



## ***The Influence of Celebrity Endorsements and Social Media Marketing on the Formation of Brand Equity for Yamaha Motorcycles in West Java in the City of Bandung***

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### **ABSTRACT**

This study is to examine the impact of Celebrity Endorsement and Social Media Marketing on the establishment of Brand Equity for Yamaha Motorbikes in the city of Bandung, located in West Java. The use of celebrity endorsers in marketing is very prevalent, particularly due to their potential to enhance brand image. Currently, social media is progressively supplanting traditional media, and an increasing number of consumers are utilizing it as a means of obtaining information regarding products, services, and brands. Consequently, more and more brands are integrating social media marketing into their overall brand marketing strategies to take advantage of the digital revolution. The research methodology used is an explanatory approach. The study approach was conducted to acquire a methodical, objective, and precise depiction of the facts, attributes, and associations among the variables under investigation. The Structural Equation Model-SEM PLS approach was used for research data analysis. The demographic for this study consists of 220 prospective users of Yamaha Motorbikes in West Java. The study findings indicate that both celebrity endorsement and social media marketing have a substantial impact on the development of brand equity. Specifically, both celebrity endorsement and social media marketing contribute to the enhancement of brand equity.

**Keywords:** *Celebrity Endorsements, Social Media Marketing, Brand Equity*

### **INTRODUCTION**

The worldwide market is becoming more competitive and undergoing fast changes. Presently, the swift rate of the worldwide market is evident throughout several domains, including technology and company. This growth has significant implications for enterprises and organizations worldwide, regardless of their size, presenting both difficulties and possibilities. In the context of globalization, particularly in Asia and specifically in Indonesia, free trade is seen as a means to foster industrial growth, facilitate intercompany product exchange, and broaden market reach. The competitive character of the Indian economic system fosters a market-oriented environment, enabling merchants to establish and sustain their market dominance. An effective means to do this is by the use of the brand (Durianto et al., 2001).

Rival companies may provide comparable items, although they may not provide the same emotional commitments. Due to the increasing level of rivalry among brands, firms must enhance their strength. As the brand value of a product increases, buyers will experience more

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satisfaction and the product will become more appealing for consumer consumption. This results in consumers making further purchases and ultimately developing loyalty towards the firm, hence providing advantages. Brand equity refers to the extent to which individuals are inclined to persist in their use of a particular brand. Brand loyalty is strongly correlated with the measuring of the transition from new users to loyal users.

Every company should make a concerted effort to build and enhance its brand equity. Brand equity plays a crucial role in a competitive business landscape, particularly for items that have significant client demand or sales. One popular item that customers often sell is automobiles (motorcycles). Motorbikes are often selected as a mode of transportation based on individual requirements. Motorbikes have gained popularity among customers due to their affordability, user-friendliness, and ability to travel at fast speeds.

According to Aripitstop's study in 2023, the Yamaha brand is consistently of worse quality compared to the Honda brand. Thus, in order to be competitive in the market, organizations must possess an appropriate marketing plan to enhance the sales of their goods. Establishing brand equity on social media is crucial for almost all organizations, serving as a valuable platform for marketers to enhance the efficacy of their marketing initiatives. While several companies acknowledge the significance of embracing social media, it is crucial to assess the efficacy of social media platforms.

User participation on social media may greatly influence brand equity. While there may be variations in individual engagement on different social media platforms, it is important to assess the overall scope of social media activity in order to gain a comprehensive understanding of a company's social media effectiveness, as engagement is centered around the brand. Certain organizations focus exclusively on a certain social media platform and achieve a significant level of engagement, while other companies disperse their efforts over numerous social media platforms, resulting in average levels of engagement. In addition to using social media as a means of promoting product sales, there are other and efficient methods to achieve this objective on the same platform. The objective is to engage influencers and celebrities in order to endorse your items to a large number of their followers. This action is sometimes referred to as influencer marketing or celebrity endorsement. Undoubtedly, this may be really advantageous in augmenting the visibility and profitability of a corporation. Celebrity endorsers are individuals who possess widespread fame and use their public awareness to promote consumer items via the means of advertising (McCracken, 1989). This concept encompasses renowned individuals who are acknowledged to possess significant experience or competence. Nevertheless, assistance is not available for clients that are not widely used. With the increasing influence of celebrities in society, marketing managers want to use the process of cultural transfer from the sponsor to the product or brand (McCracken, 1989). Celebrity endorsement refers to the practice of a firm using a well-known individual, often an artist, to promote its goods or services. Employing an artist as a promotional figure yields substantial financial gains for a firm. Companies use celebrities as a means to motivate customers to make future purchases (Sivesan, 2013). However, selecting a celebrity is a challenging task. The variation in the impact of each celebrity is contingent upon their respective objectives.

