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**THE EFFECT OF BRAND IMAGE, ADVERTISING CREATIVITY, CELEBRITY
ENDORSER CREDIBILITY, AND COMMUNICATION MEDIA ON THE
EFFECTIVENESS OF TELKOMSEL PRODUCT ADVERTISEMENT**

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ABSTRAK

This research purposes to prove the relationship between **1** brand image, advertising creativity, celebrity endorser credibility, and communication media on the effectiveness of Telkomsel's product advertisements. The subjects of this research are Pancasakti University students, Tegal who use Telkomsel products with 100 students as respondents. Analysis of the data on the selected hypothesis testing is multiple regression analysis. The study research provide evidence that **5** brand image has a significant positive influence on advertising effectiveness, advertising creativity has no significant positive influence on advertising effectiveness, **1** celebrity endorser credibility has a significant positive influence on advertising effectiveness and communication media has no significant positive influence on advertising effectiveness.

Kata kunci: brand image, advertising creativity, communication media, celebrity endorser credibility, advertising effectiveness

INTRODUCTION

The intention of competition in business and trade requires the industry to be able to manage effective and smart marketing strategies so that the products offered are acceptable to the public. Competition in the industry usually occurs in similar products with the same market share, as a result, many companies find it difficult

to market their products to customers because of the fierce competition.

The rapid development of technology accompanied by an increasing need for quality communication services encourages cellular telecommunications services to introduce their products through advertising media to fulfill customers' needs and desires. Advertising is an effective way to provide product information, but information can also be provided through product packaging,

brochures, exhibitions, salesperson visits, or other means. Advertisements tend to entice customers to buy certain products. Zhang (2015) explained that brand image is the main driver of brand equity, leading to superior customer perceptions and feelings about a brand. The development and maintenance of brand image is the premise of brand management. Mamahit & Soegoto (2015) explain that brand image raises customer perceptions of the brand so that the superiority of brand image will increase the effectiveness of advertising.

The effectiveness of advertising depends on various factors, including the company's marketing strategy and the amount of budget allocated. Companies can use creative advertising strategies to make advertisements more effective. Advertising creativity is meaningful as the competence to bring customers into the novelty of advertising, how to find new solutions to a problem, the novelty of methods, and the novelty of artistic tools for advertising (Reinartz & Saffert, 2014)

Celebrity endorser is a marketing communication strategy to build brand image. Advertisers believe that celebrity use influences advertising effectiveness as well as purchase intention. There are several studies on celebrity endorsers to increase the effectiveness of advertisements including the study conducted by Thusyanthy &

Tharanikaran (2015) Hakimi et al., (2011) dan Hung et al., (2011).

UPS Tegal students often use Telkomsel because of the strong signal, but they use Telkomsel products because it is influenced by Telkomsel advertisements, so it is interesting if further studies are carried out on this. "The Influence of Brand Image, Advertising Creativity, Celebrity Endorse Credibility and Communication Media on the Effectiveness of Telkomsel Product Advertising (student study from Pancasakti University Tegal)".

Research Problem

Referring to the research background, the problems that be discussed in this research are formulated as how the impact of brand image, advertising creativity, celebrity endorser credibility, and communication media on the effectiveness of advertising either partially or simultaneously.

Research Purpose

This research intends to obtain empirical evidence of the impact of brand image, advertising creativity, celebrity endorser credibility, and communication media on the effectiveness of advertising either partially or simultaneously.

REVIEW OF RELATED THEORIES

Marketing is part of the social process by which groups and individuals achieve what they want and need by creating, promoting, and trading products and services with others (Kotler & Keller, 2019).

Kotler (2018) explains that brand image is a public perception of a company or its products. The size of the image will depend on several elements outside the company's control, and an effective image influences several things, starting with identifying the product features and proposed values.

Creativity is defined as the skill of making information attractive using methods that do not yet exist and have never been done (West et al., 2008). Shimp (2019) explains that creative advertisements are different from most advertisements. Mediocre ads will not be able to compete with other, more creative ad impressions among the onslaught of highly competitive ads.

