

## ABSTRACT

Advertising creativity have important role in the developing of consumer loyalty. The better offered advertising then the consumer will be more interested to enjoy the products that are advertised. This research is aimed to understand about the influence of lifebuoy soap advertising creativity that is contain attention, interest, needs, belief feel, and the effort to consumer loyalty.

The research is a survey research that use all people at Wirobrajan region of Yogyakarta as population. The samples of research are people that use lifebuoy soap as many as 100 respondents. Sample acquiring technique uses purposive sampling method. Variety of research data uses validity and realibility test. Validity test uses product moment correlation test and reliability test uses Cronbach Alpha test. Hypothesis test uses multiple regression analisys.

The result of analisys shows that advertising creatifitu of lifebuoy soap (attention, interest, need, belief feel, and effort) in a row have significant influence to consumer loyalty because they have sig value smaller than alpha value (0,05) that is as high as 0,000. Partially. Advertising creatifity of lifebuoy soap (attention, interest, need, belief feel, and effort) have positive influence and significant to consumer loyalty because they have sig vallue smaller than alpha value (0,05) that is as high as 0,000; 0,000; 0,032; 0,028; and 0,040 each. Attention variable has dominant influence to buying decision because beta coeficient as high as 0,6020 and sig value as hihg as 0,000 that is smaller than alpha value as high as 0,005.

Keyword : Advertising Creativity, Consumer loyalty.