

ABSTRACT

Companies usually use an endorser to attract the attention of consumers. Endorsers affect the image of a product because it tends to be identical to the product it represents. This study aims to determine the response of the people of Bandung about Ariel Noah, brand awareness Greenlight and the influence of the Ariel Noahorsor consisting of attributes transference, congruence, credibility, attraction and power towards Greenlight brand awareness in the community in Bandung.

The population in this study were people in Bandung and the samples taken were 408 respondents. The purpose of this study was to determine the magnitude of the influence of Ariel Noah as an endorser of brand awareness Greenlight. In this study the method used is the method of quantitative descriptive analysis and analysis of structural equation modeling.

The results of the study showed that respondents' assessment of the endorser variable was included in the good category with a percentage of the overall score of 74.29%. Respondents' response to the brand awareness variable belongs to the fairly good category with a percentage of the overall score of 59.81%. The endorser sub variable which consists of transference, congruence, visibility, attraction and power simultaneously has a significant positive effect on brand awareness with a calculated F value of 162.5. Partially, only sub-variables of congruence, credibility and attraction have a significant effect on brand awareness, while sub-variables of transference, attraction and power do not significantly influence brand awareness. The coefficient of determination obtained is equal to 0.669. In other words 66.9% of Greenlight brand awareness can be explained by transference, congruence, credibility, attraction and power, while the remaining 33.1% is explained by other influences not examined in this study.

Keywords: Endorser and brand awareness