

ABSTRACT

The purpose of this study to analyze the influence of credibility of celebrity endorser and attractiveness advertising of brand awareness and its effect to brand attitude of Lifebuoy bar soap in Semarang. Variables used in this study is credibility of celebrity endorser and attractiveness advertising as independent variable, brand awareness as intervening variable, and brand attitude as dependent variable.

Sample in this study is 120 respondents who know Lifebuoy advertising. Method used is Purposive Sampling with distributes questionnaire to respondents. This study use quantitative analysis is validity and reliability test, the classical assumption test, multiple linear regression analysis, dan goodness of fit test.

Based on the result of data analysis with use regression, regression equations are obtained as follows :

$$***Y1 = 0,554 X1 + 0,304 X2***$$

$$***Y2 = 0,791 Y1***$$

Based on the result of regression analysis indicate that credibility of celebrity endorser (X1) and attractiveness advertising (X2) have a positive influence and significant to brand awareness (Y1) of Lifebuoy bar soap with a regression coefficient value of 0,554 and 0,304. While the brand awareness (Y1) have a positive influence and significant to brand attitude (Y2) of Lifebuoy bar soap with a regression coefficient value of 0,791.

Key words : *credibility of celebrity endorser, attractiveness advertising, brand awareness, brand attitude.*