Indonesia ranks second globally in terms of the greatest level of confidence placed in organizations, corporations, government, and media. The influence of social media on the lifestyle of Indonesian people is mostly attributed to factors such as product reviews, recommendations, news, and other related content. It has the ability to rapidly propagate via social media. Consumers seek evaluations and social ratings of a brand prior to making a purchase. Establishing a positive reputation across several platforms simplifies the process of gaining confidence and substantially enhances conversion rates (Slice, 2023).

Yamaha Motor Indonesia enlisted the support of superstar Valentino Rossi for a promotional campaign, and subsequently named him as the official brand ambassador for Yamaha Motor (Ono, 2023). Valentino Rossi, a renowned figure, has a remarkable narrative with Yamaha ever since his first race with the team in South Africa in 2004. Subsequently, Rossi and Yamaha have encountered other magnificent occasions both in the arena and on the track. Moreover, Rossi has unparalleled charm and is a crucial component of both Yamaha and MotoGP's legacy.

Yamaha formed this relationship with the objective of fulfilling Valentino's need for motorized two-wheeled vehicles for training and leisure activities, as stated by (Ono, 2023). This collaboration will enhance the reputation and influence of the Yamaha brand. The study conducted by Mahmud and Anggraini (2020) emphasizes the significance of building a connection between endorsers and brand equity for advertising executives and marketing managers. The objective is to provide a rationale for the allocation of funds towards advertising, namely via the use of celebrities as endorsers. (Saini and Chauhan, 2017) assert that celebrities serve as public icons. Exploiting the fame of celebrities is a very effective strategy for marketing items in the industry. Consumers perceive that they switch to superior items due to the brand's endorsement from a reliable source. The objective of this study is to develop and evaluate a theoretical framework that addresses the lack of knowledge about the impact of celebrity endorsement and social media marketing on the development of brand equity among prospective Yamaha Motorbike buyers in West Java.

## 2. Theoretical Framework & Hypothesis Development

A celebrity endorsement refers to a well-known individual who actively seeks and utilizes public attention to promote a consumer product via advertising. Social media marketing is a reciprocal exchange of ideas, where firms and consumers share promotional materials and learn valuable insights from each other's experiences. Companies aim to enhance relationships with stakeholders and enhance value through conversations, personalized recommendations, and word of mouth marketing (Alalwan et al., 2017; Berthon et al., 2012; Boyd & Ellison, 2007; Bruhn et al., 2012; Y. K. Dwivedi et al., 2015; Ebrahim, 2020; Kaplan & Haenlein, 2010; Kim & Ko, 2010; Yadav & Rahman, 2017). Brand equity refers to the perceived value that people attribute to a brand, which is influenced by their level of awareness and loyalty towards the brand. Brand equity is a significant intangible asset that encompasses the assets and liabilities linked to the brand name, providing brand awareness. These traits, including brand awareness, affiliation, perceived quality, and brand loyalty, may be shown by studies conducted by Aaker (1992), Y. K. Dwivedi et al. (2015), Farquhar (1989), Keller (1993), and MSI (2002).

### *a. Celebrity endorsements on the formation of motorbike brand equity*

(Sivesan, 2013) asserts that celebrity endorsement is a marketing strategy used to accomplish organizational objectives. Celebrity endorsement advertising is well recognized as a pervasive characteristic of contemporary marketing. The citation for the source is Mahmud & Anggraini, 2020. Alignment between endorsers and brand values is crucial for advertising managers and marketing managers. This is particularly significant in justifying the expenditures associated with using celebrities as endorsers in advertising campaigns.

