# THE ROLE OF BRAND IMAGE IN MEDIATION OF THE RELATIONSHIP OF CELEBRITY ENDORSER WITH THE BRAND EQUITY OF TRAVELOKA

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### Abstract

*In this study, researchers want to know consumer opinion on celebrity endorser, brand image, and brand equity of Traveloka, and for knowing the role of brand image in relationship celebrity endorser mediation and brand equity of the Traveloka. the method used is descriptive and verification research. According to the analysis that has been done, it can be concluded that the hypothesis submitted by the writer that is celebrity endorser has a relation with brand equity, it can be accepted that celebrity endorser have relations with brand equity. The writer suggest that celebrity endorser election of Traveloka should be maintained.*

**Keywords:** Celebrity endorser, Brand image, Brand equity.

## *INTRODUCTION*

Advertising is an activity related to two areas of daily human life, namely economics and communication. Good company Big or small, advertising is very important, especially to attract consumers to make buying decisions the company's products and retain consumers, so that advertising becomes one of the spearheads of marketing for the company.

One way to advertise a product is by using celebrities. Carefully selected celebrities can at least draw attention to the product or brand. Celebrities are individuals who are known to the public (actors, actresses, athletes to support a product) [1].Research conducted by [2] with various agencies and advertising companies, identified celebrity credibility as the main reason for choosing celebrities. According to [3, 4] the main task of these endorsers is to create a good association between the endorser and the advertised product so that a positive attitude arises in consumers. [5] research states that the suitability of celebrities and products has a positive impact on brand image, which in turn has a positive impact on brand equity.

Cellular telecommunications is currently one of the facilities that are needed by humans. The current increase in the utilization of cellular telecommunications products can be seen from the increase in the cellular telecommunications market throughout the world, including Indonesia. The use of cellular telecommunications is increasingly widespread, starting from the government, industry, and households, both in urban and rural areas [6-10].

The online ticket sales business competition in Indonesia is getting fiercer after the entry of large conglomerates into this business sector. Meanwhile, two start-up companies or startups that received fresh funds were Tiket.com and Traveloka. Just for the record, on June 15 2017, a subsidiary of the Djarum Group, Global Digital Prima (GDP) Venture, through Blibli.com acquired 100% of Tiket.com's shares. Its tough competitor, Traveloka also did not want to be left behind because it received additional funding of US$ 500 million from Expedia, JD.com, East Ventures, Hillhouse Capital Group, and Sequoia Capital[11-13].

The concept of brand image in the business world has grown and become the attention of marketers. A good brand image of a company will have a beneficial impact, while A bad brand image will harm the company. It is not easy to form an image, but once formed it is not easy to change it. In addition, brand image is important, because one of the factors that can make consumers loyal to a particular brand is the emotional connection that arises between a brand and its consumers [14-16].

Research conducted by [17] said that in essence a product has a good and positive brand image which is very important for a product. Brand image is important to understand the relationship between celebrity endorsement and brand equity. Celebrity endorser support for a product and brand equity is related by the mediating role of brand image. According to [18]), in the face of intense competition, a strong brand is a clear, valuable, and sustainable differentiator, being the end spearhead for the company's competitiveness and is very helpful in marketing strategy. Research by Jaiprakash (2008), which states that the suitability of celebrities and products has a positive impact on brand image, which in turn has a positive impact on brand equity Conceptually, the relationship between the variables that have been proposed can[19-21].

Image 1.Research Model
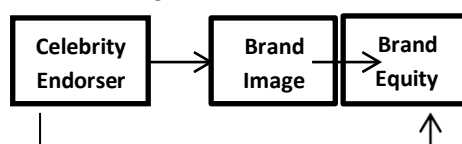
Hypothesis

Based on the descriptionabove, the authors take the following hypothesis:

- H1: *Celebrity endorsers have a relationship with the Traveloka brand image.*

- H2: *Brand image has arelationship with the brand equity of Traveloka.*

- H3: *Celebrity endorsers have a relationship with the brand equity of Traveloka.*

- H4: *Brand image plays a role in mediating the relationship between celebrity endorsersand brand equity.*

## METHOD

### *Research Methods Used*

In this study to analyze the relationship between variables used descriptive method. According to [22] descriptive methodis a method in examining the status of human groups, an object, asystem of thought or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual and accurate descriptive, picture or painting about the facts, characteristics and relationships between the phenomena beinginvestigated[22, 23]

### Population and Sample

### *The population in this study*

are customers who use the Traveloka simcard. Then from the population a sample of 125 people was taken. In determining the sample, the author uses non-probability sampling. To make it easier for the author to determine the sample, the author uses aconvenience sampling technique.

### *Data collection technique*

To collect the required data, the author uses several methods, namely library research and field research. Library research, namely research conducted by studying literature, lecture notes and othersources related to the problems discussed in thesis writing, in order to obtain data that will be used as the theoretical basis in writing this thesis. Field Research (Field Research), that is direct research conducted by the author on the object to be studied, the method is through interviews with Travelokacustomers and distributing questionnaires to respondents.

