

ABSTRACT

Creativity and advertising appeals are important things to get brand awareness, brand attitude and brand loyalty. Those are happened at Sedaap Noodle advertising because every year TOM Brand and TOM Ad values had decrease since 2007 to 2009. Research gap is happened between advertising and brand loyalty also.

The Model of this studies indicate the existence of 4 (four) hypothetical. The hypothetical are advertising creativity has a positive influence on brand awareness (hypothetical 1), advertising appeals has a positive influence on brand awareness (hypothetical 2), brand awareness has a positive influence on brand attitude (hypothetical 3), and brand attitude has a positive influence on brand loyalty (hypothetical 4). Sampling technique used on this research is non probability sampling with the purposive sampling method. Sample is selected with the requirements that have deemed essential features that are relevant to the research. The number of respondents used are 125 respondents. The technical analysis of this research has been doing by Structural Equation Model (SEM) from AMOS 16 software.

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 is casualties relationship between the variables that affect and be affected by advertising creativity, advertising appeals, brand awareness, brand attitude, and brand loyalty. Based on the results of data analysis can be concluded that the model can be accepted.

Keywords: advertising creativity, advertising appeals, brand awareness, brand attitude, and brand loyalty.