

# **The Role Of Endorser Credibility And Advertising Shampoo Pantene Creativity In Attitude, Intention, And Consumer Purchase Decision**

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**Abstract:** *This dissertation analyzes the role of endorser and creativity Pantene shampoo advertisement in Attitude, Intention and consumer purchasing decisions (a case study in Mulawarman)*

*Based on the data that has been processed and tested using smart PLS showed that: 1. there is positive but not significant influence between creativity endorser of the brand attitude, 2. there is a positive and significant relationship between the endorser credibility with advertising attitude, 3. there is positive and significant correlation between creativity of advertising on brand attitudes, 4. there is positive and significant correlation between creativity of advertising on ad attitude, 5. there is positive and significant correlation between brand attitudes toward purchase intent, 6. there is positive and significant correlation between ad attitude toward purchase intent, 7. there is positive and significant correlation between purchase intention on purchasing decisions.*

**Keywords:** *endorser credibility, creative advertising, brand attitude, attitude advertising, purchase intent, and purchase decisions.*

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## **I. Introduction**

Marketing includes not only the promotional mix of advertising, sales promotion, publicity and public relations and direct marketing as well as private sales, but also covers all elements of the marketing mix used by companies to communicate something to the consumer (Shimp, 2003: 8). There are various forms of existing communications, and advertising is one of the most common tools used to direct the persuasive communication to targeted consumers (Kotler, 2008: 235).

Persuasion in advertising has the main essential purpose as follows: to convince people to use goods that were previously rarely used, convincing consumers to use the product as often, as soon, or as much as possible, to convince consumers to constantly wear a special branded products, to convince users to buy products with the special size and shape of branded, and convince potential buyers to act towards the use of specific brand products, such as going to the store to see the goods certain brands at storefront. (Suhandang, 2001: 185).

To be able to convince a person or figure required advertising or commercials (endorser) that can affect interest in the ad. Endorser use as a transmitter of advertising, such as that delivered Belk (1999) in Kusudyarsana (2004) which states that the endorser can be used by marketers in three categories: credibility, attractiveness and strength. Indirectly the perception of the endorser affect consumers's purchasing intentions (purchase intention) through the attitude toward the brand (brand attitude) and attitude toward the ad (attitude toward the ad) (Yulistiano and Suryandari, 2003). Endorser credibility affect the process of decoding a message. If endorser can be trusted by the audience and the message it is possible to believe, (Schimffman and Kanuk, 1995: 125).

Source messenger (endorser) can also influence consumer attitudes because it considers the information derived from endorser. According to Ohanian (1991) endorser credibility can be determined by the characteristics it has, namely expertise (expertness), attractiveness (attractiveness) and the level of confidence (trustworthiness). An Endorser with strength characteristics may affect consumers. In conducting the research that is passed is to determine the characteristics of celebrities, as the most effective endorsers in influencing consumer buying intentions. By distinguishing characteristics of celebrities into three dimensions, namely skills (expertise), physical attractiveness (physical attractiveness) and the level of confidence (trustworthiness), the results showed that expertise has a greater influence in influencing the formation of intent to purchase.

Creating advertising creative and interesting are also needed by professional workers who have the creativity in the advertising process, from planning messages, media planning to how to convey (expose) message. Advertising creativity can be said is a very important component of advertising and some previous research has discussed the relationship between the creative advertising and advertising effectiveness. The study states that the ad creative a positive influence on the effectiveness of the ad and attitude toward the brand (Shapiro and Krishnan, 2001).

According to Ajzen and Fishbein (2010: 152) that has developed the theory of reasoned action to connect to the intentions and beliefs to behavior. This theory explains that the behavior of a consumer happens for a reason, especially for consumers who are in a condition to have freedom of choice in the purchase, and is not dominated by the emotional aspect when making the purchase decision making process. Basic assumptions of this theory is to predict accurately the behavior it is more important to measure attitudes toward the behavior of the measuring attitudes toward the object of behavior. Attitude measurement is more appropriate when the measurement is based on purchasing behavior or consuming a product rather than just based on the measurement of attitudes toward the product brand.

The purchase decision-making process is the stage where the consumer actually purchases the product. In the purchase decision process has five stages, namely the introduction of needs, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Before deciding to purchase a product, consumers rank brand and establish trends (intention) purchases, and they will buy the most preferred brand. Brand is a key element for connecting companies with customers. The decision to buy a product having the structure as much as 7 components, including a decision on the type of product, product shape, on brand, on sales, on the number of products, purchase time and manner of payment (Kotler and Armstrong, 2008: 227). According Tjiptono, (2004: 102) in meeting the needs of consumers will always trying in various ways so that their needs can be met so as to provide satisfaction for himself. Consciously or not, the action is influenced by the attitude of consumers. The fact that there have proved bahwasannya consumer attitudes also influence purchasing decisions. The results showed that a significant difference between the attitude towards purchasing decisions made by consumers. (Winardi, 2001: 20)

Currently one of the marked economic growth in Indonesia is a large advertising expenditure. Such as the so-called Minister of Tourism and Creative Economy, Mari Pangestu in the Asia Pacific Media Forum (APMF) explains that the realization of advertising spending rose from 25 percent to 40 percent in the same period in the year sebelumnya (Chairman of the Indonesian Association of Advertising Companies Harris Thajeb on tempo.com ). Seeing the growth of a very pesatdi Indonesia, proving that media advertising is one of the promotional tools most widely used by marketers in the promotion.

