



The Effect of Brand Image, Ad Creativity, Credibility of Celebrity Endorsers and Communication Media on the Effectiveness of Advertising Telkomsel Products

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Abstract. The objective of this research is to determine: 1) To determine the impact of brand image on the efficacy of advertising. 2) Determine the relationship between advertising originality and advertising effectiveness. Determine the impact of celebrity endorser credibility on the advertisement efficacy. To determine the impact of communication channels on the efficacy of advertising. 5) Determine the effects of brand image, advertising innovation, the credibility of celebrity endorsers, and communication medium on the efficacy of Telkomsel product promotion among Pancasakti Tegal University Students. This study's population consisted of students at Pancasakti Tegal University who used Telkomsel products. One hundred respondents were sampled using purposive sampling, and data were analyzed using classical assumption tests, multiple linear regression analysis, the F test, the T test, and the coefficient of determination. 1) Brand image has a favorable and statistically significant impact on the efficacy of advertising for Telkomsel goods. 2) Advertising inventiveness has a favorable but not statistically significant influence on the efficacy of Telkomsel product advertising. 3) The credibility of celebrity endorsers has a favorable and substantial impact on the efficacy of advertising. 4) Communication mediums have a favorable but insignificant impact on the efficacy of Telkomsel product promotion. 5) Brand image, advertising innovation, celebrity endorser credibility, and communication medium all influence the success of Telkomsel product commercials simultaneously.

Keywords: Brand image · advertising creativity · credibility of endor selebrity · communication media and Advertising Effectiveness

1 Introduction

Business competition that is increasingly fierce in the field of economy and trade today requires companies or producers to be better at arranging effective marketing strategies so that the products they offer can be accepted by the market. This kind of competition usually seems obvious to occur in similar products that have the same market share. So

that in this increasingly fierce competition, many companies or producers have difficulty in marketing their products to consumers [1].

The rapid development of technology and the need for good service and quality in communication trigger cellular telecommunications services to introduce their products through advertising media to meet the needs and desires of consumers. Students use Telkomsel a lot because of the strong signal but whether they use Telkomsel products because they are affected by Telkomsel advertisements. So that the formulation of the problem in this study is the influence of brand image on the effectiveness of Telkomsel product advertising; how the influence of advertising creativity on the effectiveness of Telkomsel product advertisements; how the influence of celebrity endorsement credibility on the effectiveness of Telkomsel product advertisements; how the influence of communication media on the effectiveness of Telkomsel product advertisements; and the influence of brand image, advertising creativity, credibility of celebrity endorsements and communication media simultaneously on the effectiveness of Telkomsel product advertisements. The purpose of this study is to determine the influence of each variable of brand image, creativity, celebrity endorsement and communication media on the effectiveness of Telkomsel product advertising and the influence of all these variables on the effectiveness of product advertising at the students of Pancasakti Tegal University [2–4].

2 Literature Review

Marketing is a social process by which people and organizations achieve their needs and desires by developing, selling, and freely exchanging valued goods and services [5].

According to [5] Brand image refers to the public's view of a firm or its goods. Image is impacted by numerous aspects that are outside the company's control, and a good image will affect three things: first, creating the product's character and presenting value; second, communicating the product's benefits; and third, attracting customers. [6].

Creativity is the ability to make information interesting in a different and entertaining way [1]. [3] states that creative advertising is an advertisement that differs from most advertisements. Mediocre ads won't be able to compete with other, more creative ad impressions within a competitive ad crowd.

There are several factors in well-known celebrities that can influence consumers to buy a product, namely having attractiveness, being trusted and experts or having certain expertise.

Media is a means of connecting communication between people, which has become a human need in their daily lives. Media today has various forms or often referred to as mass media. With the media, communication occurs, because communication is a process of conveying messages from one individual to another.

The effectiveness of advertising is a condition or circumstance where in choosing the goals to be achieved and the suggestions or equipment used, accompanied by the capabilities possessed are appropriate, so that the desired goals can be achieved with satisfactory results.

