

ABSTRACT

Technological developments have an impact on the world of sports, especially in creating a new technology-based sport known as esports (electronic sports). The term esports itself describes competitive video games that require professional athletes to compete in their fields. Speaking of esports teams in Indonesia, through Esports Charts, an analytical service that investigates esports development trends and streaming in general, EVOS occupies the first position as the most popular esports team in the Southeast Asia region. EVOS is well-known as one of the biggest esports teams in Indonesia. But their seriousness was not only there. This is evidenced by the launching of its first official flagship store at ONE Bell Park.

This study aims to determine the effect of Celebrity Endorser on Brand Image at EVOS Esports in Bandung City. The sample in this study amounted to 100 respondents. The independent variable of this research is Celebrity Endorser and the dependent variable is Brand Image.

This research method uses descriptive and causal research with a quantitative approach. The sampling technique used in this research is purposive sampling. The inferential analysis method used in this study is Simple Regression Analysis.

Based on the conclusions of the descriptive analysis research, the Celebrity Endorser variable in EVOS Esport as a whole is in the good category. Based on descriptive analysis, the Brand Image variable on EVOS Esport as a whole is in the good category. Based on the results of the study, it can be concluded that there is a positive and significant influence between the Celebrity Endorser variable on Brand Image on EVOS Esports, and the Celebrity Endorser variable contributes 62.2% influence.

The advice given is to make products through an event that is attended by Endorsers that can attract the attention of consumers and is expected to increase sales of EVOS Esports products and then to provide promotions and activities that are able to engage consumers regarding the esport products offered, so that consumers feel that even though EVOS Esport is a large esport team, but in reaching its market, consumers feel that the products offered are still affordable and with activities that can engage their consumers, it is hoped that consumers who buy products from EVOS Esport can become loyal consumers.

Keywords: *Celebrity Endorser, Brand Image, Esports*