One of the products that use the advertising media as a promotional tool is the product Shampoo. Shampoo products needed by almost everyone. Shampoo is one category toiletries products with the level of competition is very strong. Where the large producers continue to compete promoting their products through television advertising war intensified. Every day telecast filled with shampoo ad Sunsluk, Clear and Pantene are put commercials of celebrities on board.

**Table 1.1 TOP BRAND INDEX SHAMPOO**

2010		2011		2012		
Brand	TBI	Brand	TBI	Brand	TBI	
Sunsilk	25,9%	Sunsilk	25,8%	Sunsilk	29,2%	<b>TOP</b>
Clear	20,8%	Clear	24,2%	Clear	20,5%	<b>TOP</b>
Pantene	20,1%	Pantene	21,0%	Pantene	20,3%	<b>TOP</b>
Lifebuoy	12,2%	Lifebuoy	10,7%	Lifebuoy	11,2%	
Rejoice	6,5%	Rejoice	6,0%	Rejoice	6,1%	
Dove	5,5%	Dove	5,2%	Dove	5,5%	
Zinc	3,5%	Zinc	3,2%	Zinc	2,3%	

(Source : 2010-2012 Survey)

Based on the Table 1.1 shows that the IBBA 2011, Pantene won third place in www.topbrand-award.com. In the last three years and Pantene shampoo Sunsilk also compete for the first position of the strongest brand.

Competition between shampoos can we see every day through the medium of television. Media advertising is used as much as possible by the respective parties, both competitors and Procter and Gamble in promoting the advantages of their products each brand ranging from binding contract with artists who are already well-known to have its own ambassador.

No wonder why the biggest advertisers in the world, Procter and Gamble, sincerely appreciate the role of value-added advertising, and regard it as "an investment in a bank's brand equity." Sony de Leon, Director of Marketing for P & G Indonesia, assessing the strength of Pantene as the brand.

Although the Top Pantene Shampoo Brand Index is in the third place but Pantene keep innovating to fulfill the promise of healthy hair. In a market that is still growing, always emerging challenges. Procter and Gamble still ensuring that they are constantly answering the needs of the consumers they serve. Although the Top Pantene Shampoo Brand Index is in the third place but Pantene keep innovating to fulfill the promise of healthy hair. In a market that is still growing, always emerging challenges. Procter and Gamble still ensuring that they are constantly answering the needs of the consumers they serve.

Through the many media advertising, television advertising is an interesting material to be observed and studied. The level of competition is high, the cost of advertising, and the effectiveness of the use of advertising to be the reason why the big companies are trying to market their products or services through the medium of television. Nielsen Survey noted that national advertising spending in a row up from the year 2009 amounted to Rp. 48.6 trillion, then to Rp. 59.8 trillion (2010), then to Rp. 72.7 trillion (2011) and increased again to Rp. 87.5 trillion (2012). Even so the third quarter of 2013, there has touched fantastic value of Rp. 78.5 trillion.

Spending on television ads reached 62 percent of total ad spending, ranking second at 35 percent newspapers and magazines and tabloids reach 3 percent. Television advertising such as hair care, skin care and soap adds to the spend is greater than the previous year.

Based on the above descriptions, the authors are interested in understand the work of advertising in influencing consumer behavior that may provide benefits for manufacturers and service providers of advertising whether it can meet their expectations. Researchers interested in writing the title: "The role of credibility Endorser And Creativity Advertising Shampoo Pantene In Attitude, Intention, and Consumer Purchase Decision (Case Study In Mulawarman)".

The objectives of this research are to analyze and assess:

1. Analyze and assess the effect of endorser credibility variable to brand attitudes variable.
2. Analyze and assess the effect of endorser credibility variable to advertising attitude variable.
3. Analyze and assess the effect of advertising creativity variable to brand attitudes variable.
4. Analyze and assess the effect of advertising creativity variables to attitude toward advertising variable.
5. Analyze and assess the effect of brand attitude variable to purchase intention variable.
6. Analyze and assess the effect of advertising attitude variable to purchase intention variable.
7. Analyze and assess the effect of purchase intention variable to purchase decision variable.

## **II. Literature Review**

Related to this research Yulistiono and Suryadi (2006) examined the influence of perception on the endorser to the formation of consumer attitudes to brand. Both are based on the opinions of Burke and Edell (1998) which states that the formation of attitudes toward the brand is influenced by the perception of the product and the perception on endorsernya. Penelitiannya results showed that individually and collectively the consumer perception on the endorser positive and significant impact on the formation of attitude toward the brand. The results showed higher credibility of the endorser, the more positive consumer attitudes towards brands, this means that the credibility of the endorser positive influence on consumer attitudes to brand.

According to Daugherty; Logan; Chu and Huang (2007) in Kurniwati (2009) conducted a study to examine how consumers form attitudes toward advertising in general. In particular they examined things that can shape or influence the consumer's perception of an institution as a terhadp ads. Results found was that attitude could form the ad to the consumer perception when choosing a product or brand.

According to Burke and Edell (1998), Mackenzie, et al. (1998) in riyanto (2008), the formation of attitudes toward the brand is influenced directly by the perception of the endorser either using celebrity endorser or not celebrities. Perceptions about the endorser also affects consumer attitudes toward the formation of attitudes toward advertising, so that the perception of the endorser affect purchase intentions (purchase intention) through the attitude toward the brand (brand attitude) and attitude toward the ad (attitude toward the ad).

