

# Hubungan antara pengaruh kredibilitas selebriti dan efektivitas periklanan dengan peran moderasi religiusitas: survei pada iklan kosmetik Wardah di Indonesia = The relationship between celebrity credibility and advertising effectiveness with moderation role of religiosity: survey on Wardah cosmetic advertising in Indonesia

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## Abstrak

Saat ini penggunaan selebriti endorser pada iklan menjadi salah satu cara untuk mencapai efektivitas periklanan, terutama untuk kosumen Muslim menjadi perhatian untuk mencapai efektivitas periklanan. Penelitian ini bertujuan untuk menganalisis hubungan kredibilitas selebriti dan efektivitas periklanan survei pada iklan kosmetik Wardah. Populasi pada penelitian ini merupakan konsumen yang belum pernah menggunakan produk kosmetik Wardah dan beragama Islam. Teknik pengambilan sampel dilakukan dengan non probability sampling - purposive sampling.

Pengumpulan data dalam penelitian ini dilakukan dengan membagikan kuesioner secara online kepada reponden dan berhasil dikumpulkan sebanyak 300 kuesioner. Penelitian ini menggunakan analisis pengolahan data menggunakan Structural Equation Modeling SEM.

Hasil pengolahan data menunjukkan bahwa celebrity credibility memiliki pengaruh signifikan terhadap attitude towards the advertising dan purchase behavior. Selain itu, religiosity memiliki pengaruh negatif signifikan pada celebrity credibility terhadap attitude towards the advertising dan memiliki pengaruh signifikan positif pada celebrity credibility terhadap purchase behavior.

.....Nowadays the use of celebrity endorsers on advertising is one way to achieve advertising effectiveness, especially for Muslim consumers to be concerned about achieving advertising effectiveness.

This study aims to analyze the relationship of celebrity credibility and advertising effectiveness survey on Wardah cosmetic advertisement. The population in this study are consumers who have never used Wardah cosmetic products and are Muslim. The sampling technique was done with non probability sampling purposive sampling.

Data collection in this study was done by distributing questionnaires online to reponden and back as many as 300 questionnaires. This research uses data processing analysis using Structural Equation Modeling SEM. The results of data processing show that celebrity credibility has a significant influence on attitude towards the advertising and purchase behavior. However, it has a significant negative effect on the religiosity relationship on celebrity credibility and attitude towards the advertising and positive significant influence on religiosity relationship to celebrity credibility and purchase behavior.