

ABSTRACT

The Effect Of Celebrity Endorsement To Consumer Satisfaction Through Self-Brand Congruity As Mediating Variable : Case On Customer Of Local Cosmetic Brand In Tasikmalaya

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The digitilizing process that involves many influencers opens up many opportunities for the companies on developing the marketing strategies that's in line with the characteristics in todays consumers. This research is based on the emergence of consumer dissatsification due to the unoptimal process of the delivering information from the companies to the consumers in promotional strategy that leads to the dissatsification. In order to meet the optimum satisfication, companies must determine which factors can support the consumers satisfication from time to time. The purpose of this study is to analyze the effect of Celebrity Endorsement to Self-Brand Congruity, the effect of Self-Brand Congruity to Consumer Satisfaction and to analyze whether the Self-Brand Congruity is able to mediate Celebrity Endorsement to Consumer Satisfaction or not. This study is designed by using survey method by distributing the questionnaires to the local cosmetic consumers in Tasikmalaya with a non-probability sampling. The analytical tool used is Structural Equation Modelling (SEM). The results show that Celebrity Endorsement has influence to Self-Brand Congruity, Self-Brand Congruity has influence to Consumer Satisfaction and Self-Brand Congruity is able to mediate Celebrity Endorsement to Consumer Satisfaction.

Keyword : Celebrity Endorsement, Consumer Satisfaction, Self-Brand Congruity.

ABSTRAK

Pengaruh *Celebrity Endorsement* Terhadap *Consumer Satisfaction* Dengan *Self-Brand Congruity* Sebagai Mediasi Pada Konsumen Kosmetik Merek Lokal di Tasikmalaya

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Proses digitalisasi dan peralihan tren yang banyak melibatkan *influencer* membuka banyak kesempatan bagi perusahaan untuk terus berkembang dalam menyusun strategi pemasaran yang sesuai dengan karakteristik konsumen saat ini. Penelitian ini didasarkan pada munculnya ketidakpuasan konsumen karena proses penyampaian informasi melalui strategi promosi yang kurang maksimal sehingga memicu ketidakpuasan. Dalam rangka memenuhi kepuasan konsumen, perusahaan harus menentukan faktor apa saja yang dapat mendukung hal tersebut dari masa ke masa. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Celebrity Endorsement* terhadap *Consumer Satisfaction* dengan *Self-Brand Congruity* sebagai mediasi. Penelitian ini dirancang menggunakan metode survey dengan menyebarkan kuesioner kepada konsumen kosmetik lokal di Tasikmalaya dengan teknik *non-probability sampling*. Alat analisis yang digunakan adalah *Structural Equation Modelling (SEM)*. Hasil penelitian menunjukkan *Celebrity endorsement* memiliki pengaruh terhadap *Self-Brand Congruity*, *Self-Brand Congruity* memiliki pengaruh terhadap *Consumer Satisfaction* dan *Self-Brand Congruity* mampu memediasi *Celebrity endorsement* terhadap *Consumer Satisfaction*.

Kata Kunci : *Celebrity Endorsement*, *Consumer Satisfaction*, *Self-Brand Congruity*.