

The Impact of Celebrity Endorser and Self Brand Connection On Brand Equity

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ABSTRACT

Brand Equity is the strength of a brand that can add or reduce the value of the brand itself that can be known from the consumer's response to the goods or services sold. The purpose of this research is to examine the influence of Celebrity Endorser on Self Brand Connection of Honda Vario Users in Semarang. Second, to test the influence of Celebrity En-dorser on Brand Equity of Honda Vario Users in Semarang and the third is to test the effect of Celebrity Endorser on Brand Equity with Self Brand Connection as an intervening variable. The population in this study were consumers using Honda Vario with samples taken by purposive sampling of 150 respondents. The data obtained were tested and analyzed with the Structural Equation Modeling program showing the results that Celebrity Endorser had a positive and significant impact on Brand Equity and there was a positive and significant influence between Celebrity Endorser on Self Brand Connection. In addition, Self Brand Connection is partially able to mediate the influence of Celebrity En-dorser on Brand Equity.

1. INTRODUCTION

Based on data from the Indonesian Motorcycle Industry Association (AIS), Honda's motorcycles recorded sales of 4.3t8 million units in 2017. Of that number, Honda motorcycles sold 3.78 million or an increase of 3% compared to the realization of the previous year which was around 3.66 million units. Meanwhile, sales of Honda's underbone-type motorbikes fell 13% year-on-year (yoy) to 351,059 units from the previous year's achievement of 401,601 units. Sales of sport-type motorbikes were cut by 20%, from 318,003 units to only 253,052 units. There is also the BeAT eSP motorbike product that recorded the biggest sales over the past year, which is around 1.72 million units. Scoopy eSP products followed by sales of 612,197 units. The Vario 125 eSP product is in the third rank after recording a distribution of 609,556 units. Honda motorcycles, still based on AISI data, are the market leaders for two-wheeled vehicles with a market share of 74.51% (<https://otomotif.tempo.co>). The majority of people in Central Java, especially Semarang, are more dominant in owning the Honda Vario, this is evidenced by the results of sales from year to year, affordable prices, large luggage, and attractive shapes that can attract consumers, especially those in Semarang. This is certainly beneficial for the millennial generation such as students who need practical, comfortable and fuel-efficient motorized vehicles such as the Honda Vario (<http://jatengtribunnews.com>).

Celebrity figures are often used as commercials by companies to introduce the products or services that the company offers. Celebrity endorser is a term that is known when companies use artists to advertise their products or services. When companies use artists as commercials, the company gets a positive effect. By using celebrities, the company hopes that consumers will make repeat purchases later (Rahmadhano, 2014). Celebrity endorsers have a big role in helping to sustain marketing activities, both globally and locally. Research tends to show that the use of celebrity endorsers has the most positive effects (Mayer & Greenwood, 1984) There are not a few costs incurred by the company, when the company wants to hire a celebrity as an endorser. Building a relationship between endorsers and brand equity is an important thing for advertising managers and marketing managers to do, it aims to justify the spending allocated on advertising using celebrities as endorsers. The first objective of this research is to empirically assess the impact of celebrity tenders on brandtequity, in particular on perceived credibility (Dwivedi, Johnson, & McDonald, 2015)

Self-brand connection is the formation of a direct connection with a director that is already known as a personal brand connection, which occurs when consumers and user personalities have a close relationship with a specific brand and then they enter it into their perceived self-identity from celebrity endorser (Dwivedi et al., 2015). Next, (Rahmadhano, 2014) explained that this process stems from brand compatibility which is similar to a self-concept called timage or tcongruity theory. Although research on celebrity brand endorsers and their impact on consumer self-concepts is still minimal, it is hoped that through this research consumer can show consumers' personal needs through celebrity endorsers. The second objective of this study is to test the influence of celebrity tenders on self brand connection.

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Brand Equity refers to the desire of someone to continue using a brand or not. The measure of brand equity has a strong relationship with loyalty and the share of measurement from new users to loyal users. This means that their equity is a positive differentiation effect that can be seen from consumer responses to goods or services. So brand equity is the strength of a brand that can increase or decrease the value of the brand itself which can be known from the consumer's response to the goods or services sold (Dwivedi et al., 2015).

Table 1.1 Top Brand Index 2015-2017

MERK	2015	2016	2017
Honda Vario	18.20%	22.35%	31.88%
Yamaha Mio	36.6%	31.2%	32.1%
Yamaha Nouvo	28.9%	30.6%	29.9%
Suzuki Spin	15.6%	20.2%	21.8%
Honda Scoopy	3.8%	12.3%	18.7%

Source :www.topbrand-award.com

Based on the Top Brand survey conducted by the frontier consulting group using TBI (Top Brand Index). There is an interesting phenomenon where the Honda Vario is surrounded by many motorcycle manufacturers, but from year to year the market share of Honda Vario has increased. From the results obtained based on the table above, it can be seen that there is an increase in the market share of the Honda Vario, including in 2015-2017 from 18.20% to 22.35% in 2017 31.88%. This is what underlies this research.

