

ABSTRACT

Dian Safitri. 2015, Thesis. Title: "Advertising Fascination Effect, Advertising Creativity and Endorser Credibility on Television Advertising Effectiveness of Wardah (Studies in Television Advertising of Wardah).

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The companies face a formidable challenge to attract the attention of consumers with the condition of the high level of competition today, even more in getting consumers who are willing and able to consume the goods or services offered by the companies. Companies are required to communicate their products to consumers, because of how good a product is, when a consumers do not know the existence of products on the market, so consumers will not appreciate or interest in the product. Therefore it is needed the process of information delivering through marketing communications, one of which is the promotion using media advertising.

This study used multiple linear regression analysis with SPSS version 16.0. The population that used was the Kediri communities with the criteria of Wardah product users in reality or television. While the sample used as many as 100 people with *non-probability sampling* method.

The results study concluded that the advertisement creative variables (X2) significantly influenced and as a variable that had the most dominant influence with t_{count} result of 4.124 with a significance of 0.000. Because of t_{count} was smaller than t_{table} ($4.124 > 1.984$) or the significance was greater than 5% ($0.000 > 0.05$). Meanwhile, advertising fascination (X1) with t_{count} of 2.962 with a significance of 0.004 had a significant influence. Endorser credibility (X3) had significant influence with t_{count} of 2.787 with significance of 0.006.