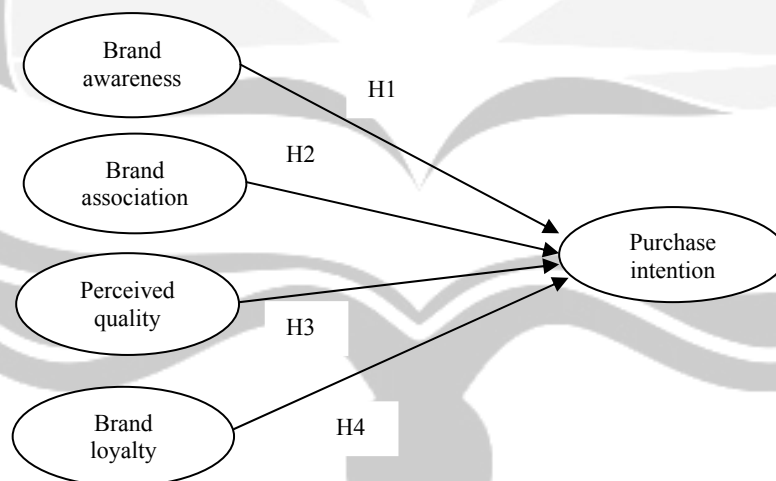


Figure 1: The Research Model

4. STRUCTURAL EQUATION MODELING (SEM) ANALYSIS

SEM is a model analysis technique encompassing methods such as covariance structure analysis, latent variable analysis, confirmatory factor analysis, path analysis and linear structural relation analysis (Hair et

al., 1998, p. 584). Generally, SEM is used to estimate “multiple and interrelated dependence relationship and the ability to represent unobserved concepts in these relationships and account for measurement error in the estimation process” (Hair et al., 1998, p. 584). SEM is particularly useful in this paper because it can estimate “a series of separate, but interdependent, multiple regression equations simultaneously” in a specified structural model (Hair et al., 1998, p. 584). Therefore, SEM is the most suitable analysis to estimate the strength of causal relationship between brand equity components and purchase intention. The matrix of construct correlations appears in Table 1. All variables were correlated at the level of ($p < 0.001$).

SEM Results

Regarding SEM applications, Hair et al. (1998) asserts that there are three most basic measures of absolute fit of the model: the likelihood-ratio chi-square, the goodness-of-fit index, and the root-mean-square residual. In the present study, the chi-square value of 254.90 with 115 degrees of freedom was found to be statistically significant at ($p < 0.00$) level (Table 2). The comparative fit index (CFI) value of 0.912 is at a marginal acceptance level, as is the root mean square residual (RMSR) value of 0.51. The root mean square error of approximation has a value of 0.045, which falls inside the acceptable range of 0.08 or less. Thus, all of the absolute fit measures indicate that the model is marginally acceptable at best (see Figure 2).

Table 1-a: Correlation Matrix for Statements

	BAS1	BAS2	BAS3	BAW1	BAW2	BAW3	PQU1	PQU2	PQU3	PQU4
BAS1	1									
BAS2	0.287	1								
BAS3	0.367	0.322	1							
BAW1	0.349	0.377	0.435	1						
BAW2	0.372	0.318	0.385	0.279	1					
BAW3	0.324	0.374	0.401	0.362	0.303	1				
PQU1	0.417	0.359	0.442	0.416	0.42	0.399	1			
PQU2	0.364	0.418	0.435	0.405	0.358	0.427	0.207	1		
PQU3	0.434	0.4	0.362	0.399	0.391	0.314	0.347	0.31	1	
PQU4	0.411	0.41	0.429	0.43	0.382	0.359	0.353	0.339	0.336	1
BLO1	0.391	0.342	0.4	0.291	0.333	0.331	0.334	0.4	0.354	0.434
BLO2	0.384	0.361	0.42	0.39	0.406	0.338	0.433	0.322	0.465	0.46
BLO3	0.34	0.359	0.344	0.4	0.332	0.332	0.397	0.359	0.435	0.445
BLO4	0.366	0.437	0.374	0.389	0.408	0.338	0.41	0.391	0.524	0.424
PI1	0.503	0.527	0.447	0.507	0.477	0.498	0.475	0.476	0.477	0.43
PI2	0.477	0.411	0.537	0.474	0.436	0.421	0.504	0.338	0.428	0.493
PI3	0.3327	0.427	0.426	0.37	0.369	0.392	0.42	0.371	0.42	0.352

Table 1-b: Correlation Matrix for Statements

	BLO1	BLO2	BLO3	BLO4	PI1	PI2	PI3
BAS1							
BAS2							
BAS3							
BAW1							
BAW2							
BAW3							
PQU1							
PQU2							
PQU3							
PQU4							
BLO1	1						
BLO2	0.252	1					
BLO3	0.256	0.401	1				
BLO4	0.293	0.471	0.468	1			
PI1	0.411	0.517	0.478	0.44	1		
PI2	0.431	0.413	0.388	0.452	0.344	1	
PI3	0.344	0.481	0.359	0.431	0.292	0.258	1

Apart from the model's general fit for the data, it is also important to test its parameters. The significance tests for the structural model parameters are the basis for accepting or rejecting the proposed relationships between exogenous and endogenous constructs (Hair et al., 1998). The four exogenous constructs (perceived quality, brand loyalty, brand associations, and brand awareness) were proposed to be the antecedents of purchase intention. The estimated model results provided strong support for all four hypotheses (Table 3). H1, H2, H3, and H4 which underlined the positive and direct role of brand awareness, brand association, perceived quality and brand loyalty, in affecting purchase intention were accepted as their coefficient was significant and had the appropriate sign. Therefore, as far as the present empirical research is concerned, brand loyalty, perceived quality, brand awareness, and brand associations have a direct significant influence on purchase intention. It should be noted that the correlations of the four exogenous constructs were significant and all positive (Table 1). This suggests that these constructs are somehow interlinked with one another.

Table 2: Goodness of Fit Measures for the Estimated Model

Goodness-of-fit measure	Estimated model
<i>Absolute fit measures</i>	
Likelihood-ratio chi-square (χ^2)	254.90
Degrees of freedom	115
Non-centrality parameter (NCP)	217.950
Goodness-of-fit index (GFI)	0.917
Root mean square residual (RMSR)	0.51
Root mean square error of approximation (RMSEA)	0.48
Expected cross-validation index (ECVI)	0.903
<i>Incremental fit measures</i>	
Adjusted goodness of fit index (AGFI)	0.910
Normed fit index (NFI)	0.903
<i>Parsimonious fit measures</i>	
Parsimonious norm fit index (PNFI)	0.724
Parsimonious goodness of fit index (PGFI)	0.826
Model (AIC)	267.860

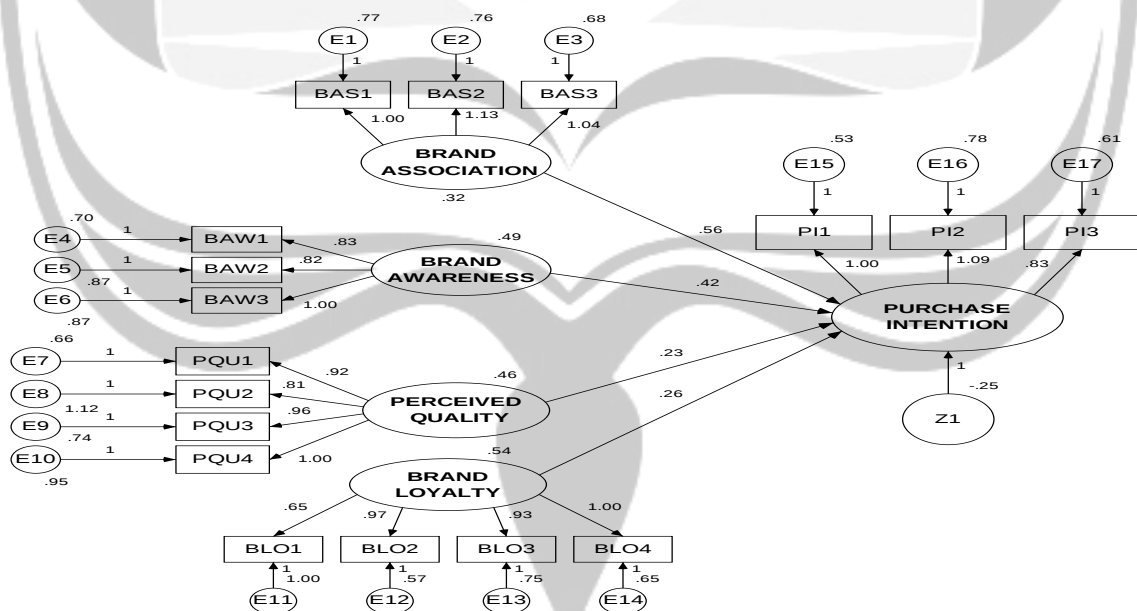


Figure 2: Standardized Path Coefficients for Research Variables

Table 3: Hypothesis results for the structural model

Research hypothesis	Path coefficients	Standardized coefficients	SE	CR	Conclusion
H1: Brand awareness → purchase intention	0.445	0.417	0.066	6.290	Supported*
H2: Brand association → purchase intention	0.568	0.555	0.091	6.115	Supported*
H3: Perceived quality → purchase intention	0.242	0.227	0.045	5.023	Supported*
H4: Brand loyalty → purchase intention	0.287	0.259	0.041	.319	Supported*

