

Model Efektifitas Iklan, Brand Image dan Brand Awareness Berbasis Kredibilitas Celebrity Endorser Terhadap Keputusan Pembelian (Studi pada Komunitas Sepeda Motor Sport Honda di Semarang)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas celebrity endorser terhadap keputusan pembelian dengan efektifitas iklan, brand awareness, dan brand image sebagai variabel intervening pada sepeda motor Honda Sport. Populasinya adalah komunitas sepeda motor sport Honda di Kota Semarang yang sudah pernah melihat tayangan iklan sepeda motor sport, dengan jumlah sampel sebesar 100 responden. Teknik pengambilan sampel yang digunakan adalah Simple Random Sampling. Alat analisis yang digunakan dalam penelitian ini adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas dan uji asumsi klasik.

Hasil pengujian menunjukkan bahwa kredibilitas celebrity endorser terbukti berpengaruh positif dan signifikan terhadap efektifitas iklan, brand awareness dan brand image. Sedangkan kredibilitas celebrity endorser dan efektifitas iklan juga berpengaruh positif dan signifikan terhadap brand awareness. Kredibilitas celebrity endorser, efektifitas iklan, brand awareness dan brand image mampu berpengaruh terhadap keputusan pembelian. Efektifitas iklan mampu menjadi variabel intervening antara kredibilitas celebrity endorser terhadap brand awareness. Efektifitas iklan juga terbukti mampu menjadi variabel intervening antara kredibilitas celebrity endorser terhadap keputusan pembelian. Hasil penelitian juga menunjukkan jika brand awareness mampu menjadi variabel intervening antara kredibilitas celebrity endorser terhadap keputusan pembelian. Hasil penelitian menunjukkan jika brand image mampu menjadi variabel intervening antara kredibilitas celebrity endorser terhadap keputusan pembelian.

Kata Kunci : Kredibilitas celebrity endorser, efektifitas iklan, brand awareness, brand image dan keputusan pembelian

**Advertising Effectiveness Model, Brand Image and Brand Awareness
Based of Credibility Celebrity Endorser on Purchasing Decision
(Study on Community of Honda's Sport Motorcycles in Semarang)**

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ABSTRACT

This study aimed to analyze the influence of celebrity endorser credibility on purchasing decision with the effectiveness of advertising, brand awareness and brand image as an intervening variable on Honda is sport motorcycles. Its population is a Honda is sport motorcycles community in Semarang who have seen commercial of motorcycles sport bike, with total sample of 100 respondents. The sampling technique used simple random sampling. The analytical tool used in this research is path analysis, which previously tested the validity and reliability and classical assumption.

The test results showed that the credibility of the celebrity endorser has proved positive and significant influence on the effectiveness of advertising, brand awareness and brand image. While celebrity endorser credibility and effectiveness of commercial have is also positive and significant influence on brand awareness. Credibility celebrity endorser, the effectiveness of advertising, brand awareness and brand image is able to influence on purchasing decision. Effectiveness of advertising can become an intervening variable between celebrity endorser credibility of the brand awareness. Advertising effectiveness is also proven to be an intervening variable between celebrity endorser credibility on purchasing decision. The results also show if brand awareness is able to become an intervening variable between celebrity endorser credibility on purchasing decision. The results show if the brand image to become an intervening variable between celebrity endorser credibility on purchasing decision.

Keyword : Credibility of celebrity endorser, the effectiveness of advertising, brand awareness, brand image and purchasing decisions