Research Setiaji (2006) concerning Influence Analysis credibility Endorser and Creativity advertisements influence attitudes towards the brand stated that the credibility of the endorser, creative advertising, is a Exogenous / free variable, and attitude toward the brand are Endogenous / bound variables , results of the study showed higher credibility of a endorser, the higher the effectiveness of advertising. The more creative the ad, the higher the effectiveness of advertising the more positive consumer attitudes towards brands.

Based on research conducted by Peyrot and Van Doren, (1994), concluded that there is a positive correlation between attitudes toward the brand to consumers to buy. This is also reinforced by research Bentler and Spencer (in Sulisty, 1999) that is the past behavior that may affect the interests directly. Attitude toward the brand begins by cognitive processes that work against the stimulus. Then it will affect consumers' purchasing intentions to the products offered.

According to Assael (2001: 82) attitude toward the brand is a statement that assesses mental positive or negative, good or not good, like or dislike the product. Assessment conducted by Wu and Lo (2009) shows the influence of the attitude toward the brand and purchase intention. Based on these findings, it can be seen that the attitude towards the brand has a positive influence on purchase intentions.

Research by Widati (2000) concerning the credibility of the endorser and messages (Message argument) on Anti-Dandruff Shampoo Ads in Formation Attitudes and Purchase Intentions, which states that the message about the product or brand, and the use of Endorser, an Exogenous variable. Results, Message argument has a dominant role in the formation of attitudes toward the brand and attitudes toward advertising. Attitude toward the ad and attitude toward the brand does not necessarily affect the formation of purchase intention.

Mitchell and Olson (1981) concluded that advertising can influence attitudes, where its influence can be seen as a gesture toward advertising. Results of the study also concluded that attitudes toward advertising and toward the brand affects purchase intention. In the evaluation phase of the brand consumers rank and formed the intention to buy (Hand, 2012).

Zuraida research and Chasanah (2008) stated that the credibility of the endorser as variable Exogenous or free. Consumer attitudes toward advertising, consumer attitudes towards brands, and the intention of the consumer as an endogenous variable or bound. Research by RJ (2008) regarding the ad creativity and credibility endorser case studies on advertising in Semarang for an increase in positive attitude of consumers to the brand can be done with the use of endorser who has high credibility. The higher advertising creativity will increase the effectiveness of and attitude toward the brand.

Ohanian (1991) conducted a more specific research is to determine the characteristics of a celebrity as the most effective endorser in influence consumer intentions to buy. By distinguishing character of celebrities into the third dimension, namely skills (expertise), and physical attractiveness (physical attractiveness) and the level of confidence (trustworthiness), the results showed that expertise has a greater influence than the influence of the intention to buy.

Ajzen and Fishbein in Widati (2000) has developed the theory of reasoned action to connect to the beliefs and behavioral intentions. This theory explains that the consumer's behavior happens for a reason, especially for consumers who are in condition to have freedom of choice in the purchase and is not dominated by emotional aspect when making the purchase decision making process.

Assumptions underlying the theory is to predict the behavior accurately, it is more important to measure attitudes toward behavior, so attitude measurement is more appropriate when based on purchasing behavior measurement or consuming a product rather than just based on the measurement of attitudes toward the product. Duriyanto, Liana (2004) in Riyanto to determine the message advertising variable to consumer attitudes variable toward the brand, purchase intentions and of the real purchase. Advertising messages can build consumer attitudes towards brands to influence purchase intention.

From the definition above can be concluded that the credibility of the endorser is a skill, confidence, and the interest of the truth of the contents of the message delivered by the advertiser. Alam, Fadli Rezasyah (2011) found that there is no influence and significant relationship between advertising creativity and need for cognition on consumer attitudes and buying interest. So that in relation to the level of advertising creativity can be attributed that factors affecting the need for uniqueness over consumer attitudes and buying interest compared with factors need for cognition.

## **2.1 Endorser Credibility Indicator**

Advertising endorser credibility, according to Kotler (2008: 124) can be measured by three factors or indicators of achievement, trustworthiness and likability that can be described as follows:

- a. Achievement is a result that has been achieved (done, done) by an endorser in undertake or pursue the field.
- b. Trustworthiness (trustworthiness) relates to how objective and honest an endorser (the source message) when received.
- c. The appeal (attraction) describe the appeal and power to drive.

Meanwhile, According to Royan (2004: 115) the use of endorser in ads can be evaluated by four indicators such as popularity (visibility), credibility (credibility), and the appeal (attraction) the power to "move" the target (power).

From the above theory can be concluded that the endorser credibility indicators used in the study was the achievement, trustworthy (trustworthiness) and the power to drive (attraction).

## **2.2 Advertising Creativity Indicators**

Creative advertising is advertising that is considered to be original, genuine, not imitate, advertising amazing, unpredictable, unexpected, meaningful and can affect emotions, (Kover, Goldberg, and James, 1995). Till and Back (2005) have proved his suspicions that creative advertising will be effective through experiments

on respondents surveyed without delay after the expose advertising. Five elements of creativity ads by Kasali (1995: 90) is the attention, interest, desire or need, trust, and action. Creative ad make the audience pay attention to the ads in detail and detail. It is also necessary combination of "novelty" and "right" or "useful" would be better if it can be combined with widespread acceptance in the community. Based on the description above, the ad kreartifitas indicator used in this study is easy to understand, can affect emotions, and confidence.