### *Research Data Source*

Data sources consist of primary data and secondary data. Primary sources are data sources thatdirectly provide data to authors in the form of survey results and consumers as respondents through questionnaires, explanations and information about Travelokas. Secondary sources are sources that are not direct to data collectors, obtained from various literatures, books and notes that are closely related to the problem beingstudied.

### Data Processing Techniques

From the results of data collection, then the data is processed and presented in tabular form and then analyzed qualitatively and quantitatively. Qualitative Analysis express the problem in an elaboration based on the variables studied so that it can state the truth, in other words simpler this analysis reveals the problem not in the form of numbers. Quantitative Analysis Quantitative analysis is an analysis that interprets the data obtained in the form of numbers presented in the form of tables. This analysis is used as a statistical tool that is relevant in research, with the aim of making it easier for the author to interpret the raw data obtained.

### Research Analysis

Research on the role of brand image in mediating the relationship between celebrity endorser and brand equity is analyzed through the mediating function of a variable on the relationship between variables. The analysis used is a hierarchical/multilevel regression analysis (hierarchical regression analysis) which is carried out through several regression models at once in a hierarchical manner.

According to [1, 2, 17] in "Advanced Statistical Methods", a mediating relationship occurs when the relationship between variable I (independent) and variable D (dependent) is mediated by variable M (mediator). To test the mediation function of variable M in the relationship between variable I and variable D, four (4) regression models were analyzed at once, namely:

D = function (I): Test the relationship between I and D

M = function (I): Testing the relationship between I and M and

D = function (M): Test the relationship between M and D

D = function (I, M): Tests the relationship between I and M with D

Relationship between I and D is partially mediated by M.

If D = f(I) or the relationship between I and D is significant; M =f(I) or the relationship between I and M significant: and D = f(M) or the relationship between I and M is significant; and D = f(M) or the relationship between M and D is significant; and the relationship between I and D is not significant in the function D = f(I, M) or the relationship between I and M with D; it can be concluded that the relationship between I and D is fully mediated by M. Meanwhile, if the relationship between I and D is significant in the function D = f(I, M); it is decided that the relationship between I and D is partially mediated by M.

## RESULTS AND DISCUSSION

The analysis used is a hierarchical regression analysis (hierarchical regression analysis) which is carried out through the analysis of several regression models at once in a hierarchical manner. The regression equation between variables is as follows:

Celebrity Endorser With Brand

The results of regression analysis, it was found that celebrity endorser has a significant relationship

with a brand image (p-value < 0.05) with a regression coefficie nt (a) = 0.591.

Brand Image With Brand Equity

analysis, found that brand image has a significant relationship with brand equity (p-value <0.05) with a regression coefficient (a) = 0.676.

Celebrity Endorser With Brand Equity

The results of the regression analysis, it was found that celebrity endorsers have a significant relationship with brand equity (p- value <0.05) with a regression coefficient (a) = 0.699.

### Variable Regression

The results of the analysis of the role of brand image in mediating the relationship between brand image and brand equity. the value obtained is that celebrity endorser with a regression coefficient of 0.399 with a brand image of 0.507 and has a significant relationship with brand equity (p- value <0.05).

From the four regression results that have been obtained, it can be seen that the regression values are as follows:



The result of celebrity endorser with brand image is 0,591 and brand image with brand equity is 0,676. According to[3, 18] the results of the regression above are then calculated as follows:

0,591 X 0,676 = 0,399

Because 0.399 < from 0.699, it can be concluded that brand image does not fully mediate the celebrity endorser relationship with brand equity (partialymediating).

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

By using hierarchical regression analysis, the regression results are obtained as follows:

    a.      Celebrity endorser has a significant relationship with brand image (p-value <0.05) with a regression coefficient (a)
= 0.591. This means that celebrity endorsers have a relationship with the Traveloka brand image. Ha accepted.

    b.      Brand image has a significant relationship with brand equity (p-value <0.05) with a regression coefficient (a) = 0.676. This means that the brand image has a relationship with the brand equity of Traveloka. Ha accepted.

    c.      Celebrity endorsers have a significant relationship with the brand equity (p-value < 0.05) with regression coefficient (a) = 0.699. This means that celebrity endorsers have a relationship with the brand equity of Traveloka. Ha accepted.

Testing of brand image as a mediating variable (moderator) was carried out using hierarchical regression, with brand equity as the dependent variable and celebrity endorser as the independent variable. The regression coefficient value of celebrity endorser is 0.399 and significant (p < 0.05). Furthermore, the entry into the brand image variable model is equal to the moderating variable, the results show the brand image regression coefficient of 0.507 and is significant. So it can be concluded that brand image does not fully mediate the relationship between celebrity endorser and brand equity (partial mediating).

The competition that occurs between cellular operator companies causes the brand equity of the Traveloka which can be seen from the TBI percentage to fluctuate in the 2009-2013 period. This is related to the Traveloka brand image. It can be concluded that the Traveloka still survives the competition and becomes the number one best postpaid simcard in is the selection of a good celebrity endorser, and the brand image is only as a complement.

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