

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *celebrity endorser* dan *event sponsorship* terhadap citra merek produk minuman YOU-C 1000. Populasi yang digunakan adalah konsumen YOU-C 1000, dengan jumlah yang tidak diketahui secara pasti (*infinite*). Metode yang digunakan adalah analisis regresi linier berganda yang perhitungannya dibantu oleh aplikasi SPSS (*Statistical Product and Service Solution*).

Penelitian bersifat kausal komparatif, serta menggunakan pendekatan kuantitatif. Pengumpulan data melalui penyebaran kuesioner, dibagikan pada sampel penelitian yang berada di Taman Bungkul Surabaya berjumlah 98 responden. Perhitungan ini diperoleh menggunakan formula *lemeshow*.

Hasil penelitian menunjukkan *celebrity endorser* berpengaruh signifikan terhadap citra merek dikarenakan Miss Universe Ayuma memiliki visibilitas, kredibilitas, daya tarik, dan kekuatan untuk membawakan produk. *Event sponsorship* berpengaruh terhadap citra merek dikarenakan mencakup aspek kesesuaian, hiburan, pengetahuan, sikap promosi, dan persuasif.

Kata kunci: *celebrity endorser*, *event sponsorship*, citra merek.

## **ABSTRACT**

This research aimed to examine the effect of celebrity endorser and event sponsorship on brand image of YOU-C 1000. Moreover, the population was consumers of YOU-C 1000, with an infinite number of people. Furthermore, the data analysis technique used multiple linear regression with its application of SPSS (Statistical Product and Service Solution). The research was causal-comparative with quantitative as its approach. Additionally, the instrument in data collection technique used questionnaires. The questionnaires were distributed to the respondent who were in Taman Bungkul Surabaya. In line with, there were 98 people as the sample. In addition, lemeshow was the research formula which was taken.

The research result conclude that celebrity endorsers had a significant effect on the brand image of YOU-C 1000, as Miss Universe Ayuma had visibility, credibility, interest, and power to present the product. Likewise, event sponsorship affected the brand image of YOU-C 1000 since it covered suitability, entertainment, knowledge, promotion, and persuasive element.

Keywords: celebrity endorser, event sponsorship, brand image