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Analysis of the Influence of Endorser and Brand Credibility on Samsung Brand Equity

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Abstract

This research was conducted with the aim of obtaining explanations and information regarding the influence of brand credibility on the equity of the brand itself. Apart from that, there is the influence of endorser credibility which has a correlation with brand equity. The influence of brand credibility on brand equity and also the influence of brand credibility on the brand equity of Samsung users in Jakarta. This research was conducted in the Jakarta area, presenting around 170 respondents. The method used in this research is a deep *purposive sampling method* presentation of data and the process of collecting it. Apart from that, path analysis techniques were also carried out in this research. The results of this research show that the credibility of the endorser has a positive influence and also plays a significant role in the credibility of the brand. Brand credibility has quite an important role as a partial mediation by providing influence between endorser credibility and also the equity of the Samsung brand. Samsung must increase the credibility of positive endorsers in order to create strong brand equity.

Keywords: Samsung, Credibility, Brand, Equity

INTRODUCTION

The world of information and communication technology is now developing very quickly. And it's not just a need among the general public. However, now it has become a business field that provides bright prospects and also sustainability. One of them is the telecommunications or cellphone equipment business, which continues to increase quite rapidly from year to year. And this is in line with the increasing development of the times. The advancement of the world of technology in this modern era or globalization, of course, demands that society and also companies in the business sector always try to improve their quality, including in the marketing world, so that the credibility of the company's brand can reach the target market, according to Sukoco (2014).

Consumers are an asset of the company. Practical means that companies will compete fiercely to win the hearts of consumers to enter their target market. Companies must also present information about the advantages they have and also what priorities consumers can get so that the company's target market is able to attract consumers. Competitive advantage can of course be obtained by implementing strategies that can be determined by the company.

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The credibility of a brand will certainly require a quite different strategy compared to competitors by maximizing the credibility of the endorser so that it can make it easier for consumers to find out about the product. The credibility of the brand or brand must certainly be able to make consumers believe in that credibility, including from endorsers who can reliably inform about the product.

Of course, this can indirectly have another influence on consumer purchasing decisions. The credibility of a brand is understood as a person's sense of *trust* regarding the product information in a brand. And this can also be a reference in the aspect of underlying consumer decisions to give their trust to a brand or brands that prioritize or prioritize consumers. And of course they are also reliable and can fulfill their promises on an ongoing basis according to Leischnig *et al* ., (2012).

Meanwhile, based on the thoughts of Erdem and Swait in Andreas (2012), it is stated that one aspect that is quite important in terms of brand credibility is trust and expertise. The credibility of the endorser is a form of stimulation that has a very important role in improving and also building a consumer's attitude towards promotions carried out by the brand.

According to Royan (2005), celebrities are now very likely to be an appropriate and suitable object to become a representative or ambassador for a brand in order to attract market targets that match the classification of the product. Endorser itself has a meaning or role, namely an individual who is expected to have an image *of* the product.

Literature Review

Thoughts and research from Maulana (2005) state that there is a correlation between celebrity endorsers and also the image of a brand. This correlation is an alliance in increasing the credibility of a brand. The main advantage of attracting celebrities to become endorsers is the promotional ability which can have quite a big influence on consumers in a short time.

The image that this celebrity has can certainly stick with consumers. And of course this can transfer information about the brand indirectly to consumers who see it. Using the role of celebrities is considered much more effective in generating a positive response and is also able to increase consumers' desire to buy the product.

Based on Spry *et al* . (2011) that there are around 3 aspects or factors that can influence the credibility of the endorser, consisting of:

1. Interest in the product
2. Trust in products and celebrities
3. Expertise in carrying out promotions

Marketing in this current era has indeed become a competition to get the attention of consumers, which of course is more than just product competition. Keller and Lehmann (2006) state that the identification process regarding marketing activities can also be a way to build brand equity. Meanwhile, according to Jo (2007), advertising carried out with celebrities in it can function to build brand equity. In line with Seno and Lukas (2007) that celebrity endorsers can be used as partners of brands who can provide good relations between the brand and the celebrity endorser.