Based on the background description of the problem above, the problem formulation in this study is as follows: How does Celebrity Endorser influence the Self Brand Connection of Honda Vario Users in Semarang ?. How is the influence of Celebrity Endorser on Brand Equity of Honda Vario Users in Semarang? How is the influence of Celebrity Endorser on Brand Equity with Self Brand Connection as an intervening variable? Re-search to obtain knowledge that can provide answers or solve problems on the research formulation above. The purpose of this research is to examine the influence of Celebrity Endorser on Self Brand Connection of Honda Vario Users in Semarang. Second, to test the influence of Celebrity Endorser on Brand Equity of Honda Vario Users in Semarang and the third is to test the effect of Celebrity Endorser on Brand Equity with Self Brand Connection as an intervening variable. Based on the background, the gap phenomenon, and the research gap, the researcher is interested in conducting a study title "The Influence of Celebrity Endorser on Brand Equity of Honda Vario Users in Semarang with Self Brand Connection as an Intervening Variable".

2. THEORETICAL FRAMEWORK AND HYPOTHESES

According to (Sabdosih, 2013) celebrity endorser is an advertising message that reflects the beliefs, findings, and experiences of people other than the sponsor. Celebrities have an interest that can be used as an effective strategy when used by participants in promoting products and services. Schiffman & Kanuk, (2008) divides the attractiveness of the use of celebrities by advertisers into four types, namely:

1. Statement: Based on solid personal use, this celebrity attests to the quality of the product or service.
2. Support : Celebrities lend their real name and appear on the name of a product or service where a celebrity may act as an expert or not.
3. Actor : A celebrity presents a product or service as part of character support. T
4. Speech Speech : A celebrity who owns a brand or company for a certain period of time. Companies can select celebrities based on this attractiveness to promote their products and services through the support of famous people such as celebrities. A celebrity in his role as an endorser can have a variety of effects for each consumer depending on the perception of consumers who see the association of celebrities with the brand.

According to (Dwivedi et al., 2015), The formation of meaningful and strong attachments between brands and identities of consumers is called self-brands. Meanwhile, forming a relationship with a brand is known as a personal brand. In a self-brand connection, in general, if consumers feel that they are already in accordance with a brand, then the brand will become their identity (Dewi Sanjaya & Martono, 2012).

Self brand connection occurs when the brand association is strong and preferred by consumers. In other words, it creates a strong link between the individual and the brand. This strong link occurs because the brand represents the identity of the community, or in other words, there is a match between how individuals perceive themselves and the brands that are built. This is because it represents the values held by individuals or because it represents one's self-concept (Rahmadhano, 2014).

Kotler, (2015) The American Marketing Association defines a brand as a name, term, mark or design, or a combination thereof that is intended to identify the goods or services of a single seller or group of sellers and differentiate them from competitors. Then a brand is a product or service whose dimensions differentiate the brand in some

way from other products or services designed to satisfy the same needs. This difference can be functional, rational, or related to the product performance of the brand. This distinction can also be symbolic, temporal, or not related to what the brand represents. Brand is a key element in the relationship between companies and consumers. The brand presents the perceptions and feelings of consumers about a product and its performance all about what the product or service means to consumers. In the final analysis, the brand is in the mind of the consumer. According to Kotler, (2015) brand equity is the added value provided to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to brands, as well as in the price, market share and profitability that a brand provides to a company.

When a celebrity becomes an endorser in a brand, the consumer's perception of the celebrity will be stored in the consumer's memory (Till, 1998). One of the purposes of using celebrity endorsers is the formation of a positive brand image in the eyes of consumers, where a good brand image will eventually become one of the consumer's considerations in making purchase decisions ((Sabdosih, 2013). Referring to previous research conducted by (Nirwani, 2014), (Dwivedi et al., 2015; Webb & Sheeran, 2006) stated that the credibility of endorsers has a positive influence on brand equity. When a brand is linked with a celebrity through a series of endorsements, that connection is formed in the minds of consumers (Till, 1998). Endorsers who are considered to have an attachment to credibility (namely trust, attractiveness and expertise) bring many good attachments, therefore consumers will identify themselves as the celebrities involved in a brand (Till, 1998). According to (Dwivedi et al., 2015), in his research entitled *Celebrity Endorsement, Self-brand connection and Consumer based Brand equity*, it is stated that endorser's credibility has a positive influence on self-brand connections.

