

The Effect of Endorser's Credibility and Advertising Creativity on Attitude towards Brands through Advertising Effectiveness

Sucia Fajriati Sab'ah^{1,*}, Ratih Hurriyati², Hilda Monoarfa³

¹ Universitas Pendidikan Indonesia

² Universitas Pendidikan Indonesia

³ Universitas Pendidikan Indonesia

*Corresponding author. Email: suciafs@upi.edu

ABSTRACT

This study aims to determine and analyze factors that influence advertising effectiveness to create an attitude towards the brand. This research used quantitative methods with a causality type. The result of this research showed that the attitude towards the brand could be increased through advertisement effectiveness influenced by the advertising creativity and endorser's credibility.

Keywords: *Ad Effectiveness, Attitude towards Brand, Endorser's Credibility, Ad Creativity, Gojek.*

1. INTRODUCTION

In the current era, the trend continues to develop day by day, making competition in Indonesian business tighter. The high level of competition between companies makes each company required to have a different business strategy, have market share, and get high income from product sales [1]. Various attempts have been made by marketers to attract consumers' attention. One of the tools in marketing that has received a lot of attention from experts and practitioners was advertising [2]. There are several specific objectives of advertising, including to form awareness of a new product or brand; informing the features and advantages of the product or brand on the packaging, forming a certain perception of the product or brand, forming a taste for the product or brand, persuading through the packaging to buy the advertised product or brand [3]. Some of these objectives are the efforts to increase sales profit in the long term [2]. Currently, advertising means promotion that is seen as an effective and powerful source of information, entertainment, and business communication media. So even though it does not directly result in purchases, advertising is a means to help effective marketing to establish communication between companies and consumers [4].

This has led to an increase in the use of advertising as a marketing weapon in many countries. In Indonesia,

advertising spending in 2019 reached 169 trillion Rupiah for media conventional and 13,3 trillion Rupiah for digital media. This means that the total advertising spending reached 181 trillion Rupiah. Behind the fantastic amount of ad spending, there is one fundamental and important question for ad agencies and marketers, namely how to measure the effectiveness of their ads to encourage customers to the company brand [5].

Attitude towards a brand is consumer behavior which is closely related to brand value [7]. The overall evaluation of the brand carried out by consumers will be reflected on the attitude of the consumer's response to the brand. The attitude towards the brand represents the influence of consumer evaluation of a brand, which can lead to concrete actions, such as liking and choosing the brand [6]. An effective advertisement must increase brand awareness and associate parts of the advertisement with the brand that is being advertised [8,9]. When an advertisement does not facilitate the ad's reaction with the brand, its value is only to entertain the viewer. The advertisement is considered effective if the ad manages to attract the attention of viewers or readers to the brand [10].

Some literature shows that measuring the effectiveness of advertising can be done by calculating the most efficient cost and its impact on the optimum reach and frequency that can be achieved [5]. Advertising is not only to attract consumers' attention but also to

measure the effectiveness of the advertisement, to avoid a mistake that brings a large amount of financial loss. Other literature tries to analyze the effectiveness of advertising in terms of brand placement in memory or consumer perceptions of advertisements or brands [8,9]. A good or effective advertisement is an advertisement created for a specific customer and an advertisement that thinks about and understands the needs of the customer. In addition, an effective advertisement is an advertisement that can communicate specific benefits and emphasizes the specific actions that consumers must take [11]. Good (or effective) advertising understands that people don't buy the product, but they buy the benefits of the product and effective advertising is advertising that gets attention and is remembered, and gets people to act to make a purchase [11,12].

Advertising creativity can be said to be a very important component of advertising, and several previous studies have examined the relationship between creative advertising and advertising effectiveness [9,13,14,22]. There is also another opinion that creativity in advertising is the core of the effectiveness of an advertisement because it will be able to capture the attention of consumers and make advertisements more memorable [8,12]. Creative advertisements are advertisements that are considered original or do not imitate others, ads that are surprising, unexpected, full of meaning, and affect emotions. Creative ads make the audience pay attention to the ad in detail. [15]. However, there is another opinion that creative advertising may indeed attract attention to the image and content of the ad but will distract from the attention of the brand that is being advertised, thus reducing the effectiveness of the brand being advertised [16].