According to Erdem and Swait (2004), it is stated that understanding the credibility of celebrity endorsers certainly has an influence on brand equity. Brand credibility has an important role and can also contribute to brand equity, both directly and indirectly. The credibility of the brand itself will gain influence when it begins to be built with communication media that enable the credibility of celebrity endorsers to transfer information and raise the value of the brand's credibility. Trust is a goal of the brand so that it can gain trust and also expertise or excellence as a capacity in delivering brand commitments.

Advertising is a medium for conveying information about products and can also persuade consumers in purchasing the products offered. Advertising can be more effective if it is carried

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out using the right media and the message conveyed can reach the target market that has been planned in advance. Advertisements of course must be effective and can have an influence on consumers. This can be done continuously.

Intense competition can certainly encourage companies to advertise on a large scale. One of these advertisements can be using the services of celebrity endorsers who can provide a more effective role because consumers can capture the information they need. Brand equity itself has a definition as the essence of profitability due to presenting the value of a brand on the market. Thoughts and research from Kotler and Keller (2013), brand equity is the effect of the positive differential that arises from knowledge of the brand name on consumers' responses regarding the product.

Kotler and Keller (2013) also stated that brand equity is related to whether consumers feel satisfied or not and how many consumers get these benefits. If there is a process of changing brands, and respecting the brand and considering it as a friend, this can create a feeling of attachment to the brand.

Research from Durianto (2004) states that brand equity can be classified into 5 classifications consisting of:

1. *Brand awareness*
2. Brand association
3. Perception of quality
4. Brand loyalty
5. Brand assets

The strength of brand equity itself can determine the performance of a company's marketing. And this can be reflected in the control of the target market according to the brand. Smartphones that have quite complete features at affordable prices can now be found at all levels of society. It is practical to create your own cell phone business in Indonesia.

The smart phone or smartphone market has now reached the lower classes of society. Smartphones have now become a necessity for Indonesian people to communicate smoothly. Both family, friends and business colleagues who can be contacted without distance or time. And the telecommunications services business itself is now a business opportunity that can provide quite high prospects and can also progress with this use.

Currently, smartphone sales are increasing with indications that the level of competition is quite tight in this business in the city of Jakarta. Of course, looking at this process makes companies have to think about the importance of the credibility of a brand. There are various factors that can influence consumers. One of them is the credibility of a brand. Then, the credibility of the endorser and the equity of the brand have correlation and relevance that support each other.

Based on several studies, this research will discuss the role of a brand's credibility which influences the credibility of the endorser and the equity of a Samsung brand in Jakarta. This research can certainly provide information and also present interests regarding the credibility of the brand in influencing the credibility of the endorser and the equity of the brand to customers.

The credibility of this brand has a customer's trust in the information contained in the brand. Automatically, views and opinions from customers are needed in order to build trust from emerging consumers and provide a sustainable role. And of course you can get guarantees from the company brand according to the thoughts of Leisching *et al* ., (2012).

Therefore, brand credibility can be interpreted as a consumer's trust in a brand that has the ability to deliver what is promised by the brand. Trust itself is a very important and main factor in being able to provide encouragement to make decisions. Credibility itself is a key to the long term in the business environment.

Companies can work optimally in building the credibility of a brand where a large part of the work is presenting optimal quality information in carrying out marketing strategies related to

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the brand. A brand has credibility that can minimize risks and can increase consumer trust according to the thoughts of Kemp (2011). The credibility of this brand can improve several aspects according to research from Kusmintarti (2010) which consists of:

1. Sustainable benefits
2. Improves the impression of quality
3. Increases odds with decreasing levels accepted risk
4. Lowering information costs

Meanwhile, based on research from Goldsmith (2000), endorser credibility itself is defined as a description of trustworthiness as a spokesperson and also an actor who presents information from a promotion which can influence attractiveness, expertise and also honesty in the delivery. This certainly provides credibility that *celebrity endorsers* must have credibility in building trust in consumers and also in the brand of the product being offered.

