

ABSTRAK
PENGARUH IKLAN TV TERHADAP MINAT BELI KONSUMEN POCARI SWEAT
Studi Kasus pada Mahasiswa Sanata Dharma

Hermawan Adi Nugroho
Universitas Sanata Dharma
Yogyakarta
2007

Penelitian ini bertujuan untuk menjelaskan pengaruh informasi (X_1), bentuk/format iklan (X_2), isi iklan (X_3), durasi waktu (X_4) secara simultan terhadap minat beli konsumen (Y) minuman Pocari Sweat.

Penelitian ini dilakukan pada bulan september 2007 dengan metode studi kasus pada Mahasiswa Universitas Sanata Dharma Fakultas Ekonomi. Pengumpulan data dilakukan dengan menggunakan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden menggunakan metode *Purposive Sampling*. Teknik analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian ini menjelaskan bahwa informasi (X_1), bentuk/format iklan (X_2), isi iklan (X_3), durasi waktu (X_4) secara simultan berpengaruh terhadap minat beli konsumen, hal ini ditunjukkan dari nilai $F_{hitung} (11,256) > F_{tabel} (2,71)$. Koefisien determinasi (R^2) sebesar 32,7% mempunyai arti variabel informasi (X_1), bentuk/format iklan (X_2), isi iklan (X_3), durasi waktu (X_4) mempunyai pengaruh terhadap minat beli konsumen sebesar 32,7%.

ABSTRAK
THE INFLUENCE OF TELEVISION ADVERTISEMENT TO THE POCARI
SWEAT CONSUMER'S BUYING INTENTION
Study Case of Students of Sanata Dharma

Hermawan Adi Nugroho
Universitas Sanata Dharma
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The objective of the research was to explain the influence of information (X1), the form of the advertisement (X2), the contents of the advertisement (X3), time duration (X4) simultaneously to the consumer's buying intention (Y) of Pocari Sweat.

The research was done on Septembers 2007 by study case method of the Students of Sanata Dharma university, faculty of Economics. The data collection was done by using questionnaire. The number of the samples which was used on the research 100 respondents using Purposive Sampling method. The analysis technique which was used was multiple linear regression.

The result of the research explained that information (X1) the form of the advertisement (X2), the contents of the advertisement (X3), time duration (X4) simultaneous to the consumer's buying intention (Y), it was shown by $F_{\text{calculate}} (11,256) > F_{\text{table}} (2,71)$. Determination coefficient (R^2) is 32,7%, it mean that information variable (X1), the form of the advertisement (X2), the contents of the advertisement (