### 2.3 Attitudes Toward Brand Indicators

Attitude toward the brand is said to get a positive value if the preferred brand, the brand more memorable (Till and baack, 2005; Shaphiro and Krishnan, 2001), and the brand is preferred over competitor brands (Jin 2003 in Handoko 2006). From the above theory can be concluded that the indicators in the attitude toward the brand is if the brand in mind, preferred brands, the brand are selected.

### 2.4 Attitude Toward Brand

According to Grewal, (1997) in Kurniawati (2009: 75) The attitude toward the ad shows that consumers have the feeling and the overall attitude towards the format of the ads displayed. Included in attitudes toward advertising is one's opinion on the comfort or discomfort that is received by a person on the ad and also an overall attitude of consumers towards advertising, individual attitudes toward advertising can be determined by assessing individual responses to some questions, as follows:

1. Informative or uninformative
2. Entertain or not entertaining

From the above theory can be concluded that indicators of attitudes toward advertising is informative and entertaining.

### 2.5 Purchasing Attitude Indicator

According to MacKenzie, et al. (1998: 54), Variable intention to make the purchase is a variable link between attitude and behavior and is used to predict the behavior in the future. In order to know whether the intention was formed to make purchases, namely by assessing the individual response to the following questions:

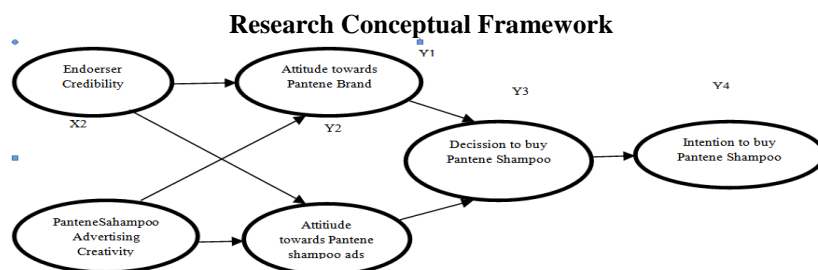
1. The possibility of using the product;
2. The possibility to try the product; and
3. The possibility to buy such products

It was concluded that purchase intentions indicator is the possibility to use, it is likely to try, the possibility to buy.

### 2.6 Buying Decision Indicator

Purchasing decisions mentioned in this research is a strong confidence in consumer themselves or customers are assured that a decision on purchasing Pantene products is correct. According to Aaker (2008: 225), consumer purchase decisions has the following indicators:

1. Stability of purchase, consumers buy Pantene shampoo with the decision quickly and steadily.
2. Considerations in buying, consumers bought shampoo Pantene shampoo without considering it with other brands.
3. Compliance with the attributes of wants and needs, customers or consumers to buy shampoo because according to his own will and according to his needs.



**Figure 3.1. Advertising Response Model Framework**

### Hypothesis

Some basic theories and empirical studies presented in this study are as follows:

- H1: There is a positive and significant impact endorser credibility variable to brand attitudes variable.  
 H2: There is a positive and significant impact endorser credibility variable to advertising attitude variable.  
 H3: There is a positive influence and significant creativity of advertising variable on brand attitude variable.

H4: There is a positive and significant influence advertising creative variable to advertising attitude variable.

H5: There is a positive and significant impact on the brand attitude variable to purchase intent variable.

H6: There is a positive and significant impact ad attitude variable to variable purchase intent variable.

H7: There is a positive and significant influence purchase intention variable to purchase decision variable.

### **III. Research Method**

Based on the type of research, this research is an explanatory research (explanatory research) is a research to find out and explain the influence between variables exist and followed by hypothesis testing, this research is research that explains the causal ties between variables. This study also includes the descriptive study, because it gives a descriptive explanation of the variables to be studied. This study uses primary data. The analytical method used in this study is a structural equation model or Partial Least Square (PLS) to determine the causal relationship between latent variables contained in structural simultaneously.

The population is female and male consumers who buy and use Pantene shampoo in the city of Samarinda. Total population figures are not known with certainty.

Population-based sample taken that meet the following criteria.

1. Respondents aged between 17-40 years and coed Mulawarman Samarinda
2. Never see Pantene shampoo ads on television.
3. Make purchases and use Pantene shampoo.

Determination of the number of samples of certain population with a 5% error level is infinitely N samples as much as 349 Sugiyono (2009: 126). Sample size of 125 respondents established in accordance analyzer. As said by Hair et al (1998). That the number of samples used at least 100 samples or Multiplied by a variable number of 15 to 20 of the study variables. 5 times the number of indicators used in the study.

### **IV. Operational Definition**

#### **4.1. Endorser Credibility**

Endorser credibility is consumer perceptions of advertising support which has the ability to influence the recipient of the message, be kind and can dipercaya. indikator used in this study are:

- a. Achievement is a result that has been achieved (performed, done) by an endorser in performing or pursue the field.
- b. Trustworthiness is how objective and honest an endorser in recommending Pantene shampoo products.
- c. Appeal is the influence exerted by the endorser to the consumer causing the appeal to buy Pantene shampoo products.