For consumers, celebrities have an expressive value appeal according to Bearden & Etzel, (1982), helping consumers to create the desired self-image (Li, Eden, Hitt, & Ireland, 2006). Through the endorsement process, a self-brand connection will emerge in the form of an idealized image of the celebrity associated with the brand. After a self-brand connection is developed, consumers can achieve additional benefits such as increased self-esteem, social status approval and expression of individuality (Jauch, 2014). Achieving the benefits of self-image-relevant to strengthen consumer knowledge about a brand, explaining consumer attachments and attitudes to a brand that will be immersed in consumers' memories (Rahmadhano, 2014), so that it will have an impact on consumer-based brand equity. According to (Dwivedi et al., 2015) in his research entitled *Celebrity Endorsement, Self-brand Connection and Consumer based Brand Equity*, stated that the role of self-brand connection has a positive impact on brand equity.

There is research on research (Dwivedi et al., 2015) Celebrity Endorser has an effect on Self Brand Connection, meanwhile (Bramantya & Jatra, 2016) Celebrity Endorser has no effect on Self Brand Connection. According to research (Hardjanti & Siswanto, 2014) Celebrity Endorser has a positive and significant effect on Brand Equity, while according to (Vegita Eka, 2017) Celebrity Endorser has no effect on Brand Equity. According to (Sabdosih, 2013) celebrity endorser is an advertising message that reflects the beliefs, findings, and experiences of people other than the sponsor. Celebrities have an interest that can be used as an effective strategy when used by participants in promoting products and services. Schiffman & Kanuk, (2008) divides the attractiveness of the use of celebrities by advertisers into four types, namely:

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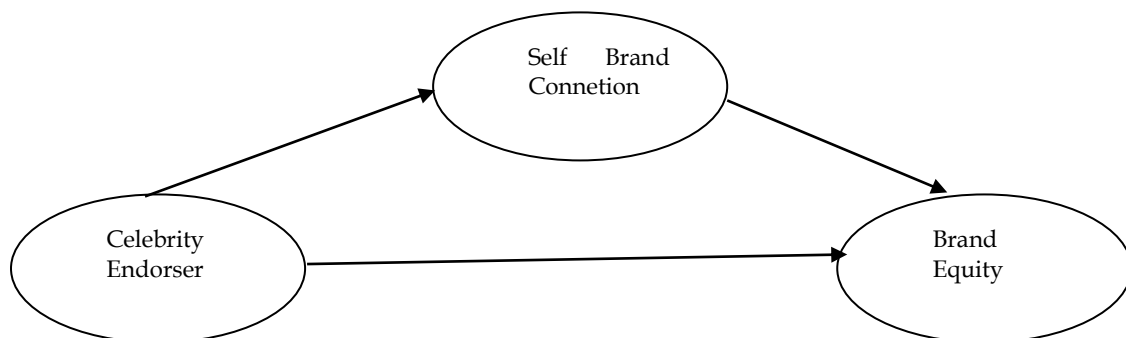


Figure 1.1 Framework Theoretical

2.1 HYPOTHESIS

Based on the above thinking device, the meaning of this research can be hypothesized as follows:

- H1: Celebrity Endorser has a positive and significant effect on Brand Equity.
- H2: Celebrity Endorsert has a positive and significant effect on the Self Brand Connection.
- H3: SelftBrand Connection has a positive and significant effect on Brand Equity.

3. RESEARCH METHOD

3.1 OPERATIONAL DEFINITION

1. Celebrity Endorser (X1)

Celebrity Endorsers are individuals who appear to use consumer goods in an advertisement and get public recognition (Bramantya & Jatra, 2016).

2. Self Brand Connection (X2)

Self-brand connection is the formation of a self-connection with a brand that is already known as a personal brand connection, which occurs when consumers and user personalities have the strongest relationship to a specific brand and then they enter it into their own identity (Dwivedi et al., 2015).

3. Brand Equity (Y1)

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They are things that make the difference between one product and another product in combination, shape, signal, design, or name. (Kotler, 2015).

3.2 POPULATION AND SAMPLES

Population is a group of complete elements, which usually have the form of objects, transactions, or events that become the object of research. In this research there are 15 indicators of all latent variables, so that 15 indicators are multiplied by 10. The number of samples in this research is 150 samples. The sampling technique used was purposive sampling. In order to obtain reliable, timely data and provide pictures of the problems as a whole, data collection methods are used: interviews, questionnaires, observations.

Variable descriptive analysis is used to describe the results of the respondents' answers to each question item used by each variable. In conducting descriptive analysis, the index analysis technique will be carried out using the scoring technique. The scoring technique used in this research is a minimum 1 and a maximum 7.

1. STSt = "Strongly Disagree"
2. TSt = "Disagree"
3. ATSt = "Somewhat Disagree"
4. Nt = "Neutral"
5. AS = "Somewhat Agree"
6. S = "Agree"
7. SS = "Stringly Agree"

3.3 TYPES AND SOURCES OF DATA

The data obtained for this research comes from:

1. Primary Data

This research data is in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are the research subjects (respondents). This data is in the form of responses orally and in writing given through written questionnaires submitted by researchers (Sugiyono, 2016).