Another thing that is also related to advertising effectiveness and attitude towards a brand is the widespread use of endorsers to increase advertising effectiveness. Because today consumers often idolize celebrities and sports athletes and consider them a credible source for several products [17]. One thing that is inherent in an endorser is the credibility that the endorser has. Endorser's credibility is defined as someone who is considered an expert in communicating messages (expertise), being honest and trustworthy in giving an objective opinion on a product [18]. Meanwhile, the other article mentions that the credibility of an endorser cannot be measured only from expertise, but also assessed by endorser's attractiveness by emphasizing physical attractiveness [19, 20, 21]. For this reason, advertisers are willing to spend a lot of money so that their brand can be associated with a credible endorser.

Gojek is an online motorcycle taxi service managed by PT Aplikasi Anak Bangsa, which uses many platforms for its marketing tools. One of Gojek's ad platforms is YouTube, and through this platform, Gojek encourages

consumers to their brand and use their services. On July 22, 2019, Gojek rebranded their new logo and issued an advertisement entitled "Cerdikiawan". On the YouTube site itself, the ad has reached 113,638,349 views. This advertisement itself has many elements ranging from advertising creativity with intriguing and funny messages delivered by Najwa Shihab, an Indonesian presenter in her distinctive voice.

Based on the background described, this research was conducted on the advertisement of Gojek Cerdikiawan by examining the relationship between endorser's credibility and advertising creativity on attitude towards brands through advertising effectiveness. From several research journals that have been mentioned, it can be seen that there are just a few journals that specifically examine the variable of advertising effectiveness as a mediating effect of the relationship between endorser's credibility and advertising creativity on attitudes towards brands. This research has not been carried out by many previous researchers.

2. METHODS

This research used quantitative methods with a causality type. It analyzed the data using descriptive analysis. Continuum line and statistical analysis with Partial Least Square Structural Equation Modelling (PLS-SEM) were conducted to find out the path analysis between variables. The operational variables of this study included:

- 1) Attitude toward Brand [9] by using three indicators.
- 2) Endorser's Credibility [19, 21] by using eight indicators
- 3) Advertising Creativity [15,22] by using ten indicators
- 4) Advertising Effectiveness [9,10,12,14] by using three indicators

The sampling technique in this study used non-probability sampling type of purposive sampling of Gojek users who are viewers of the advertisement "Gojek Cerdikiawan" on YouTube. The data were collected through an online questionnaire distributed in the comment section. The questionnaire was in the form of semantic differential seven points. The research sample used for instrument testing was 30 respondents. While the research sample of hypothesis testing used was 86 respondents. The total number of respondents used was 116 respondents. This research framework for statistical analysis using PLS-SEM can be seen in Figure 1.

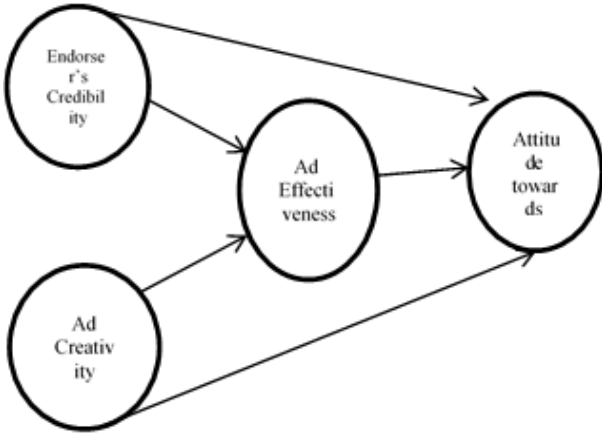


Figure 1. Research Frameworks.

3. RESULTS AND DISCUSSION

This research used a self-administered questionnaire where elements in the sampling frame completed the questionnaires distributed directly from the researcher to the respondents. Besides, google forms were circulated through social network sites YouTube. There were 86 respondents who filled out the questionnaire.

