

## INTISARI

Penelitian ini bertujuan menganalisis pengaruh kredibilitas perusahaan dan kredibilitas model iklan terhadap sikap konsumen pada iklan Promag di televisi. Subyek dalam penelitian ini adalah warga Perumahan Griya Wirokerten Indah, Banguntapan, Bantul. Sedangkan objek penelitian adalah salah satu iklan Promag yang dibintangi oleh Dedy Mizwar yang bertemakan "Restoran India". Metode pengambilan sampel dilakukan dengan *purposive sampling*. Ukuran sampel ditentukan secara *judgement* pribadi sebanyak 100 orang. Analisis data dilakukan dengan menggunakan model regresi linier berganda.

Hasil pengujian regresi secara parsial menunjukkan: 1) kredibilitas perusahaan berpengaruh positif dan signifikan terhadap sikap konsumen pada iklan Promag di televisi, 2) model iklan berpengaruh positif dan signifikan terhadap sikap konsumen pada iklan Promag di televisi. Pengujian secara simultan menunjukkan bahwa kredibilitas perusahaan dan kredibilitas model iklan secara bersama-sama berpengaruh signifikan terhadap sikap konsumen pada iklan Promag di televisi.

**Kata kunci:** kredibilitas perusahaan, kredibilitas model iklan, sikap konsumen.

## **ABSTRACT**

The research aims to analyze the influence of company's and advertisement star's credibility on the consumer's attitude on Promag advertisement on television. The subject of the research was the residents of Griya Wirokerten Indah, Banguntapan, Bantul. Meanwhile, the object of the research was one of the Promag advertisements starred by Dedy Mizwar and the theme of the advertisement was "Restoran India". The method used to take the sample was purposive sampling. The size of the sample was determined by personal judgment of 100 respondents. The data analysis was conducted by using double linear regression model.

The result of regression examination partially showed: (1) company's credibility had positive and significant influence towards consumers' attitude on Promag advertisement on television, (2) the star of the advertisement had positive and significant influence toward the customers' attitude. The test simultaneously showed that the company's credibility and advertisement star's credibility had collectively influenced positively to the consumers' attitude on Promag advertisement on television.

**Keywords : company's creadibility, advertisement star's credibility, consumer's attitude**