

**Peran Brand Image Dalam Mediasi Hubungan Celebrity Endorser Dengan
Brand Equity Dari Traveloka.**

ABSTRAK

Dalam penelitian ini peneliti ingin mengetahui opini konsumen tentang Celebrity Endorser, Brand Image, dan Brand Equity Traveloka, serta untuk mengetahui Peranan Brand Image dalam mediasi hubungan Celebrity Endorser dan Brand Equity Traveloka. Metode yang digunakan adalah penelitian deskriptif dan verifikatif. Berdasarkan analisis yang telah dilakukan, maka dapat disimpulkan bahwa hipotesis yang diajukan penulis yaitu celebrity endorser memiliki hubungan dengan ekuitas merek, maka dapat diterima bahwa celebrity endorser memiliki hubungan dengan ekuitas merek. Penulis menyarankan agar pemilihan celebrity endorser Traveloka harus dipertahankan.

Kata Kunci : Celebrity Endorser, Brand Image, Brand Equity.

**The Role of Brand Image in Mediation of the Relationship of Celebrity
Endorser with the Brand Equity of Traveloka**

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.