2. Secondary Data

Secondary data is primary data that has been further processed by other parties, for example in the form of tables or diagrams (Sugiyono, 2016). Secondary data used in this research is theory or literature related to purchasing decisions.

3.4 Data Collection Methods

In an effort to obtain reliable, timely data and provide an overview of the problem as a whole, data collection methods are used as follows:

a. Interview

Forms of direct communication between researchers and respondents. Communication takes place in the form of questions and answers in face-to-face relationships, so that the respondent's movements and expressions are a media pattern that complements verbal words. In this study, interviews were conducted by visiting and conducting questions and answers with respondents to obtain the necessary information.

b. Questionnaire

It is a way of collecting data by providing or distributing a list of questions to respondents, with the hope that they will respond on the basis of these questions. The list of questions can be open if the answer is not predetermined, while being closed if alternative answers have been provided (Sugiyono, 2016). This method is done by providing a list of questions addressed.

c. Observation

These observations are often used in anthropological research or in social and economic fields and particularly for research where the object cannot be interviewed. So, without asking questions. This observation can be done by researchers on customers in Semarang.

4. DATA ANALYSIS AND DISCUSSION

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4.1. Validity and Reliability Test

Reliability is a measure of the internal consistency of the indicators of a construct that shows the degree to which each indicator indicates a general construct / latency factor. There are two ways that can be used, namely composite (construct) reliability and variance extracted (Ferdinand, 2000). Composite reliability is obtained by the formula:

$$\text{Construct – Reliability} = \frac{(\sum \text{std.loading})^2}{(\sum \text{std.loading})^2 + \sum \epsilon_j}$$

Where :

- a. Standard loading is obtained directly from standardized loading for each index port taken from computer results.
- b. ϵ_j is measurement error of each indicator = $t1 - (\text{standardized loading})^2$

The limit value used to assess an acceptable level of stability was 0.70. Meanwhile the variance extracted shows the number of variances of the port indicators extracted by the developed constructor and can be obtained by the formula:

$$\text{variance – extracted} = \frac{\sum \text{std.loading}^2}{\sum \text{std.loading}^2 + \sum \epsilon_j}$$

Information:

- a. Standard Loading is obtained directly from standardized loading for each port indicator taken from the computer results.
- b. ϵ_j is the measurement error of each indicator

The value of this extracted variable is recommended at a level of at least 0.50. Validity testing is carried out using convergent validity. A dimensional indicator shows a significant convergent validity if the coefficient of the indicator variable is greater than twice the standard error. If each indicator has a critical ratio that is greater than twice the standard error, this indicates that the indicator validly measures what should be measured in the model presented (Ferdinand, 2000).

4.2. Hypothesis Testing

The hypothesis can be formulated based on the number of relationships between the independent-dependent variables that exist in the structural model (Ferdinand, 2000):

If $p > 0.05$, then H_0 is accepted or H_a is rejected

If $p < 0.05$, then H_0 is rejected or H_a is accepted.

To test the hypothesis, it is done through a statistical hypothesis as follows:

$H_0: Y1Y2 = 0$: There is no influence between the independent variables on the dependent variable

$H_a: Y1Y2 \neq 0$: There is an influence between the independent variables on the dependent variables

Testing the significance of the slow value is also done with the t-test obtained from the AMOS program, which is presented through the C.R test or Criticalratio, where a CR value ≥ 2.0 is needed as the indicator is rejected (Ferdinand, 2000).

1. Direct Effect

To calculate the direct effect, the following formula is used:

The influence of the celebrity endorser variable on self-brand connetion

$$= X \rightarrow Z \rightarrow P_1$$

The influence of the celebrity endorser variable on brand equity

$$= X \rightarrow Y \rightarrow P_2$$

The influence of the celebrity endorser variable on brand equity

$$= Z \rightarrow Y \rightarrow P_3$$

2. Indirect Effect

To calculate the indirect effect, the following formula is used:

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Surabaya, 14th - 15th August 2020

The effect of variable celebrity endoser on brand equity through self-brand connection is as follows:

$$X1, X2 \rightarrow Z \rightarrow Y \rightarrow (P1 \times P3)$$

1. Total Effect

Total effect where the direct effect is summed up the indirect effect. celebrity endoser to brand equityt through the selfbrand connetion as follows:

$$X1, X2 \rightarrow Z \rightarrow Y \rightarrow P2 + (P1 \times P3)$$

The direct influence of celebrity endorsers on brand equity	= p2
The indirect effect of celebrity endorsers on self-brand connections	= p1xp3
To brand equity	
Total Effect	<u>= p2+(p1xp3)</u>

