

PENGARUH DAYA TARIK *ENDORSER* VERSI LIONEL MESSI PADA IKLAN *HEAD AND SHOULDERS* TERHADAP *BRAND LOYALTY*

(Survei pada Kalangan Siswa SMAN 1 Tangerang Selatan)

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Abstrak

Latar belakang penelitian ini *Head and Shoulders* menjadikan Lionel Messi sebagai *endorser* dari produknya dikarenakan sebelumnya kompetitor dari *Head and Shoulders* sudah menggunakan *endorser* serupa. Iklan yang ditayangkan media televisi membentuk sikap konsumen yang mempengaruhi keputusan pembelian konsumen **Tujuan Penelitian** ini adalah untuk mengetahui seberapa besar pengaruh daya tarik *endorser* (Lionel Messi) terhadap *brand loyalty* produk *Head and Shoulders* di kalangan kelas 11 dan 12 siswa SMAN 1 Tangerang Selatan. **Teori** yang digunakan dalam penelitian ini adalah daya tarik *endorser* dan *brand loyalty*. **Metodologi penelitian** dalam penelitian ini adalah metode penelitian kuantitatif dengan pendekatan eksplanatif. Penelitian ini mempunyai populasi sebanyak 360 orang dengan jumlah sampel sebanyak 78 responden yang menggunakan rumus Slovin. Teknik penarikan sampel yang digunakan yaitu *non probability sampling* yaitu *accidental sampling*. **Hasil penelitian** diperoleh uji korelasi sebesar 0,595 yang berarti mempunyai hubungan yang cukup kuat uji regresi diketahui bahwa $Y = 5,636 + 0,967X$, yang menyatakan mempunyai pengaruh yang signifikan dan koefisien determinasi besarnya 35,6% sedangkan untuk nilai t hitung $6,482 > t$ tabel 1,665 yang berarti terdapat pengaruh daya tarik *endorser* terhadap *brand loyalty*. **Kesimpulan** dari penelitian ini dengan taraf signifikansi 10% diperoleh t hitung $6,482 > t$ tabel 1,665. Sehingga terlihat bahwa H_0 ditolak dan H_a diterima, artinya bahwa ada Pengaruh Daya Tarik *Endorser* versi Lionel Messi pada Iklan *Head and Shoulders* terhadap *Brand Loyalty* (Survei pada Kalangan Siswa SMAN 1 Tangerang Selatan).

Kata kunci : Periklanan, Daya Tarik *Endorser*, *Brand Loyalty*

THE INFLUENCE OF ENDORSER'S ATTRACTIVENESS OF LIONEL MESSI VERSION ON HEAD AND SHOULDERS' ADS TO BRAND LOYALTY

(The Survey was Among Students of Senior High School 1 South Tangerang)

R. Alwin Darmawan

Abstract

The background of this research was Head and Shoulders made Lionel Messi as is endorsed by the their products because formerly competitors from Head and Shoulders have used similar endorser. The advertisements presented television form attitude consumers that affects decision the purchase of consumers the purpose of this research is to know how big the influence of a charm endorser (Lionel Messi) of brand loyalty products Head and Shoulders among class of 11 and 12 students of Senior High School 1 South Tangerang. A theory that used in this research were attractiveness endorser and brand loyalty. The research methodology in this research was quantitative with the explanative's approach. The research has population as many as 360 respondents with the sample of the as many as 78 respondents who using formulas of Slovin. Technique of this researched was non probability sampling with namely accidental sampling. The results of research obtained correlation test of 0,595 which means has correlation which has a quite strong, the regression test seen that $Y = 5,636 + 0,967X$, which states have significant influence and coefficients determined was 35,6 % and to value of t count 6,482 > t tabel 1,665 which means there is the influence of an endorser's attractiveness to brand loyalty. The conclusion of this research was significant and level of significance in 10 % obtained and value of t count 6,482 > t tabel 1,665. So that it can be seen that H_0 rejected and H_a accepted, it means that there is The Influence of Endorser's Attractivness of Lionel Messi Version on Head and Shoulders' ads to Brand Loyalty. (The Survey was Among Students of Senior High School 1 South Tangerang)

Keyword

: Ads, Endorser's Attractiveness, Brand Loyalty