

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan *celebrity endorser* Maudy Ayunda, ekuitas merek, loyalitas konsumen dan hubungan diantara ketiga variabel tersebut. Penelitian dilakukan dengan menggunakan metode deskriptif verifikatif dengan sampel mahasiswa Manajemen Universitas Buana Perjuangan Karawang yang sedang menggunakan sabun pembersih wajah pond's, jumlah sampel sebanyak 111 responden. Data dianalisis menggunakan analisis deskriptif dan korelasional. Berdasarkan hasil penelitian menunjukkan bahwa variabel *celebrity endorser*, ekuitas merek dan loyalitas konsumen dinilai baik. *Celebrity endorser* berpengaruh positif dan signifikan terhadap ekuitas merek. Variabel ekuitas merek berpengaruh positif dan signifikan terhadap loyalitas konsumen. Tidak ada pengaruh langsung dan tidak signifikan antara *celebrity endorser* terhadap loyalitas konsumen dan terdapat pengaruh yang signifikan antara pengaruh tidak langsung *celebrity endorser* terhadap loyalitas konsumen melalui ekuitas merek sebagai intervening. Hal ini menunjukkan hubungan sebenarnya adalah pengaruh tidak langsung *celebrity endorser* terhadap loyalitas konsumen melalui ekuitas merek.

Kata kunci: *celebrity endorser*, ekuitas merek, dan loyalitas konsumen



ABSTRACT

This study aims to explain the celebrity endorser Maudy Ayunda, brand equity, consumer loyalty and the relationship between the three variables. The study was conducted using a descriptive verification method with a sample of Management students at Buana Perjuangan Karawang University who were using pond's facial cleansing soap, the number of samples was 111 respondents. The data were analyzed using descriptive and correlational analysis. Based on the results of the study, it was shown that the celebrity endorser, brand equity and consumer loyalty variables were considered good. Celebrity endorser has a positive and significant effect on ekuitas merek. Brand equity variable has a positive and significant effect on consumer loyalty. There is no direct and insignificant effect between celebrity endorser on consumer loyalty and there is a significant influence between the indirect influence of celebrity endorser on consumer loyalty through brand equity as an intervening. This shows that the actual relationship is the indirect effect of celebrity endorsers on consumer loyalty through brand equity.

Keywords: celebrity endorser, brand equity, and consumer loyalty