Figure 4.1

Model

a. Structural Equations

$$a. Z_t = PZtX1, X2t + \epsilon 1$$

$$b. Y_t = PYtX1, X2t + PY Z + \epsilon$$

Table 4.1 Test Fitability of the Exogenous Path Variable Diagram

Goodness of Fit Indeks	Cut off Value	Result	Evaluation Model
Chi - Square	Kecil	2.309	Fit
Probability	≥ 0,05	0.805	Fit
GFI	≥ 0,90	0.994	Fit
AGFI	≥ 0,90	0.982	Fit
TLI	≥ 0,95	1.008	Fit
CFI	≥ 0,95	1.000	Fit
RMSEA	≤ 0,08	0.000	Fit
CMIN/DF	≤ 2,00	0.462	Fit

Source: Result AMOS, 2019

Based on the table above, the chi square value is 2.309 with a probability of 0.805 > 0.05, the GFI value is 0.994 > 0.90, the AGFI value is 0.982 > 0.90, the TLI value is 1.008 > 0.95, the CFI value is 1,000 > 0, 95, the RMSEA value of 0.00 < 0.08 and the CMIN / DF value of 0.462 < 2.00 indicating that the suitability test of this model results in a good acceptance. Therefore, it can be concluded that the indicators constitute the same measurement dimensions for the construct called Celebrity Endorser which is acceptable. In other words, the 5 (five) indicators actually form the CelebritytEndorser variable. Confirmatory analysis of exogenous constructs is used to find out whether the indicators that form exogenous variables have shown unideminionality or not yet, the confirmatory results of the exogenous construct can be seen in Table 4.9 below:

Table 4.2 Analyst Confirmatory Factors Exogenous Constructions

	Estimate
CE5 <--- Ce	.862

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			Estimate
CE4	<---	CE	.885
CE3	<---	CE	.878
CE2	<---	CE	.850
CE1	<---	CE	.901

Source: AMOS Calculation Results, 2019

Based on the results of the data processing, it can be seen that each indicator or the forming dimensions of each exogent variable shows the best results, namely the CR value diatast 1.96 with Probability (P) for each indicator is smaller than 0.05. With these results, it can be said that the indicators of forming exogenous variables have shown to be strong indicators in measuring the latent variables. Furthermore, based on this confirmatory factor analysis, the research models can be used for further analysis without modifications or adjustments.

4.3 Analyst Factors Confirmatory Variables Endogen

The results of the confirmatory analysis of endogenous variables (Self Brand Conection and Brand Equity) were built by a total of 7 indicators, where Self Brand Conection has 3 (three) indicators and Brand Equity has 4 (four) indicators, it can be seen in the analysis output graph using the AMOS20 program as follows:

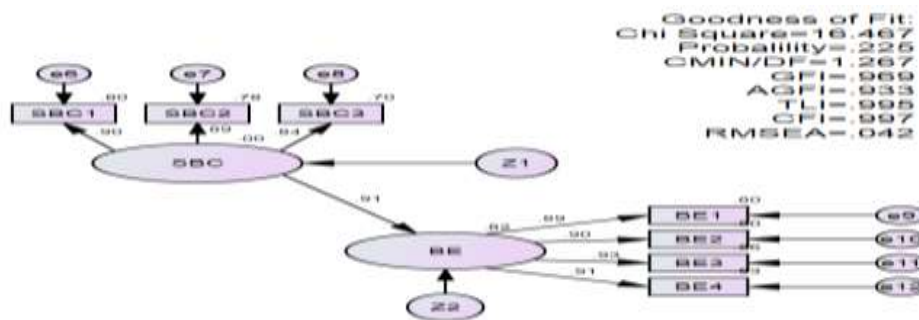


Figure 4.2 Endogenous Variable Confirmatory Factors

a. Self Brand Conection Variable

$$\begin{aligned} SBC1 &= 0.895 \text{ Self Brand Conection} + 0.14 \\ SBC2 &= 0.885 \text{ Self Brand Conection} + 0.16 \\ SBC3 &= 0.837 \text{ Self Brand Conection} + 0.19 \end{aligned}$$

The model shows the relationship between each indicator forming the SelftBrand Conec-tion variable, every time there is an increase in the Self Brand Connection variable of 1 unit then an increase (SBC1) is 0.895, (SBC2) is 0.885, (SBC3) is 0.837. With a loading factor level of 0.895t indicates that the indicator (SBC1) is an indicator that plays a more dominant role than other indicators that form the Self Brand Connection variable.

b. Variable Brand Equity

$$\begin{aligned} BE1 &= 0.894 \text{ Brand Equity} + 0.13 \\ BE2 &= 0.896 \text{ Brand Equity} + 0.16 \\ BE3 &= 0.927 \text{ Brand Equity} + 0.13 \\ BE4 &= 0.909 \text{ Brand Equity} + 0.16 \end{aligned}$$

The model shows the relationship between each indicator forming the BrandtEquity variable, each increase of the Brand Equity variable is 1 one, then an increase (BE1) is equal to 0.894, (BE2) is 0.896, (BE3) is 0.927, (BE4) is 0.909. With a fac-tor loading rate of 0.927, it shows that the port indicator (BE3) is a port indicator that plays a more dominant role than other indicators that form the Brand Equity variable.