#### **4.2. Advertising Creativity**

Creative advertising is advertising that is considered to be original, genuine, not imitate, advertising amazing, unpredictable, unexpected, meaningful and can affect emotions, Kover, et al. (1995), Shaphiro and Krishnan (2001), Till and Back (2005). creartifity indikator of advertising used in this study is easy to understand, can affect emotions, and a sense of trust, which can be explained as follows:

- a. Easy to understand in this study is that the ads do not mimic other endorser recommends using Pantene shampoo using graceful as endorser.
- b. Can Affect emotion in this study is an ad delivered by way of recommending a product endorser Pantene shampoo, encourage the mood of consumers to buy and use it.
- c. Confidence in this research is consumer confidence in Pantene shampoo roducts that have been recommended by the endorser.

#### **4.3. Attitude Towards Brand**

Indicators in the attitude toward the brand is a brand in mind, preferred brand, and the brand is selected, which can be explained as follows:

- a. Perception of respondents to remember is the advertising brand memorable, interesting ads, ads unique, different from the others, especially the story continued. because containing curiosity, always want to follow the ad so that the brand is always remembered. Brand remembered as star pull his ads. The ad is simple and illustrates the problems facing women.
- b. Perception of respondents preferred brand is a complete product for hair care, this can be seen from the ads with different functions. His ads always shows satisfactory results.
- c. Perception of the brand selected respondents are of the ads to be believed, wanted to prove that presented or described in advertising. Explains in detail about how the product works.

**4.4. Attitude Toward The Advertising**

Attitude toward the advertising is the overall evaluation of the consumer against an advertisement, either towards media ads maupuncopy Tjiptono (1997: 100), Peter and Olson (1999: 82). Media that can be used for advertising include print media, electronic media, outdoor media, and below the line media (Tjiptono 2004: 99).

**4.5. PurchaseIntention**

Variable intention to make the purchase is the variable that links between the behaviors and attitudes are used to predict behavior in the future.Purchase intent indicator is the possibility to use, it is likely to try, the possibility to buy.

- a. The possibility to use, in which the activities of consumer purchase goodson offer.
- b. The possibility to try out is the consumer behavior to think about the possibility of purchase.
- c. The possibility to purchase is consumer behavior to start thinking aboutthe possibility of purchase.

**4.6. Purchase Decision**

Purchasing decisions referred in this research is a strong confidence in themselves consumers or customers are assured that a decision on the purchase of Pantene shampoo products was correct.

**V. Research Result**

**5.1 General Description of Respondent**

Data were collected by distributing questionnaires to 120 respondents of which are female, most of the respondents aged between 17-21 years at 52.5% (63 people) of the total respondents, and respondents aged 22-26 years by 43.33% (62) and the balance of 4.10% (5 people) are respondents aged 27-31 years. Most of the respondents were students of the Faculty of Economics in the amount of 43.3 %% (52), a student of Mathematics at 33.33% (40 people), students FKIP 11.66% (14 people), students FISIP 5% (6 people), followed by students of Agriculture and Fisheries of 2.5% (3 people).

Table 2.Characteristic Of Respondents

No.	Characteristic Of Respondents	Frekuensi	Presentase
1.	Sex		
	Female	120	100%
	Total	120	100%
2.	Age	63	52,5%
	17 – 21	52	43,33%
	22 – 26	5	4,16%
	27 – 31	-	-
	> 31	-	-
	Total	120	100%
3.	Faculty	52	43,3%
	Economy	6	5%
	FISIP	14	11,66%
	FKIP	5	4,16%
	Law		
	Agriculture& Fishery	3	2,5%
	Science & Math	40	33,33%
	Total	120	100%

Source: Primary Data Processed by the authors

**5.2 Research Model by UsingPartial Least Square (PLS)**

The Result of data processing with Partial Least Square is presented in the table below:

Table4.2.1: The Result of the Research

	original estimate	sample	mean of subsamples	Standard deviation	T-Statistic
KDE ->SI	0.225		0.241	0.103	2.172
KDE->SM	0.168		0.176	0.092	1.831
KTI ->SI	0.365		0.370	0.102	3.583
KTI->SM	0.592		0.600	0.079	7.454
NP->KP	0.796		0.796	0.038	20.883
SI->NP	0.248		0.247	0.065	3.796
SM->NP	0.624		0.631	0.053	11.589

Source: Output SmartPLS

In accordance with the problems that were formulated in the previous chapter to answer the research question can be seen from the results of 5:20 that each table can be explained as follows: Endorser credibility positive effect in the amount of 0.168 against the attitude of the brand. The better endorser Credibility means the higher or the better the perception of the brand attitude. Endorser credibility positive effect in the amount of 0.225 against the attitude of the brand. It means the better Endorser Credibility the better or higher perceptions of ads attitudes.

Advertising Creativity has positive effect in the amount of 0.592 against the attitude of the brand. Creativity means the better the ad, the better or higher perceptions of brand attitude.

Advertising Creativity has positive effect in the amount of 0,365 on advertising attitude. Means the better the ad's creativity, the better or higher perceptions of attitudes ads.

Brand attitude has positive effect in the amount of 0.624 against the purchase intention. Means the better the attitude of the brand, the better or higher purchase intent.

Advertising attitude has positive effect amounting 0.248 to the purchase intention. Attitude means the better the ad, the better or higher perception on purchase intention.

Purchase intent for 0796 is has positive effect on purchase decisions. Meaning that the higher purchase intentions the better or higher perceptions of the decision to purchase.

### **5.3. Hypothesis Testing**

In line with the hypotheses that have been formulated in the previous chapter, the hypothesis test result of table 4.2.1 can be concluded as follow:

#### **Hypothesis Testing 1:**

Stating that the credibility of the endorser positive and significant impact on the attitude of the brand. Results of testing the hypothesis with the t-statistic value of 1.8311. This value is smaller than t-table (1.96), the hypothesis that the credibility of the endorser significantly influence brand attitude is not proven true. thus H1 is rejected.

