

ABSTRACT

Online games are games that are made and made to be played on mobile devices on tablet PCs and smartphones. Currently, many platforms such as Android and Windows Phone make games. Game Mobile Legends is a game developer that originates from Moonton. The games included in the MOBA game continue to experience development and are increasingly popular, as indicated by being included in the list of number 5 most popular games in the Playstore with more than 100 million downloads and a 4.1 star rating from 27 million reviews. One form of marketing strategy that is currently often used for this purpose is the Celebrity endorsement strategy. Celebrity endorser's personal characteristics greatly influence the effectiveness of an endorsement process. The characteristics that are considered are attractiveness, likeability, expertise, and trustworthiness.

This study aims to analyze the effect of endorsement on company reputation and see the effect of celebrity endorsement on company reputation moderated by each celebrity characteristic variable (attractiveness, likeability, expertise, and trustworthiness).

This research explored with quantitative methods. The data collection technique was through user questionnaires or Mobile Game users, Mobile Legend in Indonesia as many as 286 samples were taken based on the standard Structural Equation Model technique using the slovin formula which was processed using Smart-PLS software. This study uses a non-probability method for testing hypotheses with PLS-SEM (Partial Least Squares Structural Equation Modeling) stages.

The results showed that celebrity attractiveness had a positive and significant effect on company reputation, celebrity expertise had a positive and significant effect on company reputation, celebrity trustworthiness had a positive and significant effect on company reputation, and celebrity likeability had a positive and significant effect on company reputation

The conclusion of this study shows that the personal characteristics of celebrity endorsers greatly influence the effectiveness of an endorsement process on the company's reputation. Then the implication of this research is that Moonton can add celebrities who endorse mobile legends by using celebrities who not only have expertise in playing mobile legends but also have high attractiveness such as celebrities who are members of e-sports which of course have more high attractiveness with a younger age and popular with younger people

Keywords: *Celebrity Endorsement, Company Reputation, Celebrity Characteristics, Celebrity Attractiveness, Celebrity Likeability, Celebrity Expertise, Ceebrity Trustworthiness*