According to a prior investigation done by (A. Dwivedi et al., 2015), it was found that the sincerity of an endorser has a beneficial impact on the value of a brand. The association between a brand and a celebrity via sponsorship is rooted in the customer's emotions (Till, 1998). Referrers who are viewed as sincere, reliable, knowledgeable, and trustworthy will actively seek out positive attributes and connections in order to enhance the perception of consumers as influential individuals who are engaged with a particular business. (Till, 1998)

As to the findings of A. Dwivedi et al. (2015), their study on Celebrity Endorsements, Self-Brand Connections, and Consumer-Based Brand Equity demonstrated that the genuineness of an endorser has a significant influence on the connection between the endorser and the brand. (Mikuláš and Shelton, 2021) Endorsements are crucial in shaping the communication dynamics between political parties and voters. Brand endorsers have a substantial effect on the brand personality of political parties, which in turn positively affects voters' attitudes and behavior towards their political brand preferences and political brand equity. The citation "Seno & Lukas, 2007" refers to a publication by Seno and Lukas in the year 2007. Celebrity endorsements influence brand equity via two methods. The impact of endorser credibility on endorsed brand equity is enhanced by the perceived degree of brand-endorser appropriateness as viewed by consumers. The impact of endorser credibility on the endorsed brand equity is partly mediated by the brand link, which supports an indirect brand equity mechanism. Hence, it is crucial to acknowledge that both the endorser's image and the brand's image serve as mediators in the process of establishing celebrity product endorsements.

*H<sub>1</sub>: Celebrity endorsements influence the formation of motorbike brand equity*

*b. Social media marketing towards the formation of motorbike brand equity*

A well-executed social media marketing strategy encourages customers to willingly share brand-related material via numerous activities, including engagement, information, and customization (Kim & Ko, 2010). Hence, firms could use this approach to enhance the efficiency of social media marketing, resulting in more positive brand encounters for customers and heightened consumer-based brand value. A study conducted by Stojanovic et al. (2018) demonstrates a strong correlation between the use of social networks and brand equity. Effective positioning of a location on social media platforms may lead to increased brand recognition, hence exerting a substantial influence on the destination's overall image. Put simply, using communication on social networks is a chance to create competitive advantages for locations and enhance brand performance. Evidence suggests that user-generated content from social search users has a substantial influence on the value of a brand.

Thus, it is advisable for site managers to promote and incentivize tourists to provide more material for the brand, such as enhancing its popularity, arranging picture competitions, and maintaining blogs. Put simply, a relational system that relies on tourist participation in social media would result in jurisdictions vying for more tourist destinations, since these destinations are deemed significant and will therefore enhance their brand value. Kim and Ko (2010) assert that establishing brand equity via social media is crucial for almost all firms, serving as a valuable platform for marketers to enhance the efficacy of their marketing tactics. While many companies acknowledge the significance of embracing social media, it is crucial to assess the efficacy of social media platforms. The study conducted by Kim and Ko (2010) explores the impact of social media on consumers from five perspectives: interaction, entertainment, customisation, trends, and word of mouth. The findings indicate that social media marketing activities have a favorable effect on customer assessment.

*H<sub>2</sub>: Social media marketing influences the formation of motorbike brand equity*

## **RESEARCH METHODS**

This study employs a quantitative research technique. The research approach used is the explanatory research method. The sample under study consisted of 220 prospective users of Yamaha Motorbikes in West Java. The study sample included individuals who were prospective consumers of Geoff products and who engaged with Yamaha Motorcycle

marketing platforms. The data gathering strategy used in this study is a questionnaire-based approach. Utilize structural equation modeling (SEM) based on Partial Least Square (PLS) to conduct an analysis that addresses the issue formulation and tests the hypothesis.

## RESULTS

### Research Results

This study involves the examination of three latent variables using a partial least squares (PLS) technique. The assessment includes analyzing the outcomes of the measurement model (outer model) and the structural model (inner model) of the researched model. The purpose of the outer model, also known as the measurement model, is to assess the accuracy and consistency of the dimensions and indicators used to measure study variables in construct research. One may do this analysis by evaluating discriminant validity, loading factor, concept validity, and composite reliability. Out of the gathered surveys, 102 were returned.