#### **Hypothesis Testing 2:**

Stating that the credibility of the endorser has a positive and significant impact on the attitudes of the ad. Based on the hypothesis testing results show the value of t-statistic of 2.1725, which means the value is greater than the value of the t-table (1.96). Thus the credibility of the endorser positive and significant impact on the attitudes advertising proved right then the H2 accepted.

#### **Hypothesis Testing 3:**

Stating that advertising creativity allegedly has a positive and significant effect on brand attitudes. Results of the 3rd hypothesis testing showed that the value of t-statistic of 7.4548 > t-table value at 1.96. These results indicate that the advertising creativity and significant positive effect on the attitude of the brand proved to be true then the third hypothesis is accepted.

#### **Hypothesis Testing 4:**

Stating that advertisement creativity allegedly has a positive and significant impact on the attitudes of the ad. From the results of hypothesis testing to-4 shows that the t-statistic value that is greater than the value of the t-table 1.96. It can be concluded that advertising creativity has a positive and significant impact on the attitudes advertising proved correct, then the fourth hypothesis is accepted..

#### **Hypothesis Testing 5:**

Stating that allegedly variable attitude toward the brand has a positive and significant impact on purchase intentions. Hypothesis testing results show the value of t-statistic 11.5898 > is greater than the value of the t-table by 1.96. Thus concluded that the variable attitude of the brand has a positive and significant impact on purchase intentions proved correct, then the fifth hypothesis is accepted.

#### **Hypothesis Testing 6:**

Stating that allegedly variables advertising attitude has a positive and significant impact on purchase intentions. Results of hypothesis testing to-6 shows that the value of t-statistics 3.7961 > is greater than the value of the t-table by 1.96. It can be concluded that the ad attitude variable positive and significant impact on purchase intentions proved b enar the sixth hypothesis is accepted.



### **Hypothesis Testing 7:**

Stating that allegedly variable purchase intentions positive and significant impact on purchasing decisions. Results of the 7th hypothesis testing showed that the value of t-statistic  $20.8830 >$  is greater than the value of the t-table by 1.96. It can be concluded that the purchase intention variable positive and significant influence on purchasing decisions, then seventh hypothesis is accepted.

## **VI. Discussion**

### **6.1 Influence of Endorser Credibility Against Brand Attitudes**

Based on the results of hypothesis testing with a t-statistic value 1.8311 is smaller than t-table 1.96, then the credibility of the endorser has a positive but not significant effect on brand attitude. Results of the analysis showed that the credibility of the endorser consisting of achievements, the message can be trusted and appeal held not able to create an increase in consumer perception towards Brands attitude. Meaning that consumers' perception of the brand attitude is not limited to the credibility of the endorser of the achievements, messages and appearance but the popularity Endorser have an important role to Brand Attitude. It's the kind described Royan (2004: 115) the use of endorser in ads can be evaluated by four indicators of popularity (visibility), credibility (credibility), and the appeal (attraction) the power to "move" the target (power). Based on the analysis of data related to the description of endorser credibility in terms of indicators of achievement, reliability and attractiveness have an average score of 3.8916 means good or high. This variable suggests that the credibility of the endorser has good value in the eyes of consumers.

These results differ from previous research that has been done by Yulistiono and Suryadi (2006). The results of his research show that individually and collectively the consumer perception on the endorser positive and significant impact on the formation of attitude toward the brand, this indicates higher credibility of the endorser, the more positive consumer attitudes towards brands, this means that the credibility of the endorser positive influence on consumer attitudes to brand.

Similarly, the research Setiaji (2006) and RJ (2008) showed the higher the credibility of the endorser of the more positive consumer attitudes towards brands.

Soesatyo research and Rumambi (2011) obtained results that the use of celebrity endorsers can increase the credibility of the audience's response to the product brand and advertising.

### **6.2 Influence of Endorser Credibility Towards Advertising Attitudes**

Based on the results of hypothesis testing with a t-statistic value 2.1725 is greater than 1.96 with a t-table thus the credibility of the endorser pengaruh positive and significant impact on advertising attitude. The analysis results illustrate that the credibility of the endorser consisting of accomplishment, trustworthy and appeal that exist today are able to create an increase in consumer perception towards advertising attitude.

Overall variable creativity Pantene shampoo ads have an average score of 3.39 means that enough or is being, variabel This illustrates that Pantene shampoo ad creative has quite creative assessment in consumer perceptions. Consumer attitudes toward advertising is Consumer attitudes toward advertising is "like it or dislike" consumers in advertising stimulus during the ad serving. This study shows that the hypothesis that the credibility of the endorser positive and significant impact on attitudes toward advertising is acceptable. attitude like it or not consumers in advertising stimulus during ad serving. This study shows that the hypothesis that the credibility of the endorser positive and significant impact on attitudes toward advertising is acceptable. This shows that the indicators used to encourage the creation of attitudes toward advertising. The indicators in this variable has been adjusted to the consumer and Pantene shampoo ad at this time.

