THE EFFECT OF ADVERTISING APPEALS AND CELEBRITY ENDORSER ON BRAND AWARENESS

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Abstract— The purpose of this study was to determine and analyze the effect of advertising appeals and celebrity endorser on consumers brand awareness of Telkomsel's product brand Simpati. The populations are the all students majoring in management in the year 2012-2013, Faculty of Economics and Business, Universitas Haluoleo. The specified numbers of samples in this study are 78 peoples as the respondents who use Simpati cell phone card and have watched the ads of Simpati cell phone card on television. This study used accidental sampling technique and multiple linear regression analysis. The results of this study showed that simultaneously there was a significant effect of advertising appeals and celebrity endorser on consumer's brand awareness of Telkomsel's Product Brand Simpati. And partially, the advertising appeals variable (tsig 0,000 < α 0,05) and the celebrity endorser variable have a significant effect on consumer's brand awareness of Telkomsel's Product Brand Simpati. Therefore the proposed research hypothesis can be accepted.

Keywords— Advertising Appeals, Celebrity Endorser, and Brand Awareness.

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