Advertisers need to understand the characteristics of customers because the purpose of advertising itself is to persuade customers to buy the product. The use of endorsers as attention grabbers in advertisements is one of the creative ways of delivering messages (Hunt, 2013). Royan

(2020) explains in determining an endorser, it is necessary to pay attention to several factors in the endorser that can influence the customer, including being attractive, trusted, and expert or having certain expertise.

Media is a communication tool that well connects humans and has become a necessity in people's daily lives. Today's media comes in various forms or commonly referred to as mass media. The use of well-targeted communication media will be able to reach more people in informing the product so that the advertisements displayed in the communication media are more effective. Advertising effectiveness is a condition or condition that is right in choosing the goals to be achieved and the suggestions or tools used, as well as the competencies, possessed so that the desired goals can be achieved satisfactorily.

Frame of Thinking Conceptual and Hypothesis

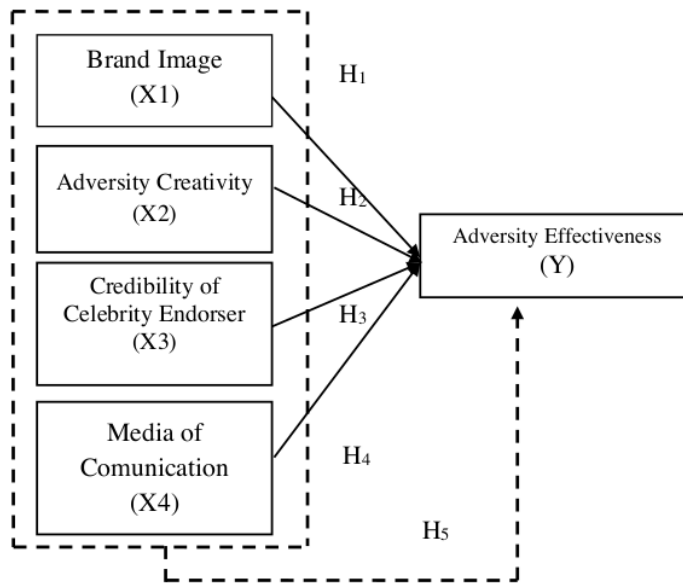


Figure 1
Frame of Thinking

Hypothesis

The hypothesis can be interpreted as a temporary answer to the formulation of the problem proposed so because it is still temporary, the truth needs to be proven through data empirically collected. The

hypothesis proposed in this study is such there is a relationship between brand image, advertising creativity, celebrity endorser credibility, and communication media on the effectiveness of advertising either partially or simultaneously.

Research Approach

This study is classified as descriptive study with a quantitative approach. From the researcher's control of the variables, this type of study is a survey. The reason for using the survey method is such a survey study covers a population with a large enough sample so that statistically significant results can be obtained even when analyzing many variables. Furthermore, survey study has a strong competence to eliminate researcher subjectivity (Singarimbun, 2018).

RESEARCH METHOD

Population and Sample

Population

The subjects of this research are active students at Universitas Pancasakti Tegal as users of Telkomsel products, totaling 7,566 students.

Sample

The technique of sampling applied in this research is purposive sampling, namely the sampling technique that deliberately selects members of the population from the sample units such as deemed worthy of providing the required information with certain criteria. This study uses as many as 100 student users of Telkomsel products as samples.

Data Collected Technique

Primary data was obtained by distributing questionnaires to students using Telkomsel products at Universitas Pancasakti Tegal as respondents, then processed using SPSS Ver. 22.

Data Analysis Technique

Analysis of the data used to prove the hypothesis in this study namely multiple regression analysis which previously tested the study instrument using the validity test and instrument reliability test.

Implementation of the validity test using the Pearson product-moment correlation test, with the interpretation such as the coefficient obtained ($r\text{-count} > r\text{-table}$), it was concluded such the questionnaire items were included in the valid category. Reliability means that the device is reliable enough to be employed as a data collection tool because it is already good. A measurement item can be said to be reliable if it has an alpha coefficient greater than 0.7. (Ghozali, 2018).

