

ABSTRAK

PENGARUH SLOGAN, LOGO, SIMBOL DAN FORMAT PESAN IKLAN BILLBOARD TERHADAP MINAT BELI KONSUMEN

Studi Kasus Iklan *Billboard* Rokok A Mild *Menthol* pada
Mahasiswa Universitas Sanata Dharma

Henny
Universitas Sanata Dharma
Yogyakarta
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Tujuan penelitian ini adalah untuk mengetahui apakah slogan, logo, simbol dan format pesan iklan *billboard* berpengaruh terhadap minat beli konsumen baik secara parsial maupun secara simultan. Penelitian dilakukan di Universitas Sanata Dharma pada bulan April sampai Juni 2007. Populasi penelitian ini adalah seluruh mahasiswa Universitas Sanata Dharma yang merokok dan pernah melihat iklan *billboard* A Mild, sampel penelitian ini berjumlah 150 responden. Teknik pengambilan data menggunakan teknik kuesioner. Teknik analisis data yang digunakan adalah Analisis Regresi Berganda, Uji t (sisi kanan) dengan taraf signifikan $\alpha = 0,05$, Uji F dengan taraf signifikan $\alpha = 0,05$ dan Uji Koefisien Determinasi.

Hasil penelitian dengan uji t menunjukkan semua variabel independen memiliki pengaruh positif terhadap minat beli konsumen kecuali variabel logo. Hasil penelitian dengan uji F menunjukkan bahwa semua variabel independen secara simultan berpengaruh positif terhadap minat beli konsumen. Pada koefisien determinasi menunjukkan minat beli konsumen dapat dijelaskan oleh slogan, logo, simbol dan format pesan iklan *billboard* sebesar 22,9%.

ABSTRACT

THE INFLUENCE OF SLOGAN, LOGO, SYMBOL AND ADVERTISEMENT BILLBOARD MESSAGE FORMAT ON CONSUMER INTENTION TO BUY

A Case Study on Advertisement Billboard Cigarette A Mild Menthol

Henny
Sanata Dharma University
Yogyakarta
2007

The Purpose of this research was to know whether the slogan, logo, symbol and advertisement billboard message format had an effect on consumer intention to buy for partially or simultaneously. This research was carried out at Sanata Dharma University in April-June 2007. This research population was Sanata Dharma University Students who smoke and ever happened to see A Mild menthol advertisement billboard. The sample size of this research was 150 respondents. The sampling technique used was accidental method. Data were collected through distributing questionnaire. Analysis data technique used were Multiple Regression, t-test (right side) with level of significance $\alpha = 0,05$, F-test with level of significance $\alpha = 0,05$ and determination coefficient test.

Result of research with t-test indicated that all of the independent variables had positive effects on consumer intention to buy except logo. F-test result indicated that all of the independent variables simultaneously had positive effects on consumer intention to buy. The determination coefficient of 22,9% indicated that consumer intention to buy was 22,9% explained by slogan, logo, symbol and advertisement billboard message format.