**Table 1 Results of Validity and Reliability of Latent Variables**

| Latent Variables                     | Indicator | Loading Factor | Prob  | Composite Reliability | Average Variance Extracted (AVE) |
|--------------------------------------|-----------|----------------|-------|-----------------------|----------------------------------|
| <i>Celebrity Endorsements</i> (X1)   | X11       | 0.788          | 0,000 | 0.910                 | 0.623                            |
|                                      | X12       | 0.846          | 0,000 |                       |                                  |
|                                      | X13       | 0.785          | 0,000 |                       |                                  |
|                                      | X14       | 0.718          | 0,000 |                       |                                  |
|                                      | X15       | 0.754          | 0,000 |                       |                                  |
|                                      | X16       | 0.840          | 0,000 |                       |                                  |
|                                      | X17       | 0.789          | 0,000 |                       |                                  |
| <i>Social Media Marketing</i> (X2)   | X21       | 0.843          | 0,000 | 0.944                 | 0.722                            |
|                                      | X22       | 0.832          | 0,000 |                       |                                  |
|                                      | X23       | 0.845          | 0,000 |                       |                                  |
|                                      | X24       | 0.890          | 0,000 |                       |                                  |
|                                      | X25       | 0.834          | 0,000 |                       |                                  |
|                                      | X26       | 0.814          | 0,000 |                       |                                  |
|                                      | X27       | 0.887          | 0,000 |                       |                                  |
| <i>Formation of Brand Equity</i> (Y) | Y 1       | 0.650          | 0,000 | 0.766                 | 0.558                            |
|                                      | Y 2       | 0.761          | 0,000 |                       |                                  |
|                                      | Y 3       | 0.763          | 0,000 |                       |                                  |
|                                      | Y 4       | 0.805          | 0,000 |                       |                                  |

Source: Results of research data processing (2023)

The table provided illustrates the measurement model analysis of the variables based on their respective indicators. These findings indicate that the indicator effectively measures the variables, as seen by loading factor values over 0.50.

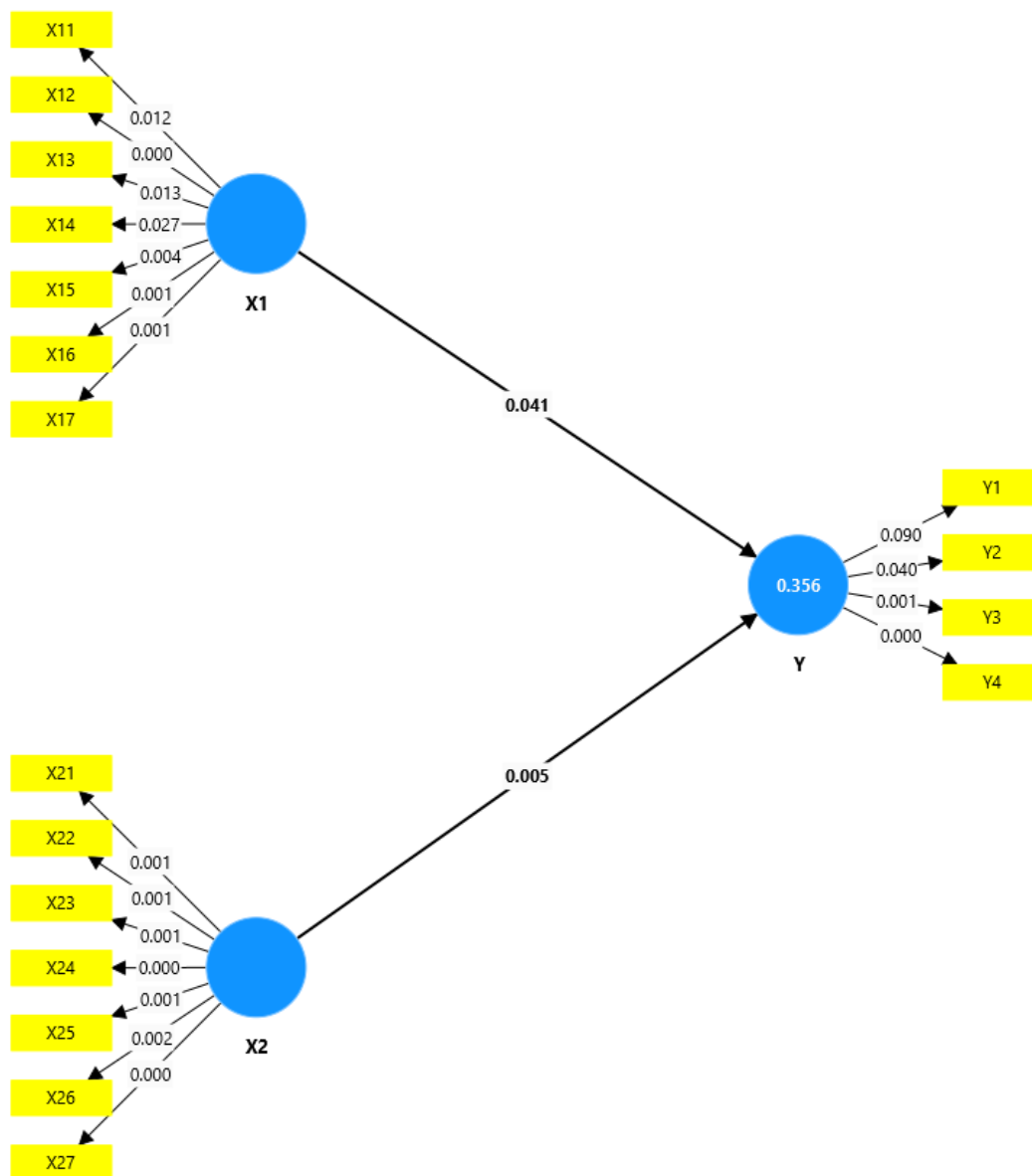
The Goodness of Fit Model (GoF) is used to assess the inner model, which includes the measurement model (outer model) and structural model. A GoF value less than 0.25 is considered small, between 0.25 and 0.36 is moderate, and more than 0.36 is considered high. The construct includes the GoF and Q-Square values.