Table I. shows that most of the respondents (62%) were female and 38% were male. The age of most respondents is 19-26%, still dominated by the millennial generation, but there is a unique finding that 29% of them are aged >41 years old. It was quite a large number indicating that the baby boomer generation has started watching YouTube. The average income of respondents is 3,500,000, which means that they can access the internet, especially the YouTube platform. The frequency of watching YouTube is very high, which is 48% watching YouTube every day. YouTube indicates a platform that is very popular with many Indonesians.

Table 1. Demographic description of respondents

No	Criteria	Freq	%
1	Gender		
	Male	33	38%
	Female	53	62%
2	Age		
	<18 years	4	5%
	19 – 26 years	30	35%
	27-40 years	27	31%
	≥ 41 years	25	29%
3	Income / month		
	< 2.000.000	23	27%
	2.000.0001 – 3.500.000	20	23%
	3.500.001 – 5.000.000	19	22%
	> 5.000.0001	24	28%
4	Frequency watching YouTube		
	Everyday	41	48%
	2-3 kali in a week	33	38%
	1-2 kali in a month	12	14%

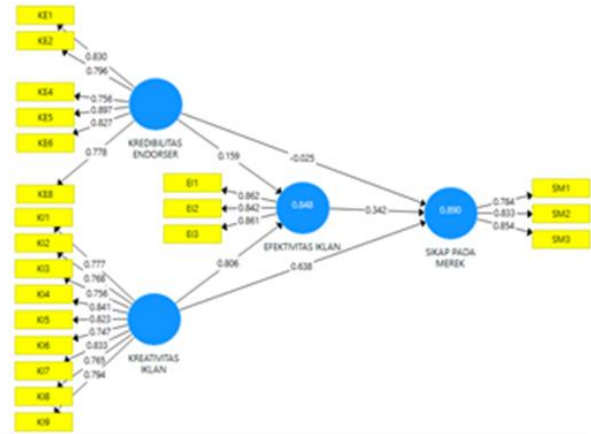


Figure 2 Construct model PLS-SEM

A. Pilot Testing / Instrument Test

Pilots test is vital to be conducted as it assures that the respondents can understand the questionnaire that the researcher intended to carry out [23]. The pilot testing involved 30 respondents, and all of the 4 variables were tested for internal reliability by using Cronbach's alpha reliability analysis. Based on the results above, Cronbach's alpha for the 4 variables ranged from the lowest of 0.861 which is the attitude towards the brand to the highest of 0.949 which is the ad creativity.

After that, the instrument was tested with a validity test, including 24 question items. After testing the instrument, 23 items were declared valid. One item was declared invalid, in which Ad Creativity had a total corrected item score of 0.223 less than 0.3. Then, the further questionnaire consisted of 23 question items.

B. Outer Model

On the outer model, testing composite reliability (CR) and average variance extracted (AVE) values were used to determine whether the latent variable was reliable or not. The expected value of two items was less than 0,7, then the latent variable was not feasible and could not be used in the formation of the PLS model. The calculation results using SMART PLS 5.0 software was shown in Figure 2. The value of all latent variables was higher than 0,7. This indicates that the variables are reliable to be used.

The model was also tested whether each indicator of variables was feasible. Testing was done by calculating the cross-loading value of each indicator against other indicators. An indicator should have a higher cross-loading value against other indicators. It was found that all indicators were reliable. The cross-loading value also fulfilled the convergent validity test in which all the factor loading was higher than 0,50.

Table 2 P-value for the direct and indirect effect.

Structural Path	P Values For Direct Effect	P Values For Indirect Effect	P Values For Total Effect
Ads effectiveness -> Attitude Towards Brand	0.000		0.000
Ads Creativity -> Ads Effectiveness	0.000		0.000
Ads Creativity -> Attitude Towards Brand	0.000		0.000
Endorser's Credibility -> Ads effectiveness	0.015		0.015
Endorser's Credibility -> Attitude Towards Brand	0.654		0.654
Ads Creativity -> Ads effectiveness -> Attitude Towards Brand		0.000	
Endorser's Credibility -> Ads effectiveness -> Attitude Towards Brand		0.044	

C. Inner Model

After doing the calculation of the outer model, the next step in PLS-SEM analysis was to build the inner model. The aims were to know the influence of the independent variable on the dependent variable and its effect. Figure 2 shows the construct model used in this study. The model had five structural paths that were formed from the PLS model.

