

ABSTRAK

PENGARUH PERSUASI IKLAN TELEVISI DAN KEMASAN TERHADAP MINAT BELI KONSUMEN

**Studi Kasus Produk Mie Sedap Instan Pada Warga Kepuh RT 45 RW 11
Kelurahan Klitren Kecamatan Gondokusuman Yogyakarta**

**Yoseph Asmed
Universitas Sanata Dharma
Yogyakarta
2009**

Penelitian ini bertujuan untuk mengetahui apakah : (1) ada pengaruh yang positif signifikan antara iklan televisi dengan minat beli mie sedap instan, (2) ada pengaruh yang positif signifikan antara kemasan dengan minat beli mie sedap instan.

Penelitian ini merupakan penelitian populasi dengan responden warga Warga Kepuh RT 45 RW 11 Kelurahan Klitren Kecamatan Gondokusuman Yogyakarta . Metode pengumpulan data menggunakan kuesioner. Teknik analisis menggunakan analisis regresi sederhana dengan rumus regresi sederhana, keputusan yang digunakan untuk menerima atau menolak hipotesis alternatif dengan taraf signifikansi 5%.

Dari hasil analisis dapat disimpulkan sebagai berikut = (1) terdapat pengaruh yang positif dan signifikan antara iklan televisi dengan minat beli mie sedap instan, hal ini berdasarkan hasil perhitungan nilai koefisien regresi bernilai positif dan nilai $t = 3,475$, sedangkan hasil pengujian $\text{Sig} = 0,001 < \alpha = 0,05$. (2) terdapat pengaruh yang positif dan signifikan antara kemasan dengan minat beli mie sedap instan, hal ini berdasarkan hasil perhitungan nilai koefisien regresi bernilai positif dan nilai $t = 6,511$, sedangkan $\text{Sig} = 0,000 < \alpha = 0,05$

ABSTRACT

**THE INFLUENCE OF PERSUASIVE ADVERTISEMENT ON
TELEVISION AND ITS PACKAGE TOWARDS COMSUMERS' BUYING
INTEREST**

**A Case Study on “*Mie Sedap*” Instant Noodle Product
at the Neighborhood/Administrative Community of Kepuh RT 45/RW 11 –
The Village of Klitren – Subdistrict of Gondokusuman – Yogyakarta**

**By: Yoseph Asmed
Sanata Dharma University
Yogyakarta
2009**

The purpose of the research is to identify whether : (1) there is a positive and significant influence between TV advertisement and the interest of buying *mie sedap* instant noodle, (2) there is a positive and significant influence between the package and the interest of buying *mie sedap* instant noodle.

The research is a population research and the respondent is the community of RT 45 RW 11 - Klitren - Subdistrict of Gondokusuman - Yogyakarta. The method of gathering the data was questionnaire. The technique of analysing the data was simple regression formula, whereas the decision to accept or refuse the alternative hypothesis 5% of significance rate was applied.

The result of the analysis shows that: (1) there is positive and significant influence between TV advertisement and the interest of buying *mie sedap* instant noodle. It was based on the calculation result of the regression coefficient value which was positive, and the value of $t = 3.475$, whereas the result of $\text{Sig} = 0.001 < \alpha = 0.05$. (2) there is positive and significant influence between the package and the interest of buying *mie sedap* instant noodle, The conclusion was based on the calculation of regression coefficient value which came up to be positive with the value of $t = 6.511$, whereas the $\text{Sig} = 0.000 < \alpha = 0.05$