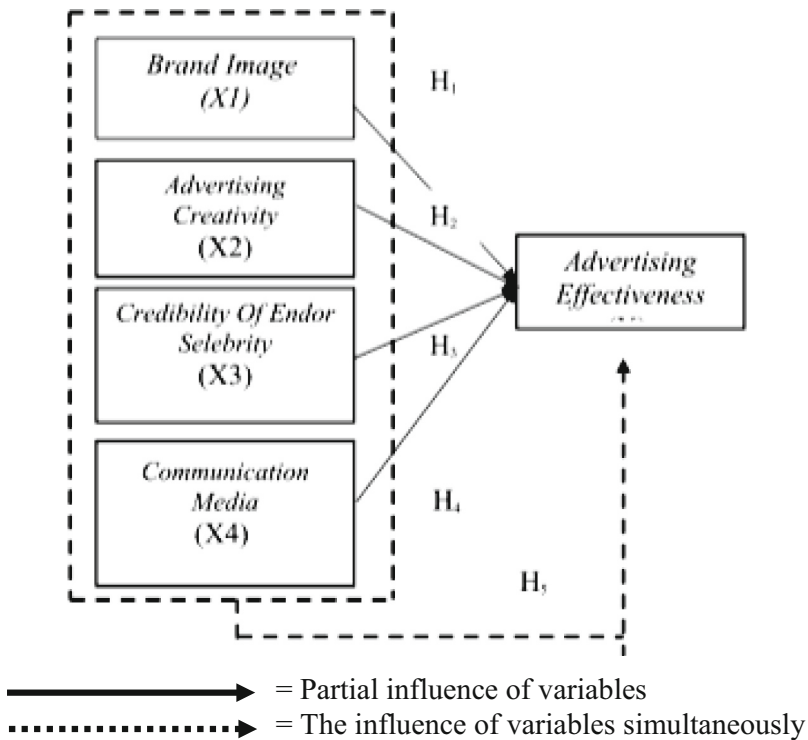


Fig. 1. Conceptual Thinking Framework and Hypotheses

Table 1. Coefficients

Coefficients						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,132	3,205		1,289	,200
	Brand_image	,496	,100	,454	4,973	,000
	Creativity_Advertisement	-,033	,036	-,068	-,913	,363
	Credibility_celebrity_endorser	,288	,076	,299	3,787	,000
	Communication_Media	,123	,087	,119	1,413	,161

a. Dependent Variable: Effectivity of advertising

Advertising goals are goals that advertising strives to achieve. Setting good advertising goals is a difficult task of advertising management, but these goals become the foundation for all advertising decisions set [7, 8] (Fig. 1 and Table 1).

3 Methods

This research is a study using a descriptive quantitative approach with the research population being active students who use Telkomsel products totaling 7,566, a sample that corresponds to the criteria of 100 students who use Telkomsel products. Data collection techniques through interviews and dissemination of questionnaires to students who use Telkomsel products at the Pancasakti Tegal University College. Data analysis techniques using amultiple linear regression nalysis and significant tests (classical assumption test, t test, F test, and coefficient of determination test.

4 Result and Discussion

$$Y = 4.132 + 0.496 X1 + -0.033 X2 + 0.288 X3 + 0.123 X4 + e.$$

Based on the results of the equation above, the results of the regression coefficient can be interpreted as follows:

- a. Constant value (a) can be interpreted that if all free variables including Brand image, advertising creativity, credibility of celebrity endorsers, and communication media are equal to zero, the level of advertising effectiveness on Telkomsel products
- b. Coefficient Value X1 variable Brand image has a coefficient value that is marked positively. This shows that every increase in brand image by one unit will cause an increase or increase in the level of advertising effectiveness on Telkomsel products
- c. Coefficient Value X2 variable creativity advertising value coefficient marked negative. This shows that every increase in advertising creativity by one unit will cause a decrease in the level of advertising effectiveness on Telkomsel products
- d. Coefficient Value X3 the credibility variable celebrity endorser has a coefficient value that is marked positively. This shows that any increase in the credibility of celebrity endorsers by one unit will cause an increase or increase in the level of advertising effectiveness on Telkomsel products
- e. Coefficient Value X4 the communication media variable has a coefficient value that is marked positively. This shows that every increase in communication media by one unit will cause an increase or increase in the level of advertising effectiveness on Telkomsel products

4.1 Partial Significant Test (T Test)

From the Table 1, the results of hypothesis testing are as follows:

1. It is suspected that brand image has a partial effect on the effectiveness of advertising on Telkomsel products.
2. it is suspected that advertising creativity has a partial effect on the effectiveness of advertising on Telkomsel products is rejected.
3. it is suspected that the credibility of celebrity endorsers has a partial effect on the effectiveness of advertising on Telkomsel Tegal products.
4. it is suspected that the communication media has a partial effect on the effectiveness of advertising on Telkomsel products is denied the truth.

Based on the results of the partial significant test calculations shown in the table, it is stated that for the variables Of Perception of Ease (X1), Perception of Benefit (X2), and Perception of Risk (X3) resulted in t values of 0.108, 5.437, and 4.224 respectively with significant values of 0.915, 0.000 and 0.000, respectively.