* Significant at the level of $p < 0.001$

5. DISCUSSION AND MANAGERIAL IMPLICATIONS

This study has taken a fresh look at a familiar phenomenon, branding, which receives continuous attention from academic researchers, managers and media commentators. This interest is best demonstrated by such indicators as the appearance of special journal issues and conferences devoted to various aspects of branding. The specific topics handled in this context include brand strategy and management, brand identity, brand image, brand names, brand extensions, and brand equity. The main focus of this study, brand equity, has been defined in several ways by different stakeholders. Strategic, financial, and customer implications of brand equity have resulted in the emergence of different definitions. However, the most comprehensive and widely accepted definition has come from Aaker (1991, p. 15) who defined it as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. Despite this richness in conceptual and operational definitions and models for brand equity, there is a marked scarcity of quantitative research examining its constructs based on solid empirical data. This study therefore aimed to apply the Aaker’s brand equity model, as the most common conceptual framework among several in order to predict purchase intention in the context of automobile industry. It also set out to verify the findings of previous studies by Ashil and Sinha (2004) and Chang and Liu (2009), but this time in a different country and industrial context. Furthermore, the empirical data and the statistical tests in this study support the existence of a direct causal relationship between the four dimensions – brand loyalty, brand awareness, brand associations, and perceived quality – and purchase intention. However, observed pairwise comparisons of the proposed model dimensions suggested that there is a correlation between brand loyalty, brand awareness, brand loyalty and perceived quality. Marketing managers should concentrate their efforts primarily on brand equity components which, if increased, will contribute positively to their firm’s brand equity and as a result increased intention to purchase a specific brand. Another point that might be considered is the inter-correlations between the constructs. According to Aaker (1991), while brand awareness builds the familiarity-liking sight and is a signal of substance/commitment, perceived quality acts as a differentiation tool. As a result we suggest that on concentrating brand loyalty, managers should not undervalue the effects of brand awareness and perceived quality to brand loyalty. The second implication is for academics and researchers, that further quantitative research is needed to identify the determinants of brand equity using cross-country and cross-industry applications to predict purchase behavior in various contexts.

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APPENDIX

Questionnaire

Brand association

Some characteristics of automobile X come to my mind quickly

I can quickly recall the logo or symbol of automobile X

I have difficulty in imagining automobile X in my mind

Brand awareness

I am aware of automobile X

I can recognize automobile X among competing automobile brands

I know what automobile X looks like

Perceived quality

Automobile X is of high quality

The likely quality of automobile X is extremely high

The likelihood that automobile X is reliable is very high

Automobile X must be of very good quality

Brand loyalty

I would not buy other brands, if automobile X is available at the automobile exhibitions

Automobile X would be my first choice

I consider myself to be loyal to automobile X

Automobile X is one of the preferred brands I want to buy

Purchase intention

I would buy automobile X rather than any other automobiles available.

I am willing to recommend others to buy this company's automobiles.

I am willing to purchase this company's automobiles in the future.

Demographic profiles

Please place your check mark in the most appropriate box.

1. Gender: ☐ Male ☐ Female

2. Age group:
☐ 25 or under ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ Above 55

3. Education:
☐ Below high school graduate ☐ High school ☐ 2 year college or associate's degree
☐ Bachelor's degree ☐ Postgraduate

4. Monthly income:
☐ Under \$200 ☐ \$200-\$299 ☐ \$300-\$600 ☐ Above \$600



Celebrity endorsement, brand credibility and brand equity

Amanda Spry

*Department of Management and Marketing, The University of Melbourne,
Melbourne, Australia*

Ravi Pappu

UQ Business School, The University of Queensland, Brisbane, Australia, and

T. Bettina Cornwell

*Division of Kinesiology, The University of Michigan, Ann Arbor,
Michigan, USA*

Abstract

Purpose – This research aims to examine the impact of celebrity credibility on consumer-based equity of the endorsed brand. The mediating role of brand credibility and the moderating role of the type of branding (parent versus sub-brand) employed by the endorsed brand on the endorser credibility-brand equity relationship are also to be examined. The endorser credibility-brand equity relationship was developed using associative learning principles whereas the brand signalling theory is applied to examine the mediating role of brand credibility.

Design/methodology/approach – The conceptual framework was tested using a field experiment. Data were collected using a mall-intercept approach at a shopping centre from a sample of consumers in a metropolitan Australian city. The data were analysed using structural equation modelling.

Findings – Results suggest endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was moderated by type of branding. However, the “endorser credibility-brand credibility” and “endorser credibility-brand equity” relationships did not vary according to the type of branding employed.

Practical implications – In support of past findings, the present study shows that a celebrity endorser should be one who is perceived as credible based on their attractiveness, expertise and trustworthiness. Moreover, in this research, even a moderately low credibility endorser proved to be able to build the brand.

Originality/value – The present study is one of the first to empirically examine and confirm the impact of endorser credibility on brand credibility and consumer-based brand equity.

Keywords Celebrities, Product endorsement, Brands, Australia

Paper type Research paper

Introduction

Celebrity endorsement is considered an effective promotional tool by marketers worldwide. One-in-four advertisements use celebrity endorsement (MarketWatch, 2006). Celebrity endorsement influences advertising effectiveness, brand recognition,

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brand recall, purchase intentions and even purchase behaviour. Recent research has also demonstrated that celebrity endorsement leads to a favourable attitude toward the endorsed brand (Till *et al.*, 2008), but does it have value in terms of developing brand equity?

The term brand equity refers to the incremental value added by a brand name to a product (Farquhar, 1989). Extant literature emphasises the need for further research identifying marketing activities that can build brand equity (Keller and Lehmann, 2006; Yoo *et al.*, 2000). It is commonly accepted that advertising is useful in building brand equity (Keller, 2005) and that spokespeople may become associated with a brand in memory (Keller, 1993), but how does celebrity endorsement lead to improvements in brand equity? Till (1998) and McCracken (1989) have suggested that celebrity endorsers can build brand equity by creating secondary associations. Seno and Lukas (2007) have proposed that a celebrity endorser operates as a co-brand for the endorsed brand resulting in the creation of equity for both the endorsed brand and the endorsing celebrity. There is also empirical evidence to say that celebrity endorsement generates greater recall for both the endorsed brand and the advertisement (Atkin and Block, 1983). Research has also shown that celebrity endorsement can influence perceived product quality and uniqueness (Dean, 1999).

There is, however, limited understanding of how the credibility of an endorser might influence the endorsed brand's equity. Furthermore, the credibility signalled by a brand is considered important and is believed to contribute to building brand equity by indirectly adding consumer value to the brand (Erdem and Swait, 1998). Does the use of credible celebrities for endorsement lead to improvements in brand credibility? Extant research does not answer this question either. The practice of sub-branding, whereby an existing brand name is combined with a new name to enter a different product category (Keller, 2003), is widely used in industries such as automobiles (Jo, 2007). It is, however, not clear whether celebrity endorsement would be more or less effective for sub-brands compared to their parent brands. Clearly, research is needed to empirically examine the relationship between endorser credibility and brand credibility and the development of consumer-based brand equity.

Conceptual framework

The conceptual framework advanced here (See Figure 1) is based on the associative network memory model from cognitive psychology and brand signalling theory from information economics. Associative network memory research is used to explain the relationship between endorser credibility and brand equity. Brand signalling theory is used to explain the mediating role brand credibility plays in the relationship. The moderating role of type of branding (brands vs. sub-brands), on these relationships, will also be considered.

