

RINGKASAN

Penelitian ini dilakukan untuk mengetahui dan menganalisis pengaruh kredibilitas selebriti, kredibilitas iklan, dan *electronic word of mouth* terhadap niat beli melalui sikap pada merek dan iklan. Sampel dalam penelitian ini berjumlah 110 responden yang merupakan masyarakat di Bandung maupun di luar Bandung yang pernah melihat iklan Bandung Makuta di media sosial *Instagram*, menonton ulasan orang lain mengenai Bandung Makuta di *Youtube*, dan mengetahui selebriti Laudya Cynthia Bella. Metode pemilihan sampel yang dipakai dalam penelitian ini menggunakan metode *purposive sampling*. Kemudian, data dianalisis dengan menggunakan analisis jalur yang terdiri dari 3 sub-struktur. Hasil analisis sub-struktur pertama menunjukkan variabel kredibilitas selebriti dan kredibilitas iklan berpengaruh terhadap sikap pada iklan. Nilai koefisien determinasi sebesar 0,495. Artinya, sebanyak 49,5% pengaruh kredibilitas selebriti dan kredibilitas iklan terhadap sikap pada iklan. Hasil analisis pada sub-struktur kedua menunjukkan kredibilitas selebriti dan sikap pada iklan mempengaruhi sikap terhadap merek. Sedangkan, kredibilitas iklan dan *EWOM* tidak mempengaruhi sikap terhadap merek. Nilai koefisien determinasi sebesar 0,555. Artinya, sebesar 55,5% pengaruh kredibilitas selebriti dan sikap pada iklan mempengaruhi sikap konsumen pada merek. Hasil analisis sub-struktur ketiga menunjukkan bahwa sikap terhadap iklan dan sikap terhadap merek berpengaruh pada niat beli. Nilai koefisien determinasi sebesar 0,271. Artinya, sebesar 27,1% pengaruh sikap pada iklan dan merek mampu mempengaruhi niat beli.

Kata kunci: kredibilitas selebriti, kredibilitas iklan, *EWOM*, sikap terhadap iklan, sikap terhadap merek, niat beli.

SUMMARY

This study was conducted to identify and analyze the influence of celebrity credibility, ad credibility, and electronic word of mouth on purchase intention through attitudes towards brand and advertisement. The sample in this study is 110 respondents who are people in Bandung and outside Bandung who have seen ads Bandung Makuta on social media Instagram, watched other people's reviews about Bandung Makuta on Youtube, and know the celebrity Laudya Cynthia Bella. Purposive sampling method used in the determination of the sample. Then, the data were analyzed using path analysis consisting of 3 sub-structures. The results of the first sub-structure analysis show the credibility of the celebrity and the credibility ads affect the attitudes towards advertisement. The coefficient of determination value is 0.495. That is, as much as 49.5% influence the credibility of celebrities and the credibility ads on attitudes towards advertising. The results of the analysis on the second sub-structure show the credibility of celebrities and attitudes towards ads affecting attitudes toward brand. Meanwhile, the credibility of ads and EWOM doesn't affect attitudes toward brand. The value of determination coefficient of 0,555. That is, as much as 55.5% influence of celebrity credibility and attitudes towards ads affect consumer attitudes towards brand. The results of the third sub-structure analysis show that attitudes toward advertising and attitudes toward brands have an effect on purchasing intentions. The coefficient of determination value is 0.271. That is, as much as 27.1% influence attitudes towards ads and brand are able to influence purchase intentions.

Keywords: celebrity credibility, ad credibility, EWOM, attitudes toward advertising, attitudes toward brands, purchase intentions.