In this research, the technique of data analysis used was Multiple Linear Regression Analysis and significant test (coefficient of determination, F test, t test, and test classical assumption test)

RESEARCH RESULTS

Validity Results

Table 1
Validity Result

No. item	r count	r table	Description
1	0,517	0,361	Valid
2	0,839	0,361	Valid
3	0,526	0,361	Valid
4	0,460	0,361	Valid
5	0,722	0,361	Valid

6	0,545	0,361	Valid
7	0,694	0,361	Valid

The outcomes of the validity test on the variable brand image, advertising creativity, endorser credibility and advertising effectiveness show that all statement items in the questionnaire are valid because according to Sugiyono (2020), an instrument is considered valid, if r-count > from r-table (n = 30) = 0.361 so it can be concluded that all statements in this research are suitable for use in study.

Table 2
Reliability Results

No	Variable	Cronbach's Alpha	Keterangan
1	Adversity Effectiveness (Y)	0,884	Reliable
2	Brand Image (X1)	0,732	Reliable
3	Adversity Creativity (X2)	0,854	Reliable
4	Endorse Credibility(X3)	0,738	Reliable
5	Communication Media (X4)	0,710	Reliable

Source: SPSS 22

The outcomes of the reliability test show that Alpha Cronbach's value for each variable is > 0.7 so it is stated that the study instrument is declared reliable because according to Ghozali (2018), the instrument is declared reliable if Cronbach's alpha > 0.7.

1. Classic assumption test

Multicollinearity Test

Multicollinearity Test Result
Coefficients^a

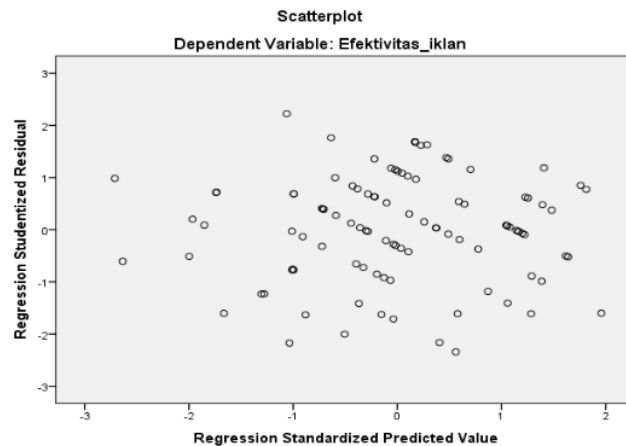
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,132	3,205		1,289	,200		
Brand_image	,496	,100	,454	4,973	,000	,630	1,587
Creativity_Advertising	-,033	,036	-,068	-,913	,363	,958	1,044
Credibility_celebrity_endorser	,288	,076	,299	3,787	,000	,839	1,191
media_communication	,123	,087	,119	1,413	,161	,742	1,348

a. Dependent Variable: Adversiting Effectiveness

The outcomes of the Multicollinearities test for the variables in this research did not indicate a multicollinearity problem because it had a tolerance value of 0.10 and a VIF value of 10.

1. heteroscedasticity test



The outcomes of the heteroscedasticity test in the output image above mean that there is no heteroscedasticity because there is no regularity and the points are distributed above and below the number 0 on the Y-axis.

1. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.37660281
Most Extreme Differences	Absolute	.074
	Positive	.050
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The Normality test results show that the study data is normally distributed because the significant

value is 0.200 > 0.05 at the 5% significance level.

2. Multiple linear regression

¹
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,132	3,205		1,289	,200
Brand_image	,496	,100	,454	4,973	,000
Adversiting_ creativity	-.033	,036	-.068	-.913	,363
Credibility _ Celebrity Endorser	,288	,076	,299	3,787	,000
media_ccommunication	,123	,087	,119	1,413	,161

¹ a. Dependent Variable: adversiting_effectiveness

$$Y = 4,132 + 0,496 X_1 + -0,033 X_2 + 0,288 X_3 + 0,123 X_4 + e$$

As the results of the above equation, the results of the regression coefficients can be meaningful:

- A constant value of 4.132 means that if all the independent variables are constant then the dependent variable is 4.132
- The coefficient of regression for the brand image variable is 0.496, meaning that an increase in brand image will be followed by an increase in advertising effectiveness.
- The regression coefficient of the advertising creativity variable is 0.033, meaning that an increase in advertising creativity will be followed by a decrease in advertising effectiveness.
- The regression coefficient of the celebrity endorser credibility variable is 0.288, meaning that an increase in the credibility of a celebrity endorser will be followed by an increase in advertising effectiveness

- e. The communication media variable regression coefficient of 0.123, meaning that an increase in communication media will be followed by an increase in advertising effectiveness.

