

## ABSTRACT

Telkomsel is the first GSM mobile telecommunications operator in Indonesia that offered postpaid service, namely kartuHALO. Telkomsel was the largest mobile telecommunications operator in Indonesia with more than 100 million subscribers in the country per May 2011. The products of Telkomsel consist of Simpati, KartuAS and KartuHalo. To compete with similar products from other mobile operators, KartuAS employs an advertising strategy by presenting Sule as KartuAS endorser.

The purpose of this study was to determine the effect of endorser credibility on brand credibility of kartuAs. This verificative study is basically aimed to test the validity of a hypothesis which is carried out through the collection of data in the field.

Simple linear regression analysis methodology is used to determine whether there is a correlation between the dependent variable with the independent variable. Simple linear regression analysis is employed to prove the extent of the relationship with the brand endorser credibility.

Based on the findings of the research conducted on the effect of endorser credibility to the brand credibility of KartuAS, it can be concluded that the relationship between the endorser credibility and the credibility of the brand is included in the medium category and in one direction, which is equal to 0.578. The amount of influence of endorser credibility on brand credibility is 33.4%, and the remaining 66.6% is influenced by other factors outside the endorser credibility. Based on hypothesis testing using t test, it is obtained that the value of t is greater than t table, i.e.  $7,004 > 1,980$ , then  $H_0$  is rejected.

The conclusion is the credibility of the endorser can significantly affect the brand credibility of kartuAS. The rating of KartuAS endorser credibility is good based on expertise, trustworthiness and attractiveness. The rating of kartuAS brand credibility is good based on trustworthiness and expertise.

Keywords: KartuAs, Endorser, Brand credibility