

**The Influence of Celebrity Endorser's Credibility on Customer
Attitude toward The Advertisements, Brand and Implication
toward Purchase Intention**
(Case Study : Electronics Products Advertisements of LG Brand)

ABSTRACT

Celebrity endorsements become a popular choice in advertising industry to influence attitude and purchase intention of customer. The research on celebrity endorsements topics include source- credibility model : expertise and truthworthiness and source-attractiveness model : attractiveness. This research analyse the using of celebrity as endorser is related to impact of credibility of celebrity to attitude toward advertisements, product brand also purchase intention of product which is advertised, with case study is taken from advertisements of electronics products of LG Brand. Data is analysed using AMOS program. Path analysis shown that there are a positif relation between credibility of endorser with attitude toward advertisements and brand significantly. Positif relation between attitude toward brand with purchase intention significantly while attitude toward advertisements gave impact with not significantly.

When chosing an endorser for promotion programs purpose, credibility of endorser have plays an important role to influence customer attitude toward advertisements and brand of products which are advertised. Attitude toward advertisements and brand also will give an influence toward purchase intention of customer. In the case of LG Brand product's advertisements, all of those statement as shown on result of analysis.

UNIVERSITAS
Key words: *Credibility of Celebrity Endorser, Attitude toward Advertisements, Attitude toward Brand, Purchase Intention*
MERCU BUANA

Pengaruh Kredibilitas *Celebrity Endorser* terhadap Sikap Konsumen pada Iklan, Merek Produk dan Implikasinya terhadap Minat Beli (Studi Iklan Produk Elektronika Merek LG)

ABSTRAK

Penggunaan endorser selebriti menjadi pilihan populer dalam industri periklanan untuk mempengaruhi sikap konsumen dan minat beli. Penelitian *celebrity endorsements* meliputi *source-credibility model* : keahlian (*expertise*) dan kepercayaan (*trustworthiness*) dan *source-attractiveness model* : daya tarik (*attractiveness*). Penelitian ini menganalisa penggunaan selebriti sebagai endorser berkaitan dengan pengaruh kredibilitas selebriti terhadap sikap konsumen mengenai iklan dan merek produk yang diiklankan serta sikap konsumen mengenai minat beli pada produk yang diiklankan dengan mengambil kasus iklan produk elektronika merek LG. Data diperoleh melalui kuesioner dan dianalisa dengan menggunakan program AMOS. Hasil path analysis memperlihatkan hubungan positif antara kredibilitas endorser dengan sikap terhadap iklan dan merek secara signifikan. Hubungan positif sikap terhadap merek dengan minat beli secara signifikan, sementara sikap terhadap iklan memperlihatkan hubungan yang tidak signifikan.

Dalam pemilihan endorser untuk kebutuhan program promosi, kredibilitas endorser mempunyai peran penting dalam mempengaruhi sikap konsumen terhadap iklan dan sikap konsumen terhadap merek produk yang diiklankan. Sikap terhadap iklan dan merek produk juga akan memberikan pengaruh terhadap minat beli konsumen. Dalam kasus iklan produk elektronika merek LG ini, semua terlihat dari analisa yang telah didapatkan.

Kata Kunci : Kredibilitas *Celebrity Endorser* , Sikap Konsumen pada Iklan, Merek Produk, Minat Beli