ABSTRACT

The informations given by advertising can be used for taken and defense of segmentation market at this time. Advertising would be made must be effective, creative and attractive who makes people like it. This problem happened to Garuda Indonesia which have some mistake with their advertising effectivity. The fact that many people will remember the advertising than the brand of Garuda Indonesia. Beside that, the purchase intentions of Garuda Indonesia customer has less than the other airlines although people always think that Garuda Indonesia is the best Airlines in this country.

Model studies indicate the existence of 6 (six) hypothesis. The Hypothesis are higher advertising creativity will get higher advertising effectivity (hypothesis 1), higher advertising creativity will get higher advertising appeals (hypothesis 2), higher advertising appeals will get higher advertising effectivity (hypothesis 3), higher advertising effectivity will get higher brand image (hypothesis 4), higher advertising effectivity will get higher purchase intentions (hypothesis 5), higher brand image will get higher purchase intention (hypothesis 6).

Sampling technique used on this research is non probability sampling with the purposive sampling method. Sample is selected with the essential requirements on this research. The number of respondent used are 110 respondents which is customer and customer candidat of Garuda Indonesia Airlines. The technical analysis of this research has been doing by Structural Equation Model (SEM) from AMOS 16 software. The technical is used for examine of model and hypothesis. Results of data analysis will be kausalitas explain the relationship between variables that are developed in this research model. The research model can be accepted after the assumptions is suitable with the criteria and the normality of Standardized Residual Covariance less than $\pm$ 2,58. Meanwhile the value Determinant of Covariance Matrix is 351.871,732.

Eksogen and endogen measurement model was tested by using analysis confirmatory. Measurement model is further analyzed with Structural Equation Model (SEM) to test the model casualyties relationship between the variables that affect and be affected by advertising creativity, advertising appeals, advertising effectivity, brand image and purchase intention with the Goodness of Fit chi square =205,723, probability =0,12, GFI 0,856, AGFI =0,818, CFI =0,983, TLI =0,981, RMSEA =0,034, CMIN/DF =1,124. Based on the results of data analysis can be concluded that the model is acceptable.

Keywords*: Advertising Creativity, Advertising Appeals, Advertising Effectivity, Brand Image and Purchase Intention*