The results of the Goodness of fit test results for confirmatory analysis of endogenous variables can be seen in Table 4.10 below:

Table 4.3. Endogenous Variable Path Diagram Match Test

Goodness of Fit	Cut off Value	Hasil	Evaluasi
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The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

Indeks			Model
Chi - Square	Kecil	16.467	Fit
Probability	≥ 0,05	0.225	Fit
GFI	≥ 0,90	0.969	Fit
AGFI	≥ 0,90	0.933	Fit
TLI	≥ 0,95	0.995	Fit
CFI	≥ 0,95	0.997	Fit
RMSEA	≤ 0,08	0.042	Fit
CMIN/DF	≤ 2,00	1.267	Fit

Source: Results AMOS, 2019

Based on the table above, a chi square value of 16.467 with a probability of 0.225 > 0.05, a GFI value of 0.969 > 0.90, an AGFI value of 0.933 > 0.90, a TLI value of 0.995 > 0.95, a CFI value of 0.997 > 0.95, an RMSEA value of 0.042 < 0.08 and the CMIN / DF value of 1.267 < 2.00, indicating that the suitability test of this model resulted in a good acceptance. Therefore, it can be concluded that the indicators are a very reference dimension for the constructs called Self Brand Connection and Brand Equity are acceptable. With the other words, the 7 confirmatory analysis of endogenous constructs is used to determine whether the indicators that form endogenous variables have shown unidimensionality or not, the confirmatory results of endogenous constructs can be seen in Table 4.11 below:

Table 4.4 Analysis of Endogenous Constructive Confirmatory Factors
 Regression Weights: (Group number 1 - Default model)

			Estimate
BE	<---	SBC	.905
SBC1	<---	SBC	.895
SBC2	<---	SBC	.885
SBC3	<---	SBC	.837
BE1	<---	BE	.894
BE2	<---	BE	.896
BE3	<---	BE	.927
BE4	<---	BE	.909

Source: Results AMOS, 2019

Based on the results of the data processing, it can be seen that each indicator or the forming dimensions of each endogenous variable shows good results, namely the CR value is at 1.96 with the Probability (P) for each indicator is less than 0.05. With these results, it can be said that the indicators of endogenous variables have been shown to be strong indicators in the measurement of latent variables. Furthermore, based on this confirmatory factor analysis, the research model can be used for further analysis without modifications or adjustments.

4.4 Analyst Structural Equation Modeling (SEM)

Analyst Structural Equation Modeling (SEM) is used to determine the structural relationship between the variables under study. Structural relationships between variables were tested for compliance with the Goodness-of-fit index. The results of the analysis of Structural Equation Modeling in this research can be seen in Figure 4.3 as follows:



Figure 4.3. Full Model Structural Equation Modeling

The 2nd International Conference on Business and Banking Innovations (ICOBBI)

"Nurturing Business and Banking Sustainability"

Surabaya, 14th - 15th August 2020

The results of the Goodnesstoftfit test with a modified model can be seen in Table 4:12 as follows:

Table 4.5 Test the Fit of the Modified Structural Equation Model:

Goodness of Fit Indeks	Cut off Value	Result	Evaluation Model
Chi - Square	Kecil	58.598	Fit
Probability	≥ 0,05	0.217	Fit
GFI	≥ 0,90	0.940	Fit
AGFI	≥ 0,90	0.907	Fit
TLI	≥ 0,95	0.995	Fit
CFI	≥ 0,95	0.996	Fit
RMSEA	≤ 0,08	0.032	Fit
CMIN/DF	≤ 2,00	1.149	Fit

Source: AMOS Calculation Results, 2019

Based on the table above, the results of the data processing analysis show that all the constructs used to form a research model, in the full-model SEM analysis process have already established goodness-of-fit criteria. The square value is 58.598 with a probability of 0.217 > 0.05, the GFI value is 0.940 > 0.90, the AGFI value is 0.907 > 0.90, the TLI value is 0.995 > 0.95, the CFI value is 0.996 > 0.95, the RMSEA value is 0.032 < 0,08 and a CMIN / DF value of 1.149 < 2.00 indicates that the suitability test of this model results in good acceptance. Therefore, it can be concluded that the structural analysis modeling in this research can be carried out. From the path analysis in Figure 4.3, the structural model is obtained as follows:

$$SBC = 0.843CE$$

$$BE = 0.594 SBC + 0.368 CE$$

4.5 Normalitas Test

SEM analysts require data to be normally distributed to avoid bias in data analysis. The data is said to be normal if the multivariate c.r (critical ratio) has a requirement of -2.58 < c.r < 2.58.