**Table 2 Model Alignment Test**

| Variable                      | <i>R Square</i> | Average AVE | $\sqrt{RSquare}$ | Qsquare | <i>GoF</i><br>( $\sqrt{AVE \times RSquare}$ ) |
|-------------------------------|-----------------|-------------|------------------|---------|-----------------------------------------------|
| Formation of Brand Equity (Y) | 0.356           | 0.634       | 0.356            | 0.356   | 0.475                                         |

Source: Results of research data processing (2023)

The table provided displays the average R 2 value for each construct when the criterion is set at a high level (> 0.6), with GoF values above 0.36. Additionally, the Q-Square falls within the strong category. Therefore, it can be inferred that the research model is supported by empirical circumstances and exhibits a good match. The graphic below illustrates the outcomes of model testing using Smart PLS 4.0.



**Figure 1. Research Model Testing**

Once the structural model's overall applicability has been assessed and deemed appropriate, the subsequent step involves testing the hypothesis and examining the connection between the study variables. The outcomes of the research hypothesis test are shown in the following table:

**Table 3 Hypothesis Testing**

| Hypothesis | Influence                                                               | Original sample (O) | T statistics ( O/STDEV ) | P values | Information |
|------------|-------------------------------------------------------------------------|---------------------|--------------------------|----------|-------------|
| H1         | <i>Celebrity Endorsement (X1) -&gt; Brand Equity Establishment (Y)</i>  | 0.344               | 2,043                    | 0.041    | Significant |
| H2         | <i>Social Media Marketing (X2) -&gt; Brand Equity Establishment (Y)</i> | 0.356               | 2,796                    | 0.005    | Significant |

Source: Results of research data processing (2023)

## Discussion

### *a. Celebrity endorsements Towards the formation of motorbike brand equity*

The findings of the hypothesis test indicate that the Celebrity Endorsement variable (X1) has an original sample value of 0.344 in a positive direction. This means that when the Celebrity Endorsement (X1) improves, the Brand Equity Formation (Y) will likewise grow by 0.344. This demonstrates that the use of Celebrity Endorsements has a positive impact on the development and enhancement of Brand Equity. According to Sivesan's (2013) study, celebrity endorsement is a marketing strategy used to attain organizational objectives. Celebrity endorsement advertising is well recognized as a pervasive characteristic of contemporary marketing. (Mahmud & Anggraini, 2020) Therefore, it is crucial for advertising managers and marketing managers to ensure that there is a strong alignment between endorsers and brand values. This is particularly vital in order to justify the expenses associated with using celebrities as endorsers in advertising campaigns.

