

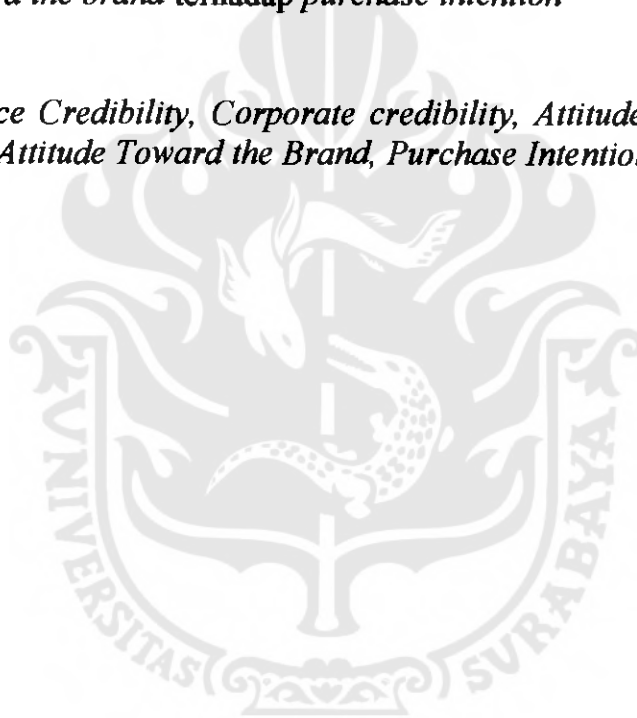
INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *corporate credibility*, *source credibility*, *attitude toward the Ad* dan *attitude toward the brand* terhadap *purchase intention* pada iklan sabun mandi cair Lux-Beauty Lounge di Surabaya.

Penelitian menggunakan pendekatan kualitatif dengan menggunakan Structural Equation Model (SEM) untuk menguji hipotesis. Data diperoleh dari 150 responden yang telah memenuhi kriteria tertentu.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan negatif dari *corporate credibility*, *source credibility*, *attitude toward the ad* dan *attitude toward the brand* terhadap *purchase intention*

Kata kunci: *Source Credibility*, *Corporate credibility*, *Attitude toward the Ad*, *Attitude Toward the Brand*, *Purchase Intention*.



ABSTRACT

This purpose of this study is to investigate the relationship of corporate credibility, endorser credibility, attitude toward to the ad, attitude toward the brand and purchase intention in a advertising, which is an liquid soap of Lux-Beauty Lounge in Surabaya.

The study uses a quantitative approach which is using Structural Equation Model (SEM) to examine the hypotheses The data were collected from 150 respondences who have standardized criterias.

The results of the study indicate that corporate credibility, endorser credibility, attitude toward to the ad, attitude toward the brand have a positive and negative impact on purchase intention.

Keywords: Source Credibility, Corporate credibility, Attitude toward the Ad, Attitude Toward the Brand, Purchase Intention.