The associative network memory model

Human memory can be described as "a network consisting of various nodes connected by associative links" (Till and Shimp, 1998, p. 68). These nodes are pieces of information that become connected via associative links (Krishnan, 1996). Consequently, each node becomes a potential source of activation for all associated nodes. Memory activation expands such that the first node activates other linked nodes and subsequently, these nodes activate all other linked nodes (Collins and Loftus,

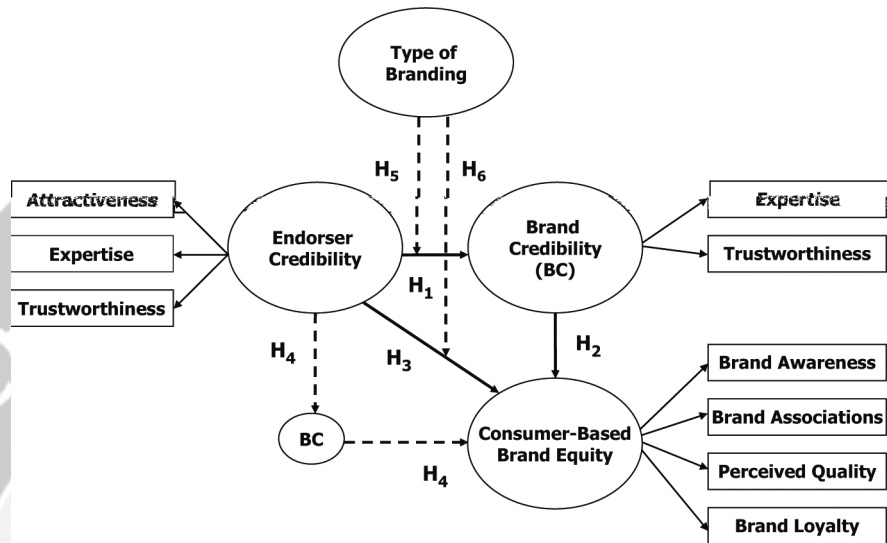


Figure 1.
Conceptual framework

1975). This model is frequently used in marketing to explain the structure of memory (Till and Nowak, 2000), and thus, consumers' brand associations (e.g. Chang and Chieng, 2006). Associative learning principles have also been used to articulate the underlying process of celebrity endorsement (e.g. Till *et al.*, 2008). A celebrity and a brand represent individual nodes, which become associated such that each entity becomes part of the other's association set (Till and Shimp, 1998). Thus, when a consumer thinks of a celebrity endorser, they may automatically consider the endorsed brand and vice versa. This linking could provide a desirable association conducive to the creation of brand equity (Till, 1998).

Brand signalling theory

The concept of brand credibility has emerged from the brand signalling literature. According to this theory, which draws largely on information economics, firms can use brands as signals for conveying information in a marketplace that is characterised by imperfect and asymmetric information (Erdem and Swait, 2004; Erdem *et al.*, 2002). Brand signals embody all past and present marketing mix strategies (Meyer and Sathi, 1985). The content of a brand signal can be considered in terms of clarity and credibility. Clarity refers to the lack of ambiguity of the brand signal content (Erdem and Swait, 1998), whereas credibility refers to how effectively information is conveyed by the brand signal and furthermore, how truthful and dependable that information is considered to be (Tirole, 1988). Credibility is considered the most important characteristic of a brand signal and is a key focus of this research.

Hypotheses development

Before presenting the hypotheses, variables in the model are reviewed. Endorser credibility is "the extent to which the source is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject" (Goldsmith *et al.*, 2000, p. 43; Ohanian, 1990). Brand credibility is "the

believability of the product position information contained in a brand, which depends on the willingness and ability of firms to deliver what they promise" (Erdem *et al.*, 2006, p. 34).

Most marketing researchers agree that, from a consumer perspective, brand equity refers to "incremental value added by a brand name on to a product" (Farquhar, 1989). Aaker (1991) and Keller (1993) provide two of the most widely accepted conceptualisations of brand equity based on the consumer perspective. Aaker (1991, p. 16) operationalised brand equity as a set of assets (or liabilities) consisting of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets. On the other hand, Keller (1993, p. 2) referred to brand equity as customer-based brand equity and defined it as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Though both Aaker (1991) and Keller (1993) adopted a consumer perspective and focused largely on memory-based brand associations there are minor differences in their conceptualisation of brand equity. While Aaker (1991) had elevated perceived quality (quality-related brand associations) as a separate dimension, Keller (1993) considered all types of brand associations (including those that are quality-related) as brand image.

From a consumer perspective, Aaker's (1991) first four dimensions (i.e. brand awareness, brand associations, perceived quality and brand loyalty) are considered important (Yoo *et al.*, 2000). Yoo and Donthu (2001) have coined the term consumer-based brand equity to refer to the set of these four brand equity dimensions. This approach is followed in the present research and consumer-based brand equity is defined as "the value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality and brand loyalty" (Pappu *et al.*, 2006, p. 698).

Brand awareness refers to the strength of a brand's presence in a consumer's mind (Aaker, 1991). Brand awareness is a necessary condition for brand equity, without which consumers cannot have brand associations, perceptions of quality and brand loyalty (Pappu and Quester, 2006). Brand awareness comprises brand recall and brand recognition whereas brand associations refer to the various meanings surrounding a brand (Keller, 1993). Perceived quality refers to a consumer's subjective evaluation of brand (Zeithaml, 1988). Finally, brand loyalty is approached from an attitudinal loyalty perspective because consumer-based brand equity is based on consumer perceptions, rather than actual behaviour. As such, brand loyalty is defined as the propensity to be loyal to a focal brand, which is evidenced by the intention to purchase that brand as a primary choice (Yoo and Donthu, 2001). We now turn to a discussion of the relationships in Figure 1.

Endorser credibility – brand credibility

A firm can work towards building brand credibility as it is largely driven by the quality of the information conveyed through the marketing strategies associated with a brand (Erdem and Swait, 1998). Since endorsement, as a communications tool, will comprise some of the signal of the endorsed brand, it seems likely that the credibility of an endorser will subsequently transfer to the brand. For example, film star Cate Blanchett who is committed to promoting environmental causes is perceived to be highly trustworthy. Therefore, when Blanchett endorses SK-II skin care products, consumers' credibility perceptions of this luxury brand are likely to be positively

affected. In sum, high endorser credibility should lead to higher brand credibility. Brand investment has also been identified as an indicator of brand credibility, as it is assumed that firms that make large brand investments are more likely to deliver the promised product (Erdem and Swait, 1998). Hence, simple use of celebrity endorsement may be associated with a higher level of brand credibility. Based on the preceding discussion, the following hypothesis is advanced.

- H1. The credibility of a celebrity endorser will positively impact the credibility of the endorsed brand.

Brand credibility – consumer-based brand equity

Brand credibility supports consumer-based brand equity. Brand signalling theory suggests that credibility can build brand equity (Erdem and Swait, 1998). Credible brands enjoy lower information-gathering and information-processing costs, and lower perceived risk (Erdem and Swait, 2004). Furthermore, higher brand credibility can increase consumers' perceptions of product quality by influencing their psychophysical processes whereby objective quality levels are transferred into perceived, subjective quality levels (Erdem *et al.*, 2002). By favourably affecting attribute perceptions, information costs and perceived risk, brand credibility increases the consumer-expected utility of a brand, thus adding consumer value to a brand. So important is existing brand credibility, that without it, even the most credible endorser can be expected to do little in developing brand equity. This thinking is similar to the old adage that "advertising can't save a poor product". Based on the preceding discussion, the following hypothesis is advanced.

- H2. The credibility of a brand will positively impact the consumer-based equity of the endorsed brand.

Endorser credibility and consumer-based brand equity

The direct relationship between endorser credibility and consumer-based brand equity is explained using the associative network memory model. This model suggests that celebrity endorsement could support brand recall and recognition, as a celebrity endorser serves as an additional node in memory and is associated with a brand node. When there are multiple associations for a node, it is easier to locate this node as there are several alternative routes to this node in memory (Fiske and Taylor, 1991). A highly credible endorser will become more strongly associated with the endorsed brand in a consumer's mind (Biswas *et al.*, 2006). When a highly credible scientist such as Ian Frazer, who achieved celebrity status by developing a vaccine for cervical cancer, endorses community organisation Bicycle Victoria's "Ride to Work" initiative, both recall and recognition are likely to be positive for the initiative. Therefore, it is expected that endorser credibility would support brand recall and recognition.

Managing brand equity largely involves controlling the meanings associated with a brand in memory (Keller, 1993). Researchers advocate leveraging secondary associations to strengthen brand equity, whereby a brand can be linked to another entity such as a celebrity (Keller, 2005). The other entity will possess its own associations, which should subsequently be transferred to the brand (Petty, 2006). For instance, endorsement by cricket player Ricky Ponting, who is trusted by consumers in the Indian market because of his role as the captain of the Australian cricket team, may

help the brand “Valvoline” by communicating associations such as “high performance” and “reliability” (Indiantelevision.com, 2007). Therefore, when a celebrity endorses a brand, consumers may not only associate the celebrity with that brand, but they may also link celebrity associations to the endorsed brand; thus creating a larger network of associations. Celebrity endorsement can also affect perceived quality of the brand. Celebrities can function as extrinsic cues to infer information on product attributes, and quality, which consequently reduces consumer uncertainty and encourages particular product preference (Dean, 1999).