Based on what Ishak (2008) said, there are 3 dimensions that are the basis and reference for building celebrity credibility, which consist of:

1. Skill
2. Trust
3. Allure

The variable of credibility is an independent variable where this variable influences other variables that have a correlation between them. In this endorser credibility variable, there are several indicators that are usually used as references to measure research on these indicators.

Meanwhile, the definition of brand equity itself is the assets and liabilities of a brand or brands which have a correlation with the brand itself, starting from the name of the brand to the icon which of course can increase or decrease the value that the goods and/or services can provide to consumers.

According to Keller (1993), brand equity is a strength that is built in the minds of consumers regarding what they have seen, learned and heard about the brand. The thoughts of Roth and Adamantions (2007) state that there are 2 operational classifications of brand equity which are based on the consumer's perspective. Namely by including consumer perceptions consisting of:

1. Brand awareness
2. Brand associations
3. Perception of quality

Meanwhile, consumer behavior itself consists of:

1. Brand loyalty
2. Consumer desires to buy the product.

In other words, the source of a brand's equity is when consumers or customers realize that the existence of the brand already has a unique, strong and positive brand association.

Maintaining the good name of a brand is very important. This is because the development of a brand is very dependent on the knowledge and understanding of the brand from consumers. The strength of a brand on the market can be known in detail through a research mechanism which is useful as a way to measure the strength of the brand or brand equity.

RESEARCH METHODS

This research was conducted in Jakarta, which is one of the city centers with a high economic sector growth process and also high community movement. In addition, the population and community needs are also quite high. Therefore, it has an influence on society that is relevant to developments in the world of information technology.

The population of this study was 170 respondents residing in Jakarta. So the sample used in this research prioritizes *non-probability sampling techniques* . This data collection method

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involves distributing questionnaires to informants or respondents, which is a data collection technique that can be used as a reference using a Likert scale to obtain data.

These data will then be analyzed using the path analysis technique where this technique is an extension of multiple linear regression analysis which is carried out to estimate the correlation between causality between variables that have levels on a theoretical basis. This path analysis technique can be done by examining the contribution that arises from the path coefficient.

The path coefficient calculation itself has an equation consisting of:

1. Substructure equation 1
   $Y1= \beta X+e_1$ ....(1)
   Information:
   β = regression coefficient
   X = *Endorser Credibility*
   e_1 = *error of term*
2. Substructure equation 2
   $Y2= \beta X+\beta Y1+e_2$ .... (2)
   Information:
   B = Regression coefficient
   X = Endorser credibility
   Y1 = Brand credibility
   e_1 = Error of terms

RESEARCH RESULTS & DISCUSSION

Respondents from this study have different characteristics with the division of several demographic variables such as age, gender, and also occupation and education. Apart from that, there is also the income of the respondents.

Table 1. Characteristics of respondents

NO	VARIABLES	CATEGORY	AMOUNT
1	Gender	Man	78
		Woman	92
TOTAL			170
2	Age	16 – 20 years	55
		21 – 25 years	103
		26 – 35 years	6
		Over 35 years old	6
TOTAL			170
3	Work	Student/Students	102
		Employee	52
		Self-employed	6
		Etc	10
TOTAL			170
4	Education	SENIOR HIGH SCHOOL	100
		Diploma	19
		S1	48
		S2	3
TOTAL			170

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From the data outlined in Table 1, it can be seen that the female gender dominates the research respondents, where there are around 92 respondents or around 54.12%. Meanwhile, there were around 78 male respondents or 45.88%. From the age data of the respondents, the majority were around 16 - 20 years old, there were around 55 respondents with a size of around 32.35%. Meanwhile, there were around 103 respondents aged 21 - 25 years. Meanwhile, for those aged 26 - 35 years there were around 6 respondents. The same applies to respondents over 35 years old.