From these results it can be seen that the credibility of the endorser is an attribute that is important to create a good ad attitude. The results are consistent with research conducted by Zuraida and Chasanah (2008). That there is a direct connection between the endorser credibility of the ad. That is the credibility of the endorser is able to create an increase in the perception of attitude towards advertising. Results of this research differs from research wisely (2010) that the credibility of the endorser has no effect on the attitude of ads. This shows that the indicators used to encourage the creation of attitudes toward advertising. The indicators in this variable has been adjusted to the consumer and Pantene shampoo ad at this time. From these results it can be seen that the credibility of the endorser is an attribute that is important to create a good ad attitude. The results are consistent with research conducted by Zuraida and Chasanah (2008). That there is a direct connection between the endorser credibility of the ad. That is the credibility of the endorser is able to create an increase in the perception of attitude towards advertising. Results of this research differs from research wisely (2010) that the credibility of the endorser has no effect on the attitude of ads.

Perceptions about the endorser also influences the formation of the target consumer attitudes towards advertising attitude (Burke and Edell, 1998, mackenzie et al, 1998).

### **6.3 Influence of Advertising Creativity towards Attitude of the Brand**

Based on the results of hypothesis testing with a t-statistic value 7.4548 is greater than 1.96 with a t-table thus advertising creativity positive and significant impact on brand attitude. The analysis results illustrated that advertising creativity that consists of easy to understand, can affect emotions, and confidence, able to create consumer perceptions of the brand attitude. With the higher advertising creativity will improve consumer attitudes towards brands.

Overall variable attitude toward the brand Pantene shampoo has an average score of 3.6417 means that high or good. This illustrates that the variable shampoo brand Pantene has a good appraisal in consumer perceptions. Advertising display on television is inseparable from the idea which was poured into the form of an ad impression. This is a development of creative advertising strategies that can be developed from the perspective of the value of the product and the needs of consumers (Riyanto, 2008). In relation to consumer attitudes, Peter and Olson (1999: 126) explains that the attitude of consumers towards the product formed from combination of all consumer knowledge about the product concerned. These results indicate that the hypothesis that advertising creativity has a significant and positive effect on brand attitudes are acceptable. With increasingly higher advertising creativity will improve consumer attitudes towards brands. The results are consistent with research from Setiaji (2006). Where the results showed the higher the creativity of advertising the more positive consumer attitudes towards brands. Similarly, in the study RJ (2008) found that the higher the advertising creativity will improve the attitude toward the brand ad.

Results of this research differs from research Rezasyah (2011) which states no effect on the advertising creative brand attitudes.

### **6.4 Influence of Advertising Creativity Against Ads Attitude**

Based on the results of hypothesis testing with a value of 3,583 t-statistic greater than 1.96 with a t-table thus advertising creativity has positive and significant impact on the attitudes of the ad. The analysis results illustrated that advertising creativity that consists of easy to understand, can affect emotions, and confidence, able to create consumer perceptions of advertising attitude. With the higher advertising creativity will improve consumer attitudes toward advertising.

Overall variable attitudes toward advertising Pantene shampoo has an average score of 3.3354 means that high or good. This variable suggests that attitudes toward advertising Pantene shampoo has a good rating in consumer perceptions. Creative advertising should generate a lasting impact relative to the consumer. This means, leaving the other ads, activate attention, and give something to the consumer to remember about the product being advertised. In other words, the ad should make an impression. Based on the results of this study indicate that the advertising creativity and significant positive influence on advertising attitude. That is the fourth hypothesis can be accepted. The higher the level of creativity of the ad the more it will increase consumer attitudes toward advertising. The results are consistent with research conducted by Riyanto (2008). The indicators in this variable has been adjusted to the consumer and shampoo ad patene at this time. Based on the results of this study indicate that the advertising creativity and significant positive influence on advertising attitude. That is the fourth hypothesis can be accepted. The higher the level of creativity of the ad the more it will increase consumer attitudes toward advertising. The results are consistent with research conducted by Riyanto (2008). The indicators in this variable has been adjusted to the consumer and shampoo ad patene at this time.

The results are consistent with research Rezasyah (2011) which states the ad creative positive and significant impact on the attitudes of the ad.

### **6.5 Pengaruh Sikap Merek Terhadap Niat Pembelian**

Based on the results of hypothesis testing with a value of 11.5898 t-statistic greater than 1.96 with a t-table thus brand attitude has a positive and significant influence on purchase intentions. Results of this analysis illustrates that the attitude of the brand which consists of the brand in mind, preferred brand and brand in select capable of creating an increase in consumer perception towards purchase intention. In the evaluation phase, consumers rank toward the brand and purchase intention form (Hand, 2012). Represent the influence of consumer brand attitudes toward a brand that can lead to the intention and action (Keller in Ristiyanti and JOI, 2005). Overall variable purchase intentions Pantene shampoo has an average score of 3.4667 means that high or good. This illustrates that the variable purchase intentions Pantene shampoo has a good rating in consumer perceptions. These results indicate that the hypothesis that the attitude of the brand has a positive and significant impact on purchase intention can be accepted. The indicators are used to encourage the creation of purchase intent. The higher consumer attitudes toward the brand, the more increases the intention of consumers to make purchases. Thus the results of this study are consistent with research conducted by Peyrot and Van Doren (1994). The results are consistent circuitry by Rahma research Widati that affect brand attitude purchase intention.

### **6.6 Influence of advertising attitude on purchase intention**

Based on the results of hypothesis testing with a value of 3,796 t-statistic greater than 1.96 with a t-table thus ad attitudes have a positive and significant impact on purchase intentions. Results of this analysis illustrates that the attitude of advertising consisting of informative and entertaining to purchase intention are able to create an increase in consumer perception towards purchase intention.