In this study, the results of the normality test showed that the normal data with multivariate c. Was -0.244 or < 2.58. For more details, see table 4:13 below:

Table 4.6 Results of the Normality Exam

Variable	Min	max	Skew	c.r.	kurtosis	c.r.
CE1	4.000	7.000	-.211	-1.054	-.567	-1.418
CE2	4.000	7.000	-.112	-.562	-.873	-2.182
CE3	4.000	7.000	-.039	-.194	-.754	-1.886
CE4	4.000	7.000	-.083	-.417	-.558	-1.396
CE5	4.000	7.000	-.295	-1.473	-.683	-1.709
BE4	4.000	7.000	-.085	-.426	-.798	-1.994
BE3	4.000	7.000	-.066	-.332	-.897	-2.243
BE2	4.000	7.000	-.156	-.778	-.890	-2.224
BE1	4.000	7.000	-.057	-.286	-.767	-1.919
SBC3	4.000	7.000	-.009	-.044	-.521	-1.303
SBC2	4.000	7.000	-.150	-.750	-.686	-1.714
SBC1	4.000	7.000	-.049	-.245	-.606	-1.514
Multivariate					-4.083	-1.364

Source: Results of calculations antAMOS, 2019

In the table above, the values for cr and kurtosis in the range -2.58 to 2.58 were obtained. And the cr value in the multivariate is -1.364 which is weighted at -2.58-2.58 which means that the data is normally distributed, so the research data can be analyzed using Structural Equation Modeling (SEM).

4.5 Hypothesis testing Research

Hypothesis testing is carried out by testing the relationship between the latent variables by looking at the t or c.r (Critical Ratio) t values that are in the weight regression table from the AMOS output results. The following table shows the results of the regression weight:

Table 4.7 Regression Weights : (Group number 1-Default model)

Estimate	S.E.	C.R.	P	Label
----------	------	------	---	-------

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
 "Nurturing Business and Banking Sustainability"
 Surabaya, 14th - 15th August 2020

			Estimate	S.E.	C.R.	P	Label
SBC	<--	CE	.843	.071	11.560	***	par_10
BE	<--	CE	.368	.090	3.909	***	par_11
BE	<---	SC	.594	.097	6.032	***	par_12

Source: AMOS Calculation Results, 2019

The results of SEM analysis as the hypothesis testing steps are as follows:

1. The direct test results between the Celebrity Endorser and the Brand Equity show that there are significant and positive effects which are shown by looking at the CR (Critical Ratio) value of 3.909 > the standard value of 1.96 (significance level of 5%). Thus, the first hypothesis which states that there is no positive influence of Celebrity Endorsert on Brand Equity, is accepted.
2. The direct test results between the Celebrity Endorser and the Self Brand Connection show that there are significant and positive effects shown by looking at the CR (Critical Ratio) value of 11.560 > the standard value of 1.96 (5% significance level). Thus, the second hypothesis, which states that the positive effect of Celebrity Endorsert on the SelftBrandtConnection, is accepted.
3. The direct test results between the Self Brand Connection and the BrandtEquity show that there are significant and positive effects which are shown by seeing the CRT (Critical Ratio) value of 6.032 > the standard value of 1.96 (5% significance level). Thus, the third hypothesis which states that the positive effect of Self Brand Connection on Brand Equity is accepted.

4.6 PathAnalysis Exam (PathtAnalysis)

The track analysis test was used to prove the celebrity endorser variable against the brand equity with the self brand connection as the intervening variable. Calculations are performed using standardized coefficients and if the results are obtained, the indirect effect is greater than the direct effect of the selftbrandtconnection variable as the intervening variable between ce-lebritytendorser on brand equity. The results of the path analysis can be illustrated as shown in figure 4.4 below:

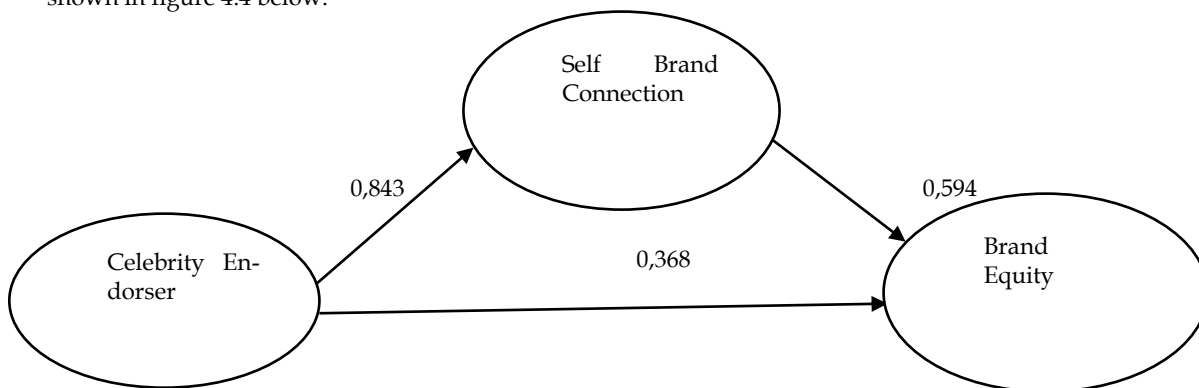


Figure 4.4

Analysis of Celebrity Endorser's Pathways to Brand Equity with Variable Self Brand Connection as Intervening Test The Celebrity Endorser Path Analysis Against Tbrandtequity Via Selftbrand Connection. Based On The Path Analysis Drawings, The Following Tests Can Be Carried Out:

- A. The direct influence of celebrity endorser on brand equity is 0.368.
- B. The influence of tcelebritytendorser to tself brand connection is 0.843 and the effect of self brand connection on tbrand equity is 0.594, thus the indirect effect of celebritytendorsert on brandtequity through self brand connection is $0.843 \times 0.594 = 0.501$.
- C. The effect of tcelebrity endorser on tbrand equity through self brand connection, namely $0.368 + 0.501 = 0.869$.

intervening test results show that the influence of celebrity endorser on brandtequity through self brand connection has a coefficient of 0.501 greater than the direct effect of celebrity endorser on brand equity with a coefficient of 0.368, so that the selftbrandtconnection parsialtmam-putmediasit affects the brand equity towards brand equity. This indicates that the emergence of self-brand connection that appears in the form of an idealized image of celebrities associated with the brand perceived by consumers is certainly due to the celebrity endorser factor that is displayed in honda vario product advertisements, and indirectly affects the brand equity of a honda vario product.

DISCUSSION

Effect of Celebrity Endorser on Brand Equity

The test results between the Celebrity Endorser and the Brand Equity show that there are significant and positive effects. These results are in accordance with the research conducted by (Nirwani, 2014), (Hardjanti & Siswanto,

2014), and (Dwivedi et al., 2015) stated that the credibility of endorsers has a positive effect on brand quality. With the research carried out by Kotler, (2015) states that the brand is a that which gives the difference between one product and other products in combination, shape, signal, design, nomenclature. In addition to differentiating our products from competitors' products, brands must be able to build consumer trust in the company (Rahmadhano, 2014).

The celebrity indicator in the Honda Vario advertisement can be trusted by consumers to be the highest indicator, while the Agnes Monica indicator displays a convincing speaking style in the Honda Vario advertisement being the lowest indicator.

1. Effect of Celebrity Endorser on Self Brand Connection

The results of direct tests based on the Celebrity Endorsert against the Self Brand Connection indicate that there are significant and positive effects. These results are consistent with the research carried out by the company (Dwivedi et al., 2015) with the result that Celebrity Endorser against Self Brand Connection.

The Celebrity indicator in Honda Vario advertisements can be trusted by consumers to be the highest indicator, while the Agnes Monica indicator displays a convincing speaking style in Honda Vario advertisements to be the lowest indicator.

The Influence of Self Brand Connection on Brand Equity

The test results between selfbrandtconnection on brand equity show that there is a significant and positive influence. These results are in accordance with the research conducted by (Dwivedi et al., 2015) with the result that self brand connection has a positive effect on brand equity.

Achievement of benefits from self-image-relevant to strengthen consumer knowledge about a brand, explaining consumers' attachment and attitudes towards a brand that will be immersed in the consumer's mind (Rahmadhano, 2014), thus this will have an impact on consumer-based brand equity.

Brand indicators are important in selecting a product to be the highest indicator, while brand indicators are used to communicate with other people being the lowest indicators.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Based on the research results in the previous chapter, the following conclusions can be drawn:

1. The results of direct testing between Celebrity Endorsers on Brand Equity of 0.368 indicate that there is a significant and positive effect. By looking at the CRT (Critical Ratio) value of 3.909 > the standard value of 1.96 (5% significance level), the first hypothesis which states that there is a positive influence of Celebrity Endorser on Brand Equity, is accepted.
2. The direct test results between the Celebrity Endorser and the Self-Brand Connection of 0.843 indicate that there are significant and positive effects. By looking at the CR (Critical Ratio) value of 11.560 > the standard value of 1.96 (significance level of 5%), the second hypothesis which states that there is a positive influence of Celebrity Endorser on Self Brand Connection, is accepted.
3. The direct test results of the Standard Self Brand Connection on the Brand Equity of 0.594 show that there is a significant and positive effect. By looking at the CR (Critical Ratio) value of 6,032 > the standard value of 1.96 (significance level of 5%), thus the third hypothesis which states that the positive effect of Self Brand Connection on Brand Equity is accepted.

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 Surabaya, 14th - 15th August 2020

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