

ABSTRACT

Fadil Jaidi is one of the endorsers with the highest rates in Indonesia. The funny endorsement concept attracts the attention of many people. In addition, Fadil also has a responsible personality as an endorser. The public and business actors recognize that Fadil Jaidi's advertisements are able to increase consumer purchase intentions.

The purpose of this research is to find out which variable between comedian personality through endorsed brand credibility, transfer of brand image, and e-word of mouth with humorous ads variable through attitude toward ads and e-word of mouth that has a greater influence in increasing consumer purchase intention.

This research is included in quantitative research with data collection methods in the form of questionnaires to 535 respondents. The data analysis technique used is SEM using the SmartPLS program. The sampling technique in this research is non-probability sampling with purposive sampling type. The respondents in this research were Indonesian women who had seen Fadil Jaidi's endorsement video wearing Muslim women's clothing.

The statistical test results show that (1) comedian personality has a positive and significant effect on endorsed brand credibility, (2) comedian personality has a positive and significant effect on the transfer of brand image, (3) humorous ads has a positive and significant effect on attitude toward ads, (4)) endorsed brand credibility has a positive and significant effect on e-word of mouth, (5) transfer of brand image has a positive and significant effect on e-word of mouth, (6) attitude toward ads has a positive and significant effect on e-word of mouth, (7) e-word of mouth has a positive and significant effect on consumer purchase intention.

The analysis results show that comedian personality has the greatest influence on consumer purchase intention through the transfer of brand image and e-word of mouth. This means that comedian personality is superior in increasing consumer purchase intention compared to humorous ads. The data shows that simplicity, politeness and humility need to be considered in the personality of comedian Fadil Jaidi when carrying out fashion endorsement activities for Indonesian Muslim women. Practitioners also need to identify image similarities between comedians and endorsement brands. Meanwhile, humorous content requires material that is relatable to the target audience so that it is spread more widely.

Keywords: Comedian Personality, Humorous Ads, Brand Image, e-Word Of Mouth, Purchase Intention