Partial Significance Test (t-Test)

As the outcomes of data processing, the results of hypothesis testing are as follows:

1. Based on the outcomes of the partial significance test, the t-count value of 4.973 with a significance value of 0.000 means that brand image has an influence on advertising effectiveness.
2. Based on the outcomes of the partial significance test, the t-count value -0.913 with a significance value of 0.363 means that advertising creativity has no influence on advertising effectiveness.
3. Based on the outcomes of the partial significance test, the t-count value of 3.787 with a significance value of 0.000 means that celebrity endorser credibility has an influence on advertising effectiveness.
4. Based on the outcomes of the partial significance test, the t-count value of 1.413 with a significance value of 0.161 means that the communication media has no influence on the effectiveness of advertising.

Simultaneous Significant Test (F Test)

As the outcomes of the simultaneous significance test, the F-count = 23,930 with a significance value of 0.000 means that brand image, advertising creativity, endorser credibility, and advertising effectiveness influence the effectiveness of advertising.

Determination Coefficient

It is found that the adjusted R^2 value is 0.481 and it means that the determinants of advertising effectiveness of 48.1% are Brand image, advertising creativity, celebrity endorser credibility, and communication media while the residual 51.9% is affected by other variables outside this study.

DISCUSSION

1. The effect of Brand Image on Advertising Effectiveness

After the t statistical test, the positive coefficient value of the brand image variable is 4.973 and a significance value of 0.000 which indicates that brand image has a positive and significant influence on advertising effectiveness, showing the high and low Brand image determines the effectiveness of advertising

2. The effect of advertising creativity on advertising effectiveness.

Based on the t-statistical test, coefficient of the advertising creativity variable is -0.913 and a significance value of 0.363 which indicates that advertising creativity has no significant negative influence on advertising effectiveness, showing high or low advertising creativity has no influence on advertising effectiveness.

3. The effect of celebrity endorser credibility on advertising effectiveness

The positive coefficient of the celebrity endorser credibility variable is 0.288 and the significance value is $0.000 > 0.05$ indicating that the credibility of the celebrity spokesperson has a significant and positive influence on the effectiveness of advertising, showing whether or not the credibility of the celebrity endorser influences the effectiveness of advertising.

4. The effect of communication media on the effectiveness of advertising

The coefficient value of the communication media variable is 0.123 and the significance value is 0.161 which indicates that the communication media has a positive but not significant influence on the effectiveness of advertising, showing the high or low level of the communication media determines the effectiveness of advertising.

5. The effect of Brand images, advertising creativity, celebrity endorser credibility, and communication media on advertising effectiveness

As the results of the F-test, the F-count = 23,930, with a significance value of 0.000 so it can be said that there is an influence of brand image, advertising creativity, celebrity endorser credibility, and communication media on advertising effectiveness.

CONCLUSION AND SUGGESTIONS

CONCLUSION

As the results of data processing in this reasearch, concluded that the brand image and credibility of celebrity endorsers will have an impact on adversiting effectiveness, while adversiting creativity and communication media have no impact on adversiting effectiveness.

SUGGESTIONS

Suggestions that can be given regarding the results of this study are:

1. This study results are supposed to stipulate suggestions, ideas, and useful information for companies related to adversiting efectiveness, brand image, adversiting creativity, endorser credibility, and communication media.
2. Information and input on Telkomsel to better understand the brand image, adversiting creativity, celebrity endorser credibility, and the role of comunication media in Telkomsel products.
3. For further study, it is recommended to examine other variables that are thought to influence the effectiveness of adversiting, in addition to the variables that have been studied in this research.

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