Past research on classical conditioning has shown how an association with one stimulus (e.g. celebrity) can benefit another stimulus (e.g. brand) (McSweeney and Bierley, 1984). Conditioning can be instrumental in transferring an enduring attitude toward a brand (Grossman and Till, 1998), which can build brand loyalty. The conditioning principles suggest that celebrity endorsement can impact on brand loyalty through affect transfer and inferential belief formation. According to Till and Nowak (2000) affect transfer refers to the positive evaluation of one entity when it is associated with another entity in a consumer’s mind, whereas inferential belief formation refers to changes in an individual’s attitude toward a brand due its association with another entity. Finally, assuming that credible celebrities are more strongly associated with the endorsed brand, it is expected that a highly credible endorser would generate higher levels of brand loyalty. For example, endorsements by trustworthy Australian entrepreneur and philanthropist Dick Smith for local brands (e.g. “Temptin” chocolate biscuits) are likely to affect consumers’ loyalty towards these brands more positively. On the other hand, established brands have their own credibility and the extent of endorser sway on consumer-based brand equity is relative to established brand credibility. Based on the preceding discussion, the following hypotheses are advanced.

- H3. The credibility of a celebrity endorser will positively impact the consumer-based equity of the endorsed brand.
- H4. Brand credibility mediates the relationship between endorser credibility and consumer-based brand equity.

The moderating role of the type of branding employed

The impact of endorser credibility on brand credibility and brand equity is further expected to vary according to the type of branding employed by the endorsed brand; that is, depending on whether the endorsed brand is a parent brand or its sub-brand. A parent brand is an existing brand name in a product category. A sub-brand is a type of brand extension whereby an existing brand name is combined with a new brand name to enter a different product category (Keller, 2003). Sub-branding is a common place category entry strategy.

The moderating role of type of branding is examined in the present research for several reasons. First, sub-brands were utilised to examine whether celebrity endorsement has a different impact on less-established brands. Fictitious brands are not used because it was necessary to measure the brand association dimension of brand equity; consumers cannot have an established network of associations for a brand unfamiliar to them. Second, because a sub-brand involves combining an existing brand name with a new brand name, there is some cognitive distance between a brand

and its sub-brand in consumers' minds (Milberg *et al.*, 1997). Hence, consumers may accommodate inconsistencies between a brand and its sub-brand by placing the sub-brand in a sub-category of their existing category knowledge structure for the parent brand (Kirmani *et al.*, 1999). Because the use of a sub-brand name creates some level of cognitive distance from the parent brand in consumers' minds (Milberg *et al.*, 1997), it can be determined whether celebrity endorsement has a differential impact on these brands with less-established associative networks. However, it is acknowledged that consumers might still have associations towards the sub-brand because the parent brand name embedded in the sub-brand's name might act as a primary frame of reference for consumers (Aaker and Joachimsthaler, 2000).

In general, parent brand evaluations are expected to be more favourable in comparison to those of the sub-brand, based on evidence available from the brand extension literature (See Völckner and Sattler, 2006). Consumers' brand extension evaluations are dependent on a number of parent brand related factors including: perception of the quality of the parent brand (Aaker and Keller, 1990); degree of technological similarity between the parent brand and the extension (Jun *et al.*, 1999); breadth of the parent brand portfolio (Boush and Loken, 1991); quality consistency across previous parent brand extensions (Dacin and Smith, 1994); prior parent brand experience (Swaminathan *et al.*, 2001); relevance of the parent brand associations for the extension brand (Broniacyk and Alba, 1994); and knowledge of the parent brand product class (Smith and Park, 1992).

Although some of the parent brand's equity could be transferred to the sub-brand (Milberg *et al.*, 1997), it is still expected that the sub-brand's associative network and brand equity would be less established. Because of this less-established associative network, sub-brands are expected to be more affected by celebrity endorsement. Furthermore, a previously unendorsed product is likely to be affected more by the endorsement in comparison to a previously-endorsed product (Walker *et al.*, 1992). Applying this logic to the present context, sub-brands, which are relatively new to the market in comparison to their parent brands, are likely to be affected more by celebrity endorsement. Based on this discussion, the following hypotheses are advanced.

- H5. The relationship between endorser credibility and brand credibility varies according to the type of branding (i.e. parent brand or sub-brand) employed by the endorsed brand.
- H6. The relationship between endorser credibility and consumer-based brand equity varies according to the type of branding (i.e. parent brand or sub-brand) employed by the endorsed brand.

Method

Experimental design

The hypothesised relationships were tested using a field experiment in a metropolitan Australian city. Data were collected using a questionnaire that included a $2 \times 2 \times 2$ between-subjects factorial design. Endorser credibility was manipulated at two levels (high credibility celebrity endorser vs. low credibility celebrity endorser). Type of branding was manipulated at two levels (parent brand vs. sub-brand). Last, brand name was a blocking factor, which varied at two levels (high equity vs. low equity). This is further discussed in the next section. This design resulted in eight different

conditions, which were implemented through eight corresponding print advertisements. Each participant was randomly assigned to one treatment condition. Participants in each group received an advertisement featuring an endorser and a brand. One print advertisement was attached to each copy of the questionnaire.

Selection of stimuli

The advertisements featured different manipulations, which were determined through multiple phases of pretesting using university student samples as detailed in the following sub-sections. Plasma television was the selected product category for the present research. Almost every household in Australia owns at least one television, and the majority of households have multiple televisions (99.1 per cent ownership in 1996 according to Australian Bureau of Statistics). The growth of flat panel televisions (plasma or LCD) has been rapid in Australia over the last few years. In fact, flat screen television sales overtook those of traditional televisions in 2006 (Euromonitor, 2008). In metropolitan cities flat panel television ownership was between 16 and 19 per cent (e.g. Sydney 16.7 per cent; Melbourne 18.6 per cent) in 2006 (Synovate, 2006).

Brands. To strengthen external validity, within the selected product category, two brands of varying levels of brand equity (Panasonic and Akai) were chosen based on the presence of Panasonic in the top 100 world brands list and Akai's absence (Kiley *et al.*, 2006). The selected brands vary on attributes such as familiarity, quality, brand image and loyalty.

Sub-brands. A universal serial bus (USB) drive was chosen as the sub-brand product category for several reasons. Past research has shown that perceived fit between a brand and its extension can be achieved when both brands share key product attributes (Bridges *et al.*, 2000). For example, perceived fit can be high when brands in a functional product category are extended to other functional product categories (Park *et al.*, 1991). A USB drive was considered a plausible extension from the parent plasma television category. Since a USB drive is a consumer electronic device with key attributes such as functionality, reliability and durability, it holds several similarities to a plasma television. A USB drive falls in a product category different from that of the parent category thereby satisfying the definition of a sub-brand extension (Keller, 2003). Other home entertainment products were considered inappropriate as sub-brands because they could have been viewed as line extensions (whereby a brand is extended to a new product within the same product category) (Aaker and Keller, 1990). Neither Panasonic nor Akai have previously sold USB drives as verified from their corporate web sites.

A fictitious brand name was combined with each of the selected brands (Panasonic and Akai) to create sub-brands names. The fictitious brand name was selected based on pretesting using a convenience sample of undergraduate students ($n = 35$). A questionnaire assessed their attitude (on a seven-point scale) toward a pool of five fictitious brand names initially created by postgraduate marketing students. The results showed participants favoured the name "Nexus" ($M = 4.80$) for the sub-brand product. Hence, "Panasonic Nexus" and "Akai Nexus" were selected as sub-brands.

Endorsers. The endorsers featured in the advertisements were selected through several phases of pretesting using different convenience samples of undergraduate students. Participants ($n = 20$) were given three minutes to list celebrities who they felt were suitable endorsers for both plasma televisions and USB drives. This was to

ensure congruence between the celebrity endorsers and the endorsed product category was achieved. This exercise generated a pool of 243 celebrity names.

From this initial pool, some celebrities were eliminated based on identified control variables believed to influence the effectiveness of a celebrity endorser. First, celebrities were eliminated based on gender as gender interactions between endorsers and target audiences are known to affect consumer perceptions of certain endorser credibility dimensions (e.g. attractiveness) and even consumer purchase intentions (Baker and Churchill, 1977; Caballero and Pride, 1984). Recent research shows that male and female celebrities are evaluated by consumers differently. For example, ads featuring female celebrities are evaluated more favourably than ads featuring male celebrities (Klaus and Bailey, 2008). Since approximately three-quarters of the total pool were male, male celebrities were considered more appropriate for endorsing plasma televisions and USB drives. Past research suggests that a higher proportion of male celebrities are associated with functional products (Stafford *et al.*, 2003). Hence, female celebrities were eliminated.