Table II illustrates the calculation of the p-value for each structural path of the PLS model. The expected p-value was less than 0,05 that indicated the significant influence of the independent variable on the dependent variable. Form all the path, it was only the endorser's credibility to attitude towards the brand that was higher than 0,05. This means that the endorser's credibility doesn't have a significant effect.

After knowing the influence effect of the independent variable on the dependent variable, the next step was calculating the path coefficient value for each structural path. Table III shows that ads creativity has an influenced attitude towards brand equal to 63,8%. The highest path coefficient was ads creativity to ads advertising effectiveness (80,6%), which means creativity takes a huge influence on ads advertising effectiveness and attitude towards the brand. On the other hand, the influence of endorser's credibility on advertising effectiveness is equal to 15,9%. Therefore, influence endorser's credibility on attitude towards brand equal to 2,5%.

R-square value was used to find out how much dependent variables were determined by independent variables. Table IX shows that 84,8% of ad advertising effectiveness can be measured by the independent variable of this study, which is ads creativity and endorser credibility. Meanwhile, attitude towards brand measured 89% by ads advertising effectiveness and the

other independent variable on this study, which means ads creativity and endorser credibility. Thus, it can be concluded that the model formed is robust.

Table 3. Path Coefficient

Structural Path	Path-coefficient
Endorser Credibility -> Ads Advertising effectiveness	0.159
Ads Creativity -> Ads Advertising effectiveness	0.806
Endorser Credibility ->Attitude towards Brand	0.025
Ads Creativity -> Attitude towards Brand	0.638
Ads Advertising effectiveness -> Attitude towards Brand	0.342

Table 4. R-Square

	R Square	R Square Adjusted
Ads effectiveness	0.848	0.845
Attitude Towards Brand	0.890	0.886

D. The Influence of Endorser's Credibility and Ad Effectiveness

The results of this study indicated that an endorser who has high credibility is the right way to convey Gojek advertising messages. This is consistent with the results of other research [1,9,17], which explained that the use of high credibility endorsers in advertising was generally more effective than low credibility endorsers in terms of creating positive responses from consumers on advertisement [18]. In addition, in general, sending messages using sources that have high credibility will make messages easier to read and can have more effect on changing attitudes [19,20, 21]. From this research, it can be seen that endorsers who have high credibility and are used in advertisements made an effective advertisement.

E. The Influence of Advertising Creativity on Advertising Effectiveness

The results of this study indicated that the hypothesis which says "the more creative the ad, the higher the effectiveness of the advertisement" can be accepted. Thus, this study supports the research [8,9,15,22]. Meanwhile, this study contradicts the opinion [14,16] that creativity is only the ambition of copywriters and art directors, which is not proven [16]. The indicators in this variable have been adjusted to the conditions of consumers and existing Gojek advertisements. From the research results, it was known that creativity in advertising was an important attribute to achieve high advertising effectiveness. Advertising creativity was able to capture the attention of the viewers and make advertisements more memorable.

F. The Influence of Endorser's Credibility on Attitude towards brand

Gojek Cerdikiawan's advertisement featured a verbal endorser with Najwa Shihab's voice-over as the endorser. Najwa Shihab made a statement by filling in the voice-over for Gojek Cerdikiawan's advertisement. Najwa Shihab is seen as a highly credible endorser. By fulfilling several indicators of the endorser's credibility variable, which is defined as someone who is seen as an expert in communicating messages (expertise), being honest and reliable (trustworthiness) in giving an objective opinion on a product [18]. However, in this study, the credibility of the endorser did not show a significant relationship to the attitude of the brand, this proved that an endorser must appear physically in advertisements. The appearance of endorsers in advertisements cannot be just spoken or in the form of a voice-over. The credibility of an endorser cannot be measured only by skill and trust but also assessed by the endorser's attractiveness by emphasizing physical attractiveness [19,20]. The credibility of the endorser can be valued by emphasizing the physical attractiveness that is reflected in his presence in the ad.

