

ABSTRACT

Competition in the tobacco companies experiencing growth rapid because of the increasing number of tobacco companies issued a new variant. This causes the competition increasingly stringent. As more and more choice of cigarettes in the market, tobacco companies had more incentive to promote cigarettes through advertising, one of them through television advertising, but the problem is if through the medium of television can not demonstrate the existence and use of cigarettes (UU RI No. 32 Tahun 2002 Tentang pers, pasal 13), so the ads served to invite questions for the audience.

This research examined the process of inviting the ad asks in an effort to increase brand loyalty. Problems research based on research gaps based on background previous studies, that the use of advertising a brand affect brand loyalty (Yoo, et al,2000). The study is not in accordance with the research conducted by Romi S and Adi Z (2007) which states that the use of advertising does not affect the brand loyalty.

From the above problems is the underlying done this study, namely to know how the process increase brand loyalty through advertising to invite questions. In this study developed a theoretical model with the proposed five hypotheses to be tested with using Structural Equation Model (SEM) with using the software AMOS 16. The respondents for this research is a person who saw the ad Sampoerna Hijau version of the "tahan lama seperti pertemanan" and also smoking Sampoerna Hijau is located in the Semarang, Number of the respondents used in this research is 147 respondents.

Results from SEM data processing for the full model with modification indices have largely met the criteria goodness of fit as follows, the value of chi-square = 76.691; probability = 1.000; GFI = 0.946; AGFI = 0.924; TLI = 1.032; CFI = 1.000; Cmin / DF = 0.629; RMSEA = 0.000. Hence can be said that the model is feasible for use. The results of this study demonstrate the process to enhance brand loyalty through advertising that invites questions through brand awareness, attitude preference based advertising, preferences based on brand attributes.

Keywords: *Ad invite questions, brand awareness, attitude preference based advertising, preferences based on brand attributes, brand loyalty.*