Second, celebrities who had previously endorsed other products were removed from this pool, as this is known to affect consumer evaluations of the endorser and the endorsed brand (Goldsmith *et al.*, 2000). It is more difficult to build an associative link between a celebrity endorser and a brand when the same endorser is already associated with other brands (Till, 1998). Also, the use of a celebrity who had endorsed another product can affect consumers' perceptions of celebrity-brand congruence, which can subsequently impact the effectiveness of the endorsement (Kamins and Gupta, 1994). Last, celebrities were removed if they had received negative publicity. Negative information can harm consumer perceptions of the endorsed brands (Louie *et al.*, 2001; Till and Shimp, 1998) or be accepted (Money *et al.*, 2006). Negative information can also show humanity of the celebrities (Louie and Obermiller, 2002) or be viewed as uncontrollable (Miciak and Shanklin, 1994). Given the unpredictable nature of negative information, celebrities with it were not considered for inclusion. The majority of the remaining celebrities were local celebrities (i.e. Australian television personalities). Television personalities have been considered appropriate for the endorsement of consumer electronic goods, such as televisions (Freiden, 1984) and personal computers (Dean and Biswas, 2001).

The credibility of a reduced set of 14 celebrities was next assessed, by administering a questionnaire to a convenience sample of undergraduate students ($n = 29$). The questionnaire included celebrity photographs and items measuring each celebrity's credibility on a seven-point scale (Ohanian, 1990). Scores on the items were averaged. Two Australian celebrities were selected based on the pretest results. A popular television host (Rove McManus) was identified as the high credibility celebrity ($M = 5.07$) and an ex-reality television show participant (Simon Deering) was identified as the low credibility celebrity ($M = 2.36$). Rove McManus is an award-winning media personality who hosts the variety show *Rove* in Australia on national television. McManus also appeared on American television as a guest in the NBC show *Tonight with Jay Leno* in 2007 and host of the show *The List* on ABC in 2008. Simon Deering is an ex-real estate agent who achieved public recognition for his participation in the reality television show *Big Brother* in 2005. Later, he went on to host *The Up-Late Game Show*, an interactive late-night game show, on national television. The results of

a *t*-test indicate that the two celebrities differ significantly on credibility ($t[25] = 12.65$, $p < 0.001$).

Data collection

The population of interest was consumers aged 18 years and older. A shopping mall was the sampling frame and the final sample was selected using a systematic sampling design. Every tenth consumer was asked to participate in the study after a random starting point. A total of eight data collection instruments were developed: one version for each treatment condition. The questionnaire included questions related to the credibility of the celebrity endorser and the credibility and consumer-based equity for the endorsed brand. There were also questions related to covariates and demographics.

Measures and measurement

Measurement scales have been adapted or adopted from past research and are summarised here (See Appendix 1). Endorser credibility is a higher-order construct consisting of three sub-dimensions, attractiveness, expertise and trustworthiness, according to the source model theory (La Ferle and Choi, 2005; Ohanian, 1990). Expertise and trustworthiness have generally been considered sub-dimensions of source credibility (Goldsmith *et al.*, 2000). Expertise refers to the extent to which a source is perceived to hold valid assertions, whereas trustworthiness refers to the degree of confidence in the source's intent to communicate the assertions considered to be most valid (Hovland *et al.*, 1953). The source-attractiveness model identifies attractiveness as a dimension of credibility (McGuire, 1958). Physically attractive communicators have a positive impact on opinion change as well as product evaluations (Joseph, 1982). Endorser credibility was measured using a 15-item scale developed by Ohanian (1990), which measures credibility on the dimensions of attractiveness, expertise and trustworthiness. The three dimensions were measured on a seven-point semantic differential scale.

Brand credibility encompasses expertise and trustworthiness (Erdem *et al.*, 2006). That is, a brand is deemed "credible" if consumers perceive this brand as having the ability (i.e. expertise) and willingness (i.e. trustworthiness) to consistently deliver what has been promised (Erdem and Swait, 2004, p. 192). Expertise and trustworthiness were considered sub-dimensions of a higher order brand credibility construct, based on past research (e.g. Erdem and Swait, 1998). Measures for brand credibility were sourced from brand signalling research (Erdem and Swait, 2004). Seven items encompassing expertise and trustworthiness were used for measuring brand credibility on a seven-point Likert scale, where "1 = Strongly Disagree" and "7 = Strongly Agree".

Consumer-based brand equity was treated as a four-dimensional construct consisting of brand awareness, brand associations, perceived quality and brand loyalty. All items measuring brand equity were measured on a seven-point Likert scale anchored by "1 = Strongly Disagree" and "7 = Strongly Agree". Brand awareness was measured using a three-item scale adapted from the branding literature (Yoo and Donthu, 2001). Items used to measure brand associations included measures for brand identity, brand value and organisational associations. Measures for brand value and organisational associations were sourced from Aaker (1991). Additional brand association measures were adapted from the retail branding literature (Pappu and

Quester, 2006). Perceived quality was measured using items originally suggested by Aaker (1991). Finally, brand loyalty was measured using items from the work of Yoo and Donthu (2001). These measures have been shown to be reliable and valid in several brand equity studies.

Endorser familiarity, brand familiarity, celebrity-brand congruence and product knowledge were the covariates included. Past research has shown that these variables affect celebrity endorsement (Silvera and Austad, 2004; Till, 1998). Measures for endorser familiarity and brand familiarity included three items each, measured on a seven-point semantic differential scale adopted from Simonin and Ruth (1998). Celebrity-brand congruence was measured using three items on a seven-point semantic differential scale adapted from Keller and Aaker (1992). Product knowledge was measured using three items on a seven-point Likert scale adapted from Cole and Balasubramanian (1993).

Analysis and results

The sample ($n = 244$) contained a higher proportion of females (74.1 per cent) than males (25.9 per cent). A large percentage of younger consumers, aged 18-29 years, were also included in the sample (46.5 per cent). Although the sample was skewed toward women and younger consumers, this is not uncommon in mall-intercept samples.

Validation of key constructs

Reliability. Established scales are employed in the present research, hence the reliability of key constructs was examined using conventional methods. The Cronbach's alpha (α) of each construct exceeded the suggested cut-off value of 0.70 (See Appendix 1). Table I presents means, standard deviations and correlations among the variables. Based on the results of the exploratory factor analysis conducted to examine the factor structure, one item measuring brand awareness and another measuring brand associations were trimmed from the final consumer-based brand equity scale because of low communalities.

Manipulation checks

Significant differences were observed in the credibility levels of the celebrity endorsers used in the study as indicated by the results of a one-way ANOVA ($F[1, 242] = 74.77$, $p < 0.01$). As expected, the high credibility celebrity (Rove McManus) was considered more credible ($M = 4.77$) than the low credibility celebrity (Simon Deering) ($M = 3.56$). It can, therefore, be concluded that endorser credibility was adequately manipulated in the present experiment.

A second ANOVA was conducted with type of endorser (High credibility vs. low credibility) and type of branding (Parent brands vs. sub-brands) as the independent variables and endorser-brand congruence (hereafter called congruence) as the dependent variable. Congruence varied significantly by the type of endorser ($F[1, 240] = 24.96$, $p < 0.001$), with the high credibility celebrity ($M = 4.19$) being considered more congruent with the brand in comparison to the low credibility celebrity ($M = 3.09$). Congruence also varied significantly by the type of branding ($F[1, 240] = 10.52$, $p < 0.01$). The celebrities were considered more congruent for parent brands ($M = 3.99$) than for sub-brands ($M = 3.28$).

Variables	M	SD	1	2	3	4	5	6
1. Endorser credibility	4.14	1.24						
2. Brand credibility	4.16	1.30	0.26**					
3. Consumer-based brand equity	3.70	1.29	0.21**	0.77**				
4. Endorser familiarity	4.61	2.37	0.44**	0.04 ns	0.12 ns			
5. Brand familiarity	3.00	2.08	-0.01 ns	0.19**	0.43**	0.13*		
6. Endorser-brand congruence	3.62	1.89	0.50**	0.27**	0.22**	0.19**	0.09 ns	
7. Product knowledge	3.79	1.51	0.08 ns	0.09	0.14*	0.09 ns	0.20**	-0.01 ns

Notes: * $p < 0.05$ (two-tailed); ** $p < 0.01$ (two-tailed); ns = not significant; $n = 244$

Table I.
Means, standard
deviations and
correlations of variables

The results of a one-way ANOVA indicated significant differences in respondents' brand familiarity by the type of branding employed ($F[1,242] = 45.07, p < 0.001$). As expected, parent brands ($M = 3.18$) were more familiar to the respondents in comparison to the sub-brands ($M = 2.18$). Panasonic ($M = 4.58$) and Akai ($M = 3.03$) were more familiar to the respondents compared to the fictitious sub-brands Panasonic Nexus ($M = 2.26$) and Akai Nexus ($M = 2.10$).