G. The Influence of Advertising Creativity on Attitude towards Brand

When viewing advertisements, viewers will make a perception of advertising components such as ad quality, color dominance, creativity, and music [15]. Direct response in the form of good and bad responses to an advertisement directly / in addition to the measure of like-dislike, the affective reaction of consumers to advertisements, especially commercial advertisements, can be measured by statements of style, idea, production, credibility endorsers [9,22]. The reaction of this advertisement will be transformed towards the consumer's attitude towards the brand. By producing creative Gojek ads, it will make consumer attitudes towards the advertised brand more positive. This is indicated by Gojek ads that are more remembered, liked, and chosen than competing brands based on the advertisements displayed. From the research results, it was known that to create positive consumer attitudes towards the brand, good advertising creativity should be more attractive to make the brand of a company remembered by the consumers.

H. The Influence of Effectiveness of Advertising on Attitude towards brands

An effective advertisement must increase brand awareness and associate parts of the advertisement with the brand that is being advertised [8,9]. When an advertisement does not facilitate the ad's reaction with the brand, it is only entertainment for the viewer. The advertisement is considered effective if the ad manages to attract the attention of viewers or readers to the brand [10-13]. Gojek ads can be said to be effective advertisements because they made consumer attitudes towards the advertised brands more positive. This is indicated by Gojek ads that were more remembered,

liked, and chosen than competing brands. From the research results, it was found that to create a positive consumer attitude towards the brand, high advertising effectiveness needs to be achieved by an advertisement.

I. The Influence of The Endorser's Credibility on the Attitude towards Brand – Indirect Effect

Endorser's credibility is one of the essential means of delivering messages to increase the effectiveness of advertisements to increase consumers' positive attitudes towards the brand. From the results of the analysis, it was found that the good credibility of an endorser was a more influential component than the corresponding component [7]. The results of this analysis showed that endorsers with high credibility, who had high consumer involvement, increased the effectiveness of advertising which was reflected in the increase in attitude towards brands towards consumers [1,2,4,8]. In this study, the credibility of endorsers did not directly affect attitude towards brands. However, when advertising effectiveness mediated the credibility of the endorser to attitude towards the brand, the significance value increased. That means the effectiveness of advertising had a fairly high mediating effect in Gojek Cerdikiawan's advertisement.

J. The Influence of The Advertising Creativity on the Attitude towards the brand – Indirect Effect

When audiences got a stimulus in the form of an advertisement, it will trigger a perception of advertising components such as ad quality, color dominance, creativity, endorser, music, and other elements [15]. They will give a direct response in the form of good and bad responses to an advertisement or in addition to the measure of like-dislike, the affective reaction of consumers to figure advertisements. Especially for commercial advertisements, they can be measured by statements of style, idea, production, originality, humor, new things, and other elements [9, 22]. This research also found that advertisements bring up a humorous vibe that is easy to understand because it is related to the audience. The ads didn't confuse the audiences because the advertisements had clear information and it is in accordance with existing facts or that are not too far-fetched or hyperbolic. Gojek Cerdikiawan's advertising reaction was transformed into the effectiveness of advertising. Meanwhile, the effectiveness of advertising had a positive effect on attitude towards brands, similar to the previous research results[6].

4. CONCLUSIONS

In today's increasingly fierce business competition, companies are competing to win over the attention of their consumers. Nowadays, companies try to influence consumers by forming certain perceptions about a product or brand. To achieve this goal, it can be done through advertising. In this study, an analysis of the

factors related to the effectiveness of advertisements that affect attitudes toward brands was carried out. Based on this study, seven hypotheses were developed, namely: (1) Endorser's credibility affected the effectiveness of advertising, (2) High creativity increased the effectiveness of advertising, (3) Endorser's credibility had no effect on attitude towards brand, (4) Advertising creativity had a very significant effect, which influenced attitude towards brand, (5) Advertising effectiveness had a positive effect on attitude towards brand, (6) Endorser credibility affected attitude towards brand through advertising effectiveness, and (7) Advertising creativity affected the attitude towards brand through Advertising Effectiveness. The higher the effectiveness of the advertisement, the more positive the attitude towards the advertised brand was. The results of this study are expected to be able to answer the formulation of research problems, namely how the process of producing effective advertisements in terms of the credibility of the endorser or advertising message carrier and advertising creativity can affect consumer attitudes towards the advertised brand.

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