Overall Pantene shampoo purchase decision variables have an average score of 3.1687 means that high or good. This illustrates that the variable purchase decision Pantene shampoo has enough rating in the perception of consumers. From the research that has been conducted shows that the hypothesis that the attitude of advertising has a positive and significant influence on purchase intention can be accepted. The foregoing shows the attitude of the higher consumer advertising will increase the purchase intent of consumers. The indicators used in this variable able to encourage the purchase intention. The results are consistent with supporting a research conducted by Mitchell and Olson (1981).

### **6.7 Purchase intension on Purchasing Decisions**

Based on the results of hypothesis testing with a value of 20.8830 t-statistic greater than 1.96 with a t-table thus purchase intentions have a positive and significant influence on purchasing decisions. The analysis results illustrate that the intention of purchase consisting of the possibility to use, Possibility to try, Possibility to buy, on purchasing decisions, capable of creating an increase in consumers' perceptions of the purchase decision.

Consumer behavior occurs for any reason in particular consumers who have the freedom to choose to make a purchase and is not dominated by the emotional aspect when making the purchase decision making process (Lutz, 1991). In addition to accurately predict consumer behavior of attitude and a subjective norm through intention variables (Widati, 2000). In the process of purchasing, consumer buying intention is closely related to its motif to use or buy a particular product. Results of this research indicate that the hypothesis stating that the intention of purchasing has a positive and significant influence on purchasing decisions can be accepted. The higher the intention of purchasing a consumer the higher the level of consumer purchasing decisions. Peneitian result is in line with research conducted by Widati (2000).

## **VII. Research Contributions**

Based on the analysis and discussion of this study are expected to contribute to the advertising industry developments are as follows:

- 7.1 The theoretical implications generated by this study is the existence of a comprehensive development model in the study of empirical observation is a fusion suggested by some experts as conveyed Belk (1999), in Kusudyarsana (2004) which states that the endorser can be used by marketers in three categories: credibility, attractiveness, and Power. Indirectly the perception of the endorser affect consumers' purchasing intentions (purchase intention) through the attitude toward the brand (brand attitude) and attitudes toward advertising (atitude toward the ad) (Yulistiano andSuryandari, 2003). The findings of this study which shows that the credibility of the endorser has a positive influence, but no significant effect on brand attitudes.
- 7.2 The empirical implications are generated when the model is used as thebasis for shampoo ads, it is expected to be an impact on the the increase in purchasing decisions through television commercials. In the making of consideration advertising advertising stars that are used, the level of creativity of the ad makers team up with the idea that educating that led to a positive value to the brand and to the ads served and ultimately led to the intention to purchase up to realize the reality to make purchases and use Pantene shampoo.

## **VIII. The Limitations Of Study**

This research can provide information about the influence of advertising on attitudes, intentions and purchasing decisions. But the implications of this research on advertising practices should be reviewed carefully considering this research still has limitations. limitations of this research that involves the use of students as respondents. Another limitation concerns the problem of determining the sample using the method nonprobability method so that research results can not be generalized

## **IX. Conclusion**

- 9.1 Credibility endorser has a positive effect but not significant to the brand attitude. This means credibility does not significantly affect how well the advertising message can be accepted by consumers. Consumers are not overly influenced by the credibility of the endorser in their respective fields. So that consumers continue to have a positive attitude toward the brand endorser although sometimes considered not credible on the field.

- 9.2 Credibility endorser has a positive and significant impact on the attitudes of the ad. Means the better the credibility of the endorser, the better the attitude of consumers towards advertising Pantene shampoo ad.
- 9.3 Creativity ads have a positive and significant impact on the attitude of the brand. It shows the higher the creativity of advertising created the higher the brand attitude of consumers towards a product. So that the creativity of advertising is one very important factor in shaping consumer attitudes towards brands.
- 9.4 Creativity ads have a positive and significant impact on the attitudes of the ad. It shows the extent of ad creative is able to create consumer attitudes toward advertising. How much advertising creativity is able to create consumer response to stimulation in a Pantene shampoo ad.
- 9.5 Attitude brand has a positive and significant impact on purchase intentions. This means that the higher consumer attitudes toward the brand, the higher the higher intention that will emerge from the consumer to buy a product.
- 9.6 Attitude ad has a positive and significant impact on purchase intentions. Attitude is one of the important factors in creating consumer purchase intentions. Positive attitude of the consumer advertising can raise purchase intent of consumers. The higher consumer attitudes toward advertising the higher purchase intentions that will arise from the consumer.
- 9.7 Intent to purchase has a positive and significant influence on purchasing decisions. It means the intention of buying become one of the motives of consumers in the purchase. The higher the intention of buying the higher the consumer's decision to make the purchase because the purchase intent is closely related to the motives of the consumers to use or buy a product.

## **X. Recommendation**

Through the results obtained from this study, the suggestions can be submitted to the advertising agency and the company are:

- 10.1. Preparation of Pantene shampoo ad focuses on the creativity of its ads. The message must be persuasive and supported by evidence or data such as content of the formula and is made from a special selection of materials and the latest technology.
- 10.2. Endorser present in the shampoo ad is a model that should be pretty and have beautiful hair. This is because research shows that the use of attractive models affect attitude formation. However, the use of experts do not always play a role, because the ability endorser does not overly influence or not that play a role in the formation of attitudes.

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