Meanwhile, from job categories or classifications, around 102 respondents were still students. Meanwhile there were around 52 respondents who were private employees. Then there were 6 respondents who became entrepreneurs or self-employed. And 10 respondents are engaged in other fields. In terms of education, there were around 110 respondents who had graduated from high school/equivalent and were studying as students, or 58.82%. There were 19 respondents who had completed undergraduate education. Then for respondents who completed Diploma education, around 48 respondents. There were only around 3 respondents who completed Masters.

The testing process of equation 1 is used as a process to see the influence of endorser credibility which is synergistic with the credibility of the brand. And from the results of this data processing, the results of regression testing are obtained, namely:

Table 2. Regression Testing Results

Model	Unstd Coef		Standardized Coef	t	Sig
	B	Std. Error	Beta		
(Constant)	9.107	2,093		4,350	,000
X	,508	,049	,628	10,462	,000

From the data carried out using the process of regression testing results on endorser credibility on brand credibility, Table 2 shows the results of this regression test process by presenting the value of Sig, namely = 0.000. This value has a magnitude smaller than <0.05, which means that the endorser's credibility has a positive and significant influence on the credibility of a brand.

Another testing process for equation 2 was carried out as a way to obtain data on the influence of endorser credibility and also brand credibility on brand equity. From the test results data, the following data was obtained:

Table 3. Regression Testing Results

Model	Unstd Coef		Standardized Coef	t	Sig
	B	Std. Error	Beta		
(Constant)	,856	2,542		,337	,737
X	,434	,072	,593	6,045	,000
Y1	,904	,089	,658	13,552	,000

From table 3, the results of the regression test process on the influence of endorser credibility and brand credibility on the brand's equity are displayed. The credibility of this endorser has a Sig value of 0.000 or less than <0.05, which shows that the credibility of this endorser has a positive and significant influence on brand equity. Brand credibility with a Sig value = 0.000 (< 0.05) indicates that brand credibility has a positive and significant effect on brand equity.

From the test results, correlation can be carried out between the research variables by prioritizing the path coefficient in the research. This path coefficient can be created by forming a path diagram. This model can later be expressed in a structural equation consisting of:

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1. Structural Equation 1:
   $Y1 = 0.628\ B_1$
2. Structural Equation 2
   $Y2 = 0.593\ B_2\ Y1 + 0.658\ B_3$

In the process of calculating the value of the coefficient of determination or R and also the *error variance* (e) by presenting that the value e_1 will indicate the amount of variance in the brand credibility variable that cannot be explained by the endorser credibility variable and will be calculated using the following formula:

$Pei = \sqrt{1 - Ri2}$..... .....(3)

$Pe1 = 1 - R12 = \sqrt{1 - 0.394^2} = 0.920$

The value of the variable *variance* of brand credibility which cannot be explained by the endorser credibility variable has a value of 0.768. This means that there are several other sets of exogenous variables that cannot be input into a research system which of course can influence other variables or the equity of the brand (Y2). Meanwhile, to find out the value of e_2 which presents *the variance of* the brand equity variable, it can also be calculated using the formula, namely:

$Pe2 = \sqrt{1 - R22} = \sqrt{1 - 0.762^2} = 0.648$

variance value of the brand equity variable which cannot be explained by the endorser credibility and brand credibility variables has a value of 0.585, which means that you can get a set of exogenous variables that were not included in the data analysis in the research. And there is a possibility that it can still have an influence on endogenous variables and/or brand equity (Y2). Model validity indicators can be measured using the total coefficient of determination with the results that can be obtained, namely:

$R^2m = 1 - (Pe1)^2 (Pe2)^2$ ……..(4)

$R^2m = 1 - (0.920)^2 (0.648)^2$

$R^2m = 0.645$

Information:

R^2m : Total coefficient of determination
e_1, e_2 : Error values of standard estimates

According to the results of calculating the total coefficient of determination, it was found that the diversity of this data can be obtained with this model which has a value of around 64.5 percent. From these results, the information containing the data can be explained using a model. Meanwhile, the remaining values can be explained from other variables that are not included in the model.

