

## **ABSTRACT**

*This study aims to analyze the influence of endorser credibility , product knowledge, and ability to communicate the effectiveness of marketing communications and its impact on brand awareness product of Bintang Toedjoe Masuk Angin in Semarang. The variables used in this study is the credibility of the endorser, product knowledge and the ability to communicate as an independent variable, the effectiveness of marketing communications as an intervening variable, and brand awareness as the dependent variable.*

*The samples in this study were 160 respondents who knew advertising Toedjoe Star Sign wind. The method used was purposive sampling to spread questionnaires to the respondents. This study uses a quantitative analysis method, namely validity and reliability, the classic assumption test, linear regression analysis, and test the feasibility of the model.*

*Based on the results of data analysis using regression , regression equation was obtained as follows :*

$$Y1 = 0.266 X1 + 0.218 X2 + 0.311 X3$$

$$Y2 = 0.580 Y1$$

*Based on the results of the regression analysis showed that the credibility of the endorser ( X1 ), product knowledge ( X2 ) and communication skills ( X3 ) and of significant positive effect on the effectiveness of marketing communications ( Y1 ) Bintang Toedjoe Masuk Angin with regression coefficient of 0.266, 0.218, and 0.311. While the effectiveness of marketing communications ( Y1 ) and of significant positive effect on brand awareness ( Y2 ) Bintang Toedjoe Masuk Angin with regression coefficient of 0.580.*

*Keywords : credibility endorser, product knowledge, the effectiveness of marketing communications, brand awareness*