Citing the prior research performed by (A. Dwivedi et al., 2015), it demonstrates that the genuineness of an endorser has a favorable impact on the value of a brand. The association between a brand and a celebrity via sponsorship is rooted in the customer's emotional connection (Till, 1998). Referrers who are viewed as possessing a high degree of sincerity, characterized by trustworthiness, product acceptance, and competence, will actively seek out further positive attributes and connections. This is done in order to create a perception among consumers that they are esteemed individuals who are actively engaged with a particular business (Until, 1998). In a study conducted by A. Dwivedi et al. (2015) titled "Celebrity Endorsements, Self-Brand Connections, and Consumer-Based Brand Equity," it was shown that the sincerity of an endorser has a predictive effect on the connection between the endorser and the brand. (Mikuláš and Shelton, 2021) Endorsements are crucial in shaping the communication between political parties and voters.

Brand endorsers have a substantial impact on the brand personality of political parties, which in turn has a favorable effect on voters' attitudes and behavior towards their political brand preferences and political brand equity. The reference "Seno & Lukas, 2007" is provided. Celebrity endorsements influence brand equity via two distinct methods. The impact of endorser credibility on endorsed brand equity is enhanced by the perceived degree of brand-

endorser appropriateness among consumers. The impact of endorser credibility on the endorsed brand equity is partly mediated by the brand link, indicating the presence of an indirect brand equity mechanism. Hence, it is crucial to acknowledge that both the endorser's image and the brand's image serve as intermediaries in the formation of celebrity product endorsements. According to Saini and Chauhan (2017), celebrities are well recognized figures. Exploiting the fame of celebrities makes the process of selling things in the market very easier. The market consumer's perspective is shifting towards the brand as a better product due to its endorsement from a reputable source. Utilizing celebrity endorsements is a very successful strategy for promoting a company. This demonstrates how celebrities effectively generate brand recognition in the intended market, fostering a favorable perception of the brand among the general public via the establishment of powerful brand connections. In general, research on celebrity endorsements demonstrates that they have a beneficial effect on introducing new brands to the market, altering a brand's position and competing with other brands, boosting sales, and convincing customers to purchase products based on the celebrity's expertise, attractiveness, and credibility. Undoubtedly. Height: tall. Multiple studies have also shown the adverse effects of celebrity misuse, the way in which celebrities outshine companies, and the manner in which young customers experience depression when firms fail to fulfill the promises made by celebrities.

The study conducted by Jafar et al. (2011) investigates the correlation between celebrity endorsement and the brand value perceived by customers in the context of high-end ready-to-wear fashion items. The brand findings indicate that celebrity endorsements have the capacity to generate customer-based brand equity for luxury ready-to-wear fashion items. In addition, our study (Sivesan, 2013) revealed a direct correlation between celebrity endorsement and the level of brand value perceived by customers. The study conducted by Jafar et al. (2011) examines the influence of celebrity endorsements on customers' views of a business and their intentions to make a purchase. The findings indicate that celebrity endorsement has a significant influence on consumers in terms of brand impression and propensity to buy.

b. *Social media marketing* towards the formation of motorbike *brand equity*

The findings of the hypothesis test indicate that the Social Media Marketing variable (X2) has an initial sample value of 0.356 in a positive direction. This means that when the Social Media Marketing (X2) improves, the Brand Equity Formation (Y) will likewise grow by 0.356. These findings demonstrate that using social media marketing leads to a higher development of brand equity. According to Stojanovic et al. (2018), research indicates a strong correlation between the use of social networks and brand equity. Effective positioning of a location on social media platforms may lead to increased brand recognition, hence exerting a substantial influence on the destination's overall image. Put simply, using communication on social networks is a chance to create competitive advantages for locations and enhance brand performance. Research has shown that user-generated content via social search has a substantial influence on the value of a brand.