The mediation test of the brand credibility variable (Y1) between the correlation of the endorser's credibility (X) and the brand equity (Y2) in the mediation test obtained the following results:

a : 0.508
b : 0.904
Sam: $\sqrt{b2Sa2 + a2Sb2 + Sa2Sb2}$

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Sat:$\sqrt{0.904^2 0.904^2 + 0.508^2\ 0.089^2 + 0.049^2\ 0.089^2}$
Sat:$\sqrt{0.004008}$
Sat : 0.0633
t:$\frac{a}{s}$
t:$\frac{0.5\ x\ 0.9}{0.05}$
t : $\frac{0.4}{0.05}$: 7.2543
t count: 7.2543
t table (df: 167, a : 0.05) : 1.9743
t count > t table

Information:
Sat : Indirect std error value
Sa : Std Error of coefficient a
Sb : Std Error of coefficient b
a : Coef. Path X to Y1
b : Path coefficient Y1 to Y2
ab : The product of path coefficient X to coefficient Y1 (a) and also path Y1 to Y2 (b)

From these results, the credibility of a brand (Y1) becomes a mediating variable which provides an indirect influence on the credibility of the endorser (X) on the brand's equity (Y2). From the results of data processing, a summary of the path coefficients is created in the following table.

Table 4. Path coefficients

Regression	Coef. Std	Regression Std. Error	t count	P value	Value
X – Y1	0.638	0.0049	10,462	0,000	Significant
Y1 – Y2	0.593	0.089	13,552	0,000	Significant
X – Y2	0.658	0.072	6,045	0,000	Significant

In Table 4 it is presented that the variable of endorser credibility (X) has a very significant influence on brand credibility (Y1). Meanwhile, the brand credibility variable (Y1) also has a significant influence on brand equity (Y2). Then the endorser credibility variable (X) has a very significant influence on the equity of the brand (Y2).

Information:

X : Credibility of the endorser
Y1 : Brand Credibility
Y2 : Brand Equity

Table 5. Direct, Indirect and Total Effects

Variable	PL	PTL	T.P
Y1	0.638		0.628
Y2	0.593	0.390	0.983

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Information:

PL : Direct Influence on variables
PTL : Indirect Influence on variables
TP : Total Influence
X : Endorser Credibility
Y1 : Brand Credibility
Y2 : Brand Equity

In the presentation of table 5 there is data on the direct influence of variable X on Y1 with a value of 0.628. Then there is no indirect influence so the total obtained is 0.628. Meanwhile, the direct influence of X on Y2 itself is worth 0.392. Then the indirect influence of Then the total influence that occurs between X and Y2 is 0.983 according to the data from the table. From this data, it was found that an indirect influence could occur from the endorser's credibility to brand equity through the credibility of the brand.

From the test results obtained to obtain information that there is an indirect significant influence of the endorser credibility variable on brand equity through brand credibility. It was found that the t-count of 7.2543 had a greater value compared to the t-table with a value of 1.9743. These results show that the credibility variable of this brand has a significant influence in mediating the credibility of the endorser and also the equity of the Samsung brand.

The results of this research are supported by research conducted by Spry *et al* . (2011) by presenting data that the endorser's credibility has a very positive and significant influence on the brand's equity. And this influence is through the brand credibility variable. The results of this research are also in line with research conducted by Erdem and Swait (2004) and Biswas *et al* . (2006). There is an influence of brand credibility which mediates the influence of endorser credibility on brand equity significantly.

This research presents implications regarding the concept developed to attract consumer interest by analyzing endorser credibility, brand credibility and also the equity of the Samsung brand in Jakarta. This research provides empirical evidence that there is a correlation between the credibility of the endorser and the brand and the brand's equity. The results of this research present the results of a brand credibility test that can mediate the influence of endorser credibility on Samsung brand equity.

CONCLUSION

From the results of the analysis carried out in this research, it can be concluded that endorser credibility has a very positive and significant influence on the credibility of the Samsung brand. The higher the credibility value, the greater the value of the Samsung brand in the eyes of consumers. Then brand equity also gets a positive influence from the credibility of the endorser and also the brand. The higher these 2 aspects of credibility, the more positive influence it will have on Samsung's brand equity.

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