Analysis procedures

The proposed hypotheses were tested using structural equation modelling (SEM). Two models were tested. Model 1 (Partial mediation model) was used to test $H1, H2, H3, H5$ and $H6$. The combined results of Model 1 and Model 2 (Direct effect model) were useful in testing $H4$. The data were checked and there were no major departures from the assumptions required for use of SEM (e.g. independence of observations, outliers and multivariate normality). The sample size used ($n = 244$) is above the threshold of 200 and is adequate for the analysis (Hoelter, 1983). Though the sample sizes used for the sub-group analyses were smaller than 200, these exceed the cut-off value of 75 and Hoelter's critical N -values.

Measures for the key constructs included in the models are assumed to be reflective in nature consistent with previous research. Hence, a reflective specification of the first-order dimensions is assumed. By definition, consumer-based brand equity is "reflected in the dimensions of brand awareness, brand associations, perceived quality and brand loyalty" (Pappu *et al.*, 2006, p. 698). These four dimensions constitute a higher-order consumer-based brand equity construct (Pappu *et al.*, 2005). Hence, consistent with previous research in the area of brand equity (e.g. Yoo and Donthu, 2001) a reflective specification of consumer-based brand equity is appropriate. Similarly, consistent with previous research in the areas of brand signalling (e.g. Erdem *et al.*, 2006), and source credibility (e.g. Ohanian, 1990), measures for brand credibility and endorser credibility are assumed to be reflective in nature.

Endorser attractiveness, expertise and trustworthiness were modelled as observed independent variables, which measured endorser credibility. Brand expertise and trustworthiness were modelled as observed independent variables, which measured brand credibility. Brand awareness, brand associations, perceived quality and brand loyalty were modelled as observed dependent variables which measured consumer-based brand equity[1].

Composite variables were created for all observed variables using summated scales. Successful use of summated scale model was reported in literature (e.g. Raajpoot *et al.*, 2008). We assessed the significance of the structural path estimates through bootstrapping approach with 2,000 resamples. The CFI, GFI, NFI and RMSEA values have been used to assess model fit.

The analysis was first carried out including covariates. Only brand familiarity had a significant effect on the dependent variables. The inclusion/exclusion of brand familiarity as a covariate did not make any difference for the structural relationships among the three main constructs of interest. Hence, covariates were not included in further analysis.

Results for the main effects

Model 1 (Partial mediation model). Endorser credibility, brand credibility and consumer-based brand equity were the latent variables in Model 1. The direct effect of endorser credibility on brand equity and the indirect effect of endorser credibility via brand credibility on brand equity are examined in Model 1 (See Figure 1). *H1* predicted that endorser credibility would positively affect brand credibility and *H2* predicted that brand credibility would positively affect brand equity. *H3* predicted that endorser credibility would positively influence brand equity. Model 1 examines these predictions.

Model 1 displayed reasonably good fit to the data (χ^2 [24] = 61.23, $p < 0.01$; GFI = 0.951; CFI = 0.978; RMSEA = 0.080) (See Tables II and III). In Model 1, the endorser credibility-brand credibility path is positive and statistically significant ($\beta = 0.29$, $p < 0.001$) supporting *H1*. *H2* is also supported as the brand credibility-brand equity path is positive and statistically significant ($\beta = 0.89$, $p < 0.001$). However, the direct effect of endorser credibility on brand equity was not significant ($\beta < 0.01$, $p = 0.969$) failing to offer support for *H3*. Model 1 displayed good fit to the data for both the high credibility endorser ($n = 118$) and the low credibility endorser ($n = 126$) as shown in Tables II and III. In both cases, relationships were similar to those observed from the analysis of the pooled data.

We examined discriminant validity of the key constructs using the procedure recommended by Bagozzi *et al.* (1991) and conducted a series of CFAs. For each pair of constructs in the measurement model, we tested whether a two-factor model would fit better than a single factor (constrained) model. Discriminant validity is supported if the two-factor model provides significantly better fit than the one-factor (constrained) model. Chi-square differences tests had indicated that, in all cases the fit for the

Fit statistics	Pooled data $n = 244$	High credibility celebrity $n = 118$	Low credibility celebrity $n = 126$
χ^2 (df)	61.23 (24)	38.76 (24)	45.51 (24)
p	<0.001	0.029	0.005
GFI	0.951	0.937	0.933
NFI	0.965	0.953	0.948
CFI	0.978	0.981	0.974
RMSEA	0.080	0.072	0.085

Table II.
SEM results for model 1
(partial mediation): 1

Path	Standardised path estimates		
EC $\rightarrow$ BC	0.29***	0.21*	0.33**
EC $\rightarrow$ CBBE	-0.00 ns	0.86***	0.90***
BC $\rightarrow$ CBBE	0.89***	-0.01 ns	0.03 ns
R^2			
BC	0.083	0.045	0.107
CBBE	0.786	0.731	0.835

Notes: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; ns = not significant; EC = Endorser credibility; BC = Brand credibility; CBBE = Consumer-based brand equity

Table III.
SEM results for model 1
(partial mediation): 2

two-factor model was significantly better than the fit for the single factor (constrained) model (See Table IV). These results provide support for discriminant validity.

We checked for common method variance bias using Harmon's one factor test, as recommended by Podsakoff and Organ (1986). The results indicated that common method variance does not pose a problem. Using all of the items of all our latent variables, we tested a single factor model using CFA procedures. This model displayed very poor fit to the data (χ^2 [27] = 532.02, $p < 0.001$; GFI = 0.682; CFI = 0.706; RMSEA = 0.277), indicating that there is no general factor that accounts for the majority of covariance across these variables.

Results for the mediating role of brand credibility

Model 2 (Direct effect model). This model examines the direct effect of endorser credibility on brand equity, but does not include brand credibility as a mediating variable. Model 2 fits the data well (χ^2 [13] = 10.21, $p = 0.677$; GFI = 0.988; CFI = 1.00; RMSEA < 0.001) and shows that endorser credibility significantly affects brand equity ($\beta = 0.21$, $p < 0.001$). *H4* predicted that brand credibility would mediate the relationship between endorser credibility and brand equity. The combined results of Models 1 and 2 help in examining *H4*.

Four conditions should be satisfied for the existence of a mediation effect (Baron and Kenny, 1986):

- (1) the predictor variable (endorser credibility) should significantly influence the mediating variable (brand credibility);
- (2) the mediating variable (brand credibility) should significantly influence the dependent variable (brand equity);
- (3) the predictor variable (endorser credibility) should significantly influence the dependent variable (brand equity); and
- (4) the effect of the predictor variable (endorser credibility) on the dependent variable (brand equity) should no longer be significant (full mediation) or weaken (partial mediation), after we control for the mediating variable (brand credibility).

Model 1 (Partial mediation model) meets with the first two conditions (See Tables II and III). Endorser credibility significantly affects brand credibility, and there is a significant effect of brand credibility on brand equity. Model 2 shows that endorser credibility significantly affects brand equity, and provides support for the third condition. Model 1 also provides support for the fourth condition. Model 1 shows that

Factors	Two-factor model		One-factor model		$\Delta\chi^2$	Δdf
	χ^2	df	χ^2	df		
EC & BC	4.93	4	365.31	5	360.48	1 *
EC & CBBE	10.21	13	400.88	14	390.67	1 *
BC & CBBE	44.27	8	135.44	9	91.17	1 *

Table IV.
CFA results for model 1 –
evidence of discriminant
validity

Notes: * $p < 0.001$. EC = Endorser credibility; BC = Brand credibility; CBBE = Consumer-based brand equity

the effect of endorser credibility on brand equity disappears after controlling for the mediating variable brand credibility. Thus, the combined results of Models 1 and 2 fail to offer support for a direct effect of endorser credibility on brand equity (*H3*). However, these results indicate that brand credibility fully mediates the relationship between endorser credibility and brand equity and provide support for *H4*[2].

Results for the moderating role of type of branding

Multiple group analysis (MGA) was performed using Model 1 for testing the moderation relationships proposed in *H5* and *H6*. The MGA revealed (See Tables V and VI) that the Model 1 was a close fit with the combined data representing the two groups (Parent brands vs sub-brands).

