

ABSTRACT

The aim of this research is to analyzed the impact the advertising effectiveness through the advertising creativity and the endorser credibility impacting the attitude toward the ad. To answer the problem of this research, questionnaires is distributed to 140 respondents. The respondent are people who had seen the advertising of Djarum Coklat Nidji on television. The questionnaire consist of items about the advertising creativity, endoser credibility, advertising effectiveness and the attitude toward the ad. Then, the data is being analyzed with Structural Equation Modelling (SEM) Analysis Method.

The results of the SEM analysis method show that the hypotheses which say that the more creative an advertising is, the higher the advertising effectiveness; the higher the credibility of the endorser, the more effective the advertising is; and that the more effective the advertising, the more positive the attitude toward the ad is, had proven to be statistically accepted.

The research model improved on this research strengthen the theoretic concepts and also give empirical support to the early research. Literatures explain about the advertising effectiveness through the advertising creativity and the endorser credibility impacting the attitude toward the ad had been strengthen by theoretical concepts and empirical support about the causal relationship and variables which impact advertising effectiveness. And then advertising effectiveness will impact the attitude toward the ad.

While the managerial implication on this research, for example: the company should make unique advertising, have a purposed message, not using lyrics, use professional endorser dan famous to all people, give information about the superiority of Djarum Coklat compare with other brand, and free sample or special price for the buying.

The next research recommended to change indicators which have low index and add other independents variables which theoretically impact to advertising effectiveness or attitude toward the ad, for example: corporate credibility.

Keywords: *advertising creativity, endorser credibility, advertising effectiveness, attitude toward the ad*