4.2 Simultaneous Significant Test (F Test)

The null hypothesis H_0 is rejected and the alternative hypothesis H_a is accepted based on the simultaneous significance test results shown in the Table 1. The computed F value of 0.000 is 0.000 less than 0.05, hence H_0 is rejected and H_a is accepted. It can be inferred that the factors of Brand image, advertising innovation, the credibility of celebrity endorsers, and communication medium in goods all contribute to the success of Telkomsel's advertising campaigns.

4.3 Coefficient of Determination

In the Table 1, the column labeled adjusted R square displays the magnitude of the coefficient of determination as 0.481, or 48.1%. And it can be concluded that Brand image, advertising innovation, celebrity endorser credibility, and communication medium impact the efficacy of Telkomsel product advertising by 48.1%, while the remaining 51.9% is influenced by factors beyond the scope of this research.

4.4 The Influence of Brand Image on the Effectiveness of advertising on Telkomsel Products

According to the t-test, the Brand image Variable has a positive coefficient value of 4,973 and a significance value of,000, indicating that the Brand image Variable has a positive and statistically significant influence on the advertising efficiency of Telkomsel goods. Thus, brand image somewhat influences the efficiency of Telkomsel product promotion..

4.5 The Influence of Advertising Creativity on the Effectiveness of Advertising on Telkomsel Products

The advertising creativity variable has a negative coefficient value of -.913 and a significance value of .363, indicating that advertising creativity has a positive but not statistically significant influence on the efficacy of advertising for Telkomsel's goods. Thus, the premise that advertising inventiveness has a partial influence on the efficacy of Telkomsel product advertising is refuted.

4.6 The Influence of Credible Influences of Celebrity Endorsers on the Effectiveness of Advertisements on Telkomsel Products

The credibility of celebrity endorsers has a positive coefficient value of 0.288 and a significance value of $0.000 > 0.05$, indicating that the credibility of celebrity endorsers has a positive and statistically significant influence on the efficacy of advertising for Telkomsel goods. The hypothesis that the credibility of celebrity endorsers has a partial influence on the efficacy of advertising for Telkomsel Tegal goods is thus acknowledged as correct.

4.7 The Influence of Communication Media on the Effectiveness of Advertising on Telkomsel Products

The variable communication media has a positive coefficient value of 0.123 and a significance value of $0.161 > 0.05$, indicating that communication media has a positive but insignificant influence on the efficacy of Telkomsel product advertising. Thus, the hypothesis that communication medium has a partial influence on the efficacy of advertising for Telkomsel goods is refuted.

4.8 Influence of Brand Images, Advertising Credibility, Credibility of Celebrity Endorsers, and Communication Media on the Effectiveness of Advertisements on Telkomsel Products

Based on the F test findings, $F_{hitung} = 23.93$ and a significance level of 0.000 were determined. Thus, it is determined that brand image, advertising innovation, the trustworthiness of celebrity endorsers, and communication channels impact the success of Telkomsel product advertising. Thus, the hypothesis stating that Brand image, advertising inventiveness, the legitimacy of celebrity endorsers, and communication channels influence consumer behavior about the success of Telkomsel product advertising is accepted.

5 Conclusion

Based on hypothesis one, it was concluded that the Brand image variable has a positive effect on the behavior of advertising effectiveness on Telkomsel products. This indicates that the high or low brand image affects the effectiveness of advertising.

Based on hypothesis two, it was concluded that the variable of advertising creativity negatively affects the behavior of advertising effectiveness on Telkomsel products. This indicates that the high or low creativity of advertising affects the effectiveness of advertising.

Based on hypothesis three, it was concluded that the credibility variable of celebrity endorsers has a positive effect on the effectiveness of advertising on Telkomsel products. This indicates that the high or low credibility of celebrity endorsers affects the effectiveness of advertising.

Based on hypothesis four, it was concluded that communication media variables negatively affect the behavior of advertising effectiveness on Telkomsel products. This indicates that the high or low of communication media affects the effectiveness of advertising.

Based on hypothesis five, it was concluded that the variables of Brand image, advertising creativity, credibility of celebrity endorsers, and communication media towards behavior The effectiveness of advertising on Telkomsel products has a positive effect on each other.

Based on the aforementioned results, the author might make the following recommendations:

1. It is anticipated that the firm will benefit from the study's recommendations, views, and facts on advertising effectiveness, brand image, advertising inventiveness, celebrity endorser credibility, and communication medium.

As information and input for Telkomsel organizations to better comprehend the significance of Brand image, advertising inventiveness, the legitimacy of celebrity endorsers, and communication channels for Telkomsel goods.

In order to make it simpler for businesses to engage in trade rivalry in the present day, it is proposed that future study include factors other than Brand image, advertising innovation, the credibility of celebrity endorsers, and communication channels.

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