Thus, it is advisable for site managers to actively promote and motivate tourists to provide more material for the brand. This may be achieved by fostering greater popularity, conducting picture competitions, blogs, and other related initiatives. Put simply, a tourism system that relies on visitor participation in social media would result in different regions vying for additional tourist attractions because of their significance, thereby increasing their brand worth. Kim and Ko (2010) argue that establishing brand equity via social media is crucial for almost all firms, as it provides marketers with a valuable platform to enhance the efficacy of their marketing initiatives. While several companies acknowledge the significance of embracing social media, it is crucial to assess the efficacy of social media. Thus, the study



conducted by Kim and Ko (2010) investigates the impact of social media on consumers from five perspectives: interaction, entertainment, customisation, trends, and word of mouth. The study concludes that social media marketing activities have a good effect on customer assessment. The study conducted by Ahmad Al-Gasawneh and Khlaif Gharaibeh in 2021 offers firms a thorough insight into the outcomes of their social media endeavors and the potential advantages for their brand. Additionally, it explores strategies for enhancing social media management. According to the study conducted by Koay et al. (2021), brand equity plays a crucial role in branding as it has the ability to forecast consumer loyalty and the success of a company. Hence, it is essential to analyze the elements or behaviors that might diminish brand equity. In the contemporary day, companies often develop, convey, and provide unique online marketing promotions in order to establish and strengthen robust connections with stakeholders via social media. This practice is known as social media marketing, in which organizations aim to foster engagement with stakeholders, provide tailored recommendations, and enhance client connections (Koay et al., 2021).

A study conducted by De Vries et al. (2012) demonstrates that user participation on social media platforms may greatly influence brand equity. While the level of individual engagement may differ on different social media platforms (De Vries et al., 2012), it is important to assess the overall scope of social media activity outcomes in order to fully comprehend the effectiveness of a company's social media efforts, as engagement is centered around the brand. Certain organizations focus exclusively on a particular social media platform and achieve a significant level of engagement, while other companies distribute their marketing efforts over numerous social media platforms, resulting in average levels of engagement activity.

## **CONCLUSIONS, IMPLICATIONS, LIMITATIONS AND SUGGESTIONS**

### *Conclusion*

The purpose of this study is to develop and test a conceptual model with the intention of filling a research gap concerning the relationship between social media marketing and celebrity endorsement in the context of the building of brand equity. Celebrity endorsements have been shown to have a considerable impact on the formation of brand equity, according to the findings of this study. When celebrity endorsements have the potential to boost the formation of brand equity. Consequently, marketing via social media has a considerable impact on the development of brand equity. When it comes to increasing the building of brand equity, social media marketing may definitely help.

### *Implications*

The findings of this research offer empirical evidence, particularly for Yamaha motorbike consumers. In the calculation of the questionnaire results, Celebrity Endorsement and social media marketing are classified as "good." Therefore, respondents believed that the utilization of celebrity endorsements and social media marketing for Yamaha motorbike products significantly impacted the formulation of brand equity and the level of interest in Yamaha motorbikes. Then, the calculation of the questionnaire results is in the favorable category with respect to the formation of Brand Equity. In order for respondents to perceive that the establishment of brand equity for Yamaha motorcycle products can significantly impact their interest in purchasing Yamaha motorcycle products.

### *Limitations*

One of the limitations of this research is that it is a broad research study conducted in Indonesia. Researchers were only allowed to perform their studies in the province of West Java, but Yamaha motorcycles are sold all throughout Indonesia and even in other countries.

### *Suggestions*

According to the research findings, discussions, and conclusions, the researcher suggests selecting an appropriate endorser. Endorsers who can accurately describe the product can significantly enhance brand credibility. The selection of an endorsement must align with the characteristics of the product. Due to the inability of customers to physically examine and assess a product, they will thoroughly assess the brand's image prior to making a purchase. Utilizing celebrity endorsements in marketing campaigns may elevate the efficacy of marketing efforts to a higher level. However, it is important to note that employing celebrity endorsements also entails significant financial investments. To effectively boost a brand's Share of Voice (SOV), it is crucial to carefully choose an appropriate endorser and actively engage in responding to comments on social media platforms. Endorsers have the potential to significantly elevate a brand's SOV. The selection of an endorsement must align with the characteristics of the product. Given the inability of customers to physically inspect and assess a product, they will meticulously assess the brand's image prior to making a purchase. Celebrity endorsements in marketing can be taken to a higher level. They not only enhance effectiveness but also entail significant costs. It is crucial to select an endorser with strong credibility and a deep understanding of the products being marketed. This is particularly important when utilizing social media platforms, as it helps establish trust among potential consumers in the endorsed brand.

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