Endorser credibility-brand credibility. *H5* predicted that the type of branding employed by the endorsed brand (Parent brands vs. Sub-brands) would moderate the relationship between endorser credibility and brand credibility. The relationship between endorser credibility and brand credibility was slightly stronger for the sub-brands ($\beta = 0.29, p < 0.001$) than for the parent brands ($\beta = 0.26, p < 0.001$). However, these differences were not statistically significant ($\Delta\chi^2 [1] = 0.04, p = 0.843$) (See Tables V and VI). Thus, *H5* was not supported.

Endorser credibility-brand equity. *H6* predicted that the type of branding employed would moderate the relationship between endorser credibility and brand equity. The MGA reveals that the relationship between endorser credibility and brand equity does not vary significantly by the type of branding ($\Delta\chi^2 [1] < 0.01, p = 0.947$) (See Tables V and VI). Thus, *H6* was not supported.

Brand credibility-brand equity. In addition, the relationship between brand credibility and brand equity varied by type of branding ($\Delta\chi^2 [1] = 8.06, p = 0.005$)

Fit statistics	Type of branding		Baseline model ^a
	Parent brand <i>n</i> = 123	Sub-brand <i>n</i> = 121	
χ^2 (df)	53.22 (24)	36.38 (24)	89.60 (48)
<i>p</i>	<0.01	0.050	<0.001
GFI	0.920	0.939	0.929
NFI	0.948	0.952	0.950
CFI	0.970	0.983	0.960
RMSEA	0.100	0.066	0.060

Table V.
MGA results for model 1
(partial mediation): 1

Fixed path	Standardised path estimates			df ^a
	Parent brand	Sub-brand	$\Delta\chi^2$	
EC → BC	0.26*	0.29*	0.04	1 ns
BC → CBBE	0.92**	0.84**	8.06	1 *
EC → CBBE	<0.01 ns	-0.01 ns	<0.01	1 ns

Notes: **p* < 0.01; ***p* < 0.001. ns = not significant; EC = Endorser credibility; BC = Brand credibility; CBBE = Consumer-based brand equity. ^a $\Delta\chi^2$ df was calculated on a baseline model where all parameters were freely estimated

Table VI.
MGA results for model 1
(partial mediation): 2

as shown in Tables V and VI. Specifically, the relationship was slightly stronger for the parent brands ($\beta = 0.92$, $p < 0.001$) than for the sub-brands ($\beta = 0.84$, $p < 0.001$).

Discussion, implications and conclusions

Theoretical implications

The results indicate a direct and positive relationship between endorser credibility and brand credibility, and provided support for *H1* (See Tables II and III). This relationship has not been addressed in previous research: hence, this finding contributes to the celebrity endorsement and branding research streams.

Results confirming the positive relationship between brand credibility and consumer-based brand equity (See Tables II and III), hypothesised in *H2*, support past research. In particular, the credibility of a brand signal is believed to increase perceived quality and decrease information costs and perceived risk for consumers (Erdem and Swait, 1998). These outcomes are expected to increase the expected utility of a product, and, in turn, improve brand equity. Furthermore, our results indicate that the relationship between brand credibility and brand equity varies by the type of branding employed, with the relationship being slightly stronger for parent brands compared to sub-brands.

H3 predicted a direct and positive relationship between endorser credibility and consumer-based brand equity; however, there was no support for this relationship. There are several possible explanations for this result. In this study, participants were exposed to an advertisement and rated brand equity based on this single exposure. Positive associations from the celebrity would be transferred to the brand upon consumers' exposure to multiple celebrity-brand pairings (Silvera and Austad, 2004). Some researchers argue that the impact of celebrity endorsement on brand equity is strengthened over time (Till, 1998). One study on the effect of brand placements on brand image found that brand placement affected brand image only when participants were exposed to a brand placement two or more times (Van Reijmersdal *et al.*, 2007). Therefore, the absence of a relationship between endorser credibility and brand equity could be attributed to the cross-sectional design of this study. Furthermore, brand equity is enhanced when all marketing mix elements are focused on the celebrity-brand pairing (Till, 1998). Endorser credibility might have had a significant influence on brand equity if participants had received an array of promotional material featuring this celebrity endorser.

H4 predicted that brand credibility would mediate the relationship between endorser credibility and consumer-based brand equity. This relationship was supported. The results suggest that celebrity endorsement does not build brand equity directly; rather it impacts on a brand's credibility, which subsequently leads to improved brand equity. This finding is a valuable contribution to our understanding of celebrity endorsement, brand credibility and brand equity. The present research offers empirical support for a previously theorised relationship between endorser credibility and brand equity. For example, Till (1998) argued that celebrity endorsement impacts brand equity using principles from associative learning. Seno and Lukas (2007) approached this relationship from a co-branding perspective, stating that endorser equity can create equity for the endorsed brand while brand equity can create equity for the endorser. The results of the present study provide empirical evidence supporting the indirect impact of endorser credibility on brand equity, despite arguments in the literature in favour of a direct relationship.

The present research extends the body of knowledge in the area of source credibility. According to the source credibility theory, an individual's tendency to accept information from a communication source depends on perceived credibility of that source (Hovland *et al.*, 1953). While previous research has demonstrated that endorser credibility positively and significantly influences attitude towards the ad, attitude towards the brand shown in the ad and even purchase intention (Goldsmith *et al.*, 2000; Lafferty *et al.*, 2002; Lafferty and Goldsmith, 1999), the results of the present research suggest that endorser credibility also influences brand credibility. While the majority of source credibility literature examines the impact of spokesperson credibility on ad evaluations and brand evaluations, the present research demonstrates that intangible assets such as brand equity are also affected by the credibility of the source via brand credibility.

H5 predicted that the relationship between endorser credibility and brand credibility would vary depending on whether the endorsed brand was a parent brand or sub-brand. *H6* predicted that the type of branding employed moderates the relationship between endorser credibility and consumer-based brand equity. *H5* and *H6* were not supported. There are several possible explanations for these results. Positive evaluations of a parent brand tend to be transferred to extensions as the fit between the parent brand and its extension improves (Boush and Loken, 1991). In the present case, the sub-brand category was selected in such a way that it was a viable extension category and offered a better fit to the parent brand. This better fit might have lead respondents to evaluate the sub-brands more favourably and similarly to the parent brand. Moreover, better fitting brand extensions produce more favourable brand attitudes particularly when limited information is made available to the subjects about the brands being evaluated (McCarthy *et al.*, 2001). In the present study respondents had limited information about the brands being evaluated (e.g. brand name and celebrity endorsement in the ad), which might have led to the attenuation of the impact of endorsement on respondent brand credibility and brand equity perceptions. Furthermore, past research has shown that the degree of technological similarity between a parent brand and its extension affects consumer brand extension evaluations in such a way that downward extensions are evaluated more favourably (Jun *et al.*, 1999). The USB product used for the sub-brands is from a low technology category in comparison to the high technology parent brand of flat panel television. This can be categorised as a downward extension. Therefore, the impact of endorser credibility on consumers' brand credibility and brand equity perceptions for sub-brands may not have been more pronounced in comparison to parent brands. Previous research has also shown that when the relevance of a parent brand's associations for the extension category is high, consumer attitudes towards the parent brand are more likely to transfer to the brand extension (Broniarczyk and Alba, 1994). Applying this logic to the present context, the sub-brand involved is likely to have shared relevant associations with the parent brand, as both products (television and USB) are consumer electronics. Hence, consumers might have evaluated the sub-brand similarly to its parent brand on important brand associations.

Managerial implications

Marketing managers can effectively use the findings of this research given that a brand is a critical asset for a firm and brand equity is a key strategic concern. The

present research indicates that celebrity endorsement is an effective tool for building brand equity indirectly through building brand credibility and suggests guidelines for selecting an effective endorser. Based on these findings, a celebrity endorser should be one who is perceived as credible based on their attractiveness, expertise and trustworthiness. Moreover, in this research, even a moderately low credibility celebrity endorser proved to be able to build the brand.

The results of the present research show that local celebrities (who mainly operate in the local market) can be successful in influencing brand credibility and hence, brand equity for the selected global brands. Past research has shown that high equity sponsors are more congruent with the high equity sponsored events, compared to sponsors with low brand equity (Roy and Cornwell, 2004). Using this logic, it could be expected that global or "high equity" celebrities are more congruent with global or "high equity" brands. However, the present research shows that local celebrity endorsers are sufficient for improving brand credibility and hence equity of global brands. This finding provides direction for global firms seeking entry into a new national market by highlighting local celebrity endorsement as a means of localising a marketing strategy and connecting with consumers, and boosting brand evaluations. Global firms will need to assess the cost-effectiveness of the use of expensive global celebrities who can be used in more than one market versus local celebrities who may not be as expensive but still could be effective in a single national market as our results demonstrate.

