

ABSTRACT

Shopee is one of the markets that provide online trading platforms in Indonesia. Shopee is known by consumers as a brand associated with brands only for women. Though Shopee is a neutral market and is aimed at all circles. Brand equity. This will have an impact on consumer preferences including male consumers of the Shopee brand.

Shopee has a strategy by launching the "Shopee for Men" program and using Bambang Pamungkas and Vincent Rompies as supporters to change consumer perceptions that Shopee is a market for all people and forms Shopee brand equity. The factor that can shape the equity band is the credibility of endorsers and their own brand connections. Therefore the purpose of this study was to determine the purpose of endorser credibility towards brand equity with self-brand connection as a mediator.

This study uses a quantitative method with a type of descriptive causal research. The sampling technique in this study was purposive sampling which is a part of non probability. Responded from this study, there were 100 shop buyers with male sex living on the island of Java. This study uses SEM-PLS data analysis techniques.

The results of this study are endorser credibility in Shopee For Men has a score of 74.27% included in the good category, brand equity in Shopee For Men has a score of 72.51% included in the good category, self-brand connections at Shopee For Men have a score of 69.63% included in the good category and the brand's own connections have an indirect influence on the relationship between endorser credibility and brand equity of 45.2%.

Keywords : *endorser credibility, brand equity, self-brand connection*