

ABSTRAK

**PENGARUH KREATIVITAS IKLAN TERHADAP MINAT BELI PRODUK
MINUMAN “TEH YEN YEN**

Studi Kasus pada Mahasiswa Universitas Sanata Dharma
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2017

Penelitian ini bertujuan untuk mengetahui apakah kreativitas iklan berpengaruh terhadap minat beli. Penelitian ini dilakukan selama bulan Maret sampai April 2017 di kampus 1 Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa kampus 1 Mrican Universitas Sanata Dharma yang belum pernah membeli dan meminum Teh YEN YEN. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji Validitas menggunakan teknik *korelasi Product Moment* dan Uji Reabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif. Dari penelitian ini dapat disimpulkan bahwa kreativitas iklan berpengaruh positif terhadap minat beli.

Kata kunci : Kreativitas Iklan, Minat Beli.

ABSTRACT

**THE INFLUENCE OF ADVERTISING CREATIVITY TOWARDS
CONSUMERS PURCHASE INTEREST ON “YEN YEN TEA” PRODUCT**

A Case Study On Students of Campus 1 Sanata Dharma University
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This research is aimed to find out whether advertising creativity influences consumers purchasing interest. This research was conducted for two months (March and April) 2017 at Campus 1 of Sanata Dharma University, Yogyakarta. The population of this research consists of students of Campus 1 Sanata Dharma University who have never bought and have never drunk YEN YEN Tea before. The sampling technique is nonprobability sampling technique. The data of this research was collected from 100 respondents by filling in the questionnaire. The data validity was tested with Product Moment Correlation technique and the reliability was tested with Cronbach Alpha formula. This research uses Descriptive Analysis as the data analysis technique. From this research, it can be concluded that advertising creativity influences consumers purchasing interest positively.

Keywords: Advertisement Creativity, Consumers Purchasing Interest