Limitations and future research directions

The limitations of this research were primarily related to the generalisability of the findings and the cross-sectional nature of the research design. Only male celebrities were used in the present study; the use of female celebrities might have revealed different results. Both the selected celebrities included in the present study are television presenters. Celebrities from other areas such as sports might have yielded different results. This study used a systematic random sample from a shopping centre in an Australian state capital city. Therefore, findings may not generalise to other markets.

Also, this research solely investigated consumers' responses to print advertisements, which were all identical in size, colour, graphics, caption length and arrangement. This was a fundamental aspect of the experimental design, which minimised extraneous variance. A corresponding shortcoming was that findings were limited to results from a single exposure. The design used was cross-sectional and required participants to judge brand credibility and brand equity after only a single exposure to an advertisement. While the field setting was within a commercial environment the experimental session may have resulted in a higher level of attention than advertisements naturally receive.

There are several overarching directions for future research. First, longitudinal research could be conducted with a within-subjects repeated measures experimental design. A repeated measures design would allow brand credibility and brand equity to be measured before and after participants are exposed to experimental treatment. Furthermore, endorsement could be most effective for building brand equity when it is used consistently over time (Till, 1998). Longitudinal research allowing a series of experimental treatments could reveal whether relationships between endorser

credibility, brand credibility and brand equity would strengthen over time as the associative link between the endorser and brand is reinforced through repeated exposure.

Future research should investigate the effectiveness of local “only” celebrities relative to local celebrities known in the global arena. Celebrity endorsement is a commonly used strategy in Australian advertising, with many successful endorsers including: film star Nicole Kidman (Chanel No. 5 perfume); former Miss Universe Jennifer Hawkins (Myer department store); model and film star Megan Gale (David Jones department store); pop singer and entertainer Kylie Minogue (Darling perfume); and professional golfer Greg Norman (Land Rover automobiles). While the majority of these names are known to consumers in several countries, a host of local celebrities whose names would be unfamiliar to consumers outside the country are used successfully for endorsement. There is some empirical evidence to say that celebrities who operate at different levels (regional versus national) differ in terms of their perceived credibility (Toncar *et al.*, 2007). As previously mentioned, an important finding of this research is that local celebrity endorsers are sufficient for shifting perceptions of global brands. However, a key advantage of celebrity endorsement is its ability to be used across international borders because of the global appeal of a known celebrity (Erdogan, 1999). Furthermore, using the same celebrity endorser across geographic markets would allow economies of scale in advertising and consistency in brand image. For example, Gillette also uses the Tiger Woods, Roger Federer and Thierry Henry endorsement ad in Australia. It is already expected that a global celebrity would influence the credibility and equity of the endorsed brand so perhaps a better question for future research is whether a global celebrity would have an even stronger impact on brand credibility and brand equity than a local only celebrity.

The framework proposed in this study could be utilised with other product categories, brands and celebrities to increase the generalisability of the results. We expect the results to be similar for other non-durable product categories. As previously mentioned, endorsement by credible celebrities such as cricket player Ricky Ponting was found to improve brand awareness, and was expected to generate favourable brand associations for a non-durable product such as automotive lubricating oil (Valvoline).

Previous research has shown that perceptions of certain dimensions of a celebrity endorser’s credibility (e.g. trustworthiness and expertise) and even purchase intentions vary depending on whether the endorsed product (service) is utilitarian or hedonistic (Stafford *et al.*, 2003). While USB is a utilitarian product, a flat panel television would be considered more hedonic. Hence, whether or not the effect of endorser credibility on brand credibility and brand equity would be similar for hedonic and utilitarian products is another avenue for possible future research.

Notes

1. We have used the terms brand equity and consumer-based brand equity interchangeably hereafter.
2. We also employed ordinary least squares regression to test the mediating role of brand credibility. The results are consistent and provide support for the mediating role of brand credibility. Since ordinary least squares does not account for measurement error, we report the results based on the SEM for all hypotheses. Furthermore, SEM allows for the comparison of rival models.

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Further reading

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Construct	Cronbach's alpha	Source
<i>Endorser credibility</i>	0.88	Ohanian (1990)
Attractiveness	0.80	
1. Attractive – unattractive		
2. Classy – not classy		
3. Beautiful – ugly		
4. Elegant – plain		
5. Sexy – not sexy		
Expertise	0.89	
1. Expert – not an expert		
2. Experienced – inexperienced		
3. Knowledgeable – unknowledgeable		
4. Qualified – unqualified		
5. Skilled – unskilled		
Trustworthiness	0.92	
1. Dependable – undependable		
2. Honest – dishonest		
3. Reliable – unreliable		
4. Sincere – insincere		
5. Trustworthy – untrustworthy		
<i>Brand credibility</i>	0.93	Erdem and Swait (2004)
1. This brand reminds me of someone who's competent and knows what he/she is doing		
2. This brand has the ability to deliver what it promises		
3. This brand delivers what it promises		
4. This brand's product claims are believable		
5. Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less		
6. This brand has a name you can trust		
7. This brand doesn't pretend to be something it isn't		
<i>Consumer-based brand equity</i>	0.79	
Brand awareness	0.93	Yoo and Donthu (2001)
1. I am aware of (brand) (product category)		
2. I can recognise (brand) (product category)		
3. Some characteristics of (brand) (product category) come to mind quickly ^a		
Brand associations	0.85	Aaker (1991)
1. It is likely that (brand) (product category) offer good value for money		
2. It is likely that (brand) (product category) would be technically advanced		
3. I like (brand) (product category)		
4. I trust (brand) as a manufacturer of (product category)		
5. I would feel proud to own a (brand) (product category) ^a		

(continued)

Table AI.
Measures used in the
main empirical study

Construct	Cronbach's alpha	Source
Perceived quality	0.91	Yoo and Donthu (2001); Aaker (1991)
1. It is likely that (brand) (product category) are of very high quality		
2. It is likely that (brand) (product category) are of very consistent quality		
3. It is likely that (brand) (product category) offer excellent features		
4. It is likely that (brand) (product category) are very reliable		
Brand loyalty	0.84	Yoo and Donthu (2001)
1. I feel loyal to (brand) when considering the purchase of a (product category)		
2. It is likely that (brand) would be my first choice when considering the purchase of a (product category)		
3. I would not buy another brand of (product category) if (brand) was available at the store		
Endorser familiarity	0.93	Simonin and Ruth (1998)
Please tell us how familiar you are with (celebrity name) shown in this advertisement		
1. Not Familiar – very familiar		
2. Do not recognise – do recognise		
3. Have not heard of before – have heard of before		
Brand familiarity	0.91	Simonin and Ruth (1998)
Please tell us how familiar you are with (brand name) shown in this advertisement		
1. Not Familiar – very familiar		
2. Do not recognise – do recognise		
3. Have not heard of before – have heard of before		
Endorser-brand congruence	0.96	Keller and Aaker (1992)
Please tell us how suitable you think the person in this advertisement is for endorsing (brand name).		
1. Bad fit between person and the brand - Good fit between person and the brand		
2. Not logical for the person to endorse - Very logical for the person to endorse		
3. Not appropriate for the person to endorse -Very appropriate for the person to endorse		
Product knowledge	0.76	Cole and Balasubramanian (1993)
Please tell us how much you know about (product category), by indicating how much you agree/disagree with each of the following statements (1 = strongly disagree; 7 = strongly agree).		
1. I am interested in (product category)		
2. Compared to other people I know more about (product category)		
3. My friends consider me an expert on (product category)		

Notes: ^aItems removed based on the results of exploratory factor analysis. All items were measured on seven-point scales

Table AI.

About the authors

Amanda Spry is a PhD Candidate at the University of Melbourne, Australia. She obtained a Bachelor of Business Management with First Class Honours from the University of Queensland.

Ravi Pappu is a Senior Lecturer in Marketing at the University of Queensland Business School, University of Queensland, Australia. His research interests encompass the areas of country-of-origin effects and brand equity. His work has been published in the *Journal of International Business Studies*, *European Journal of Marketing*, *Journal of Marketing Education*, *Journal of Retailing and Consumer Services* and *Journal of Product & Brand Management*. Ravi Pappu is the corresponding author and can be contacted at: r.pappu@business.uq.edu.au

T. Bettina Cornwell is a Professor of Sports Management at the University of Michigan. Her research interests encompass the areas of advertising, consumer behaviour and sponsorship. Her work has been published in several journals including the *Journal of Consumer Research*, *Psychology & Marketing*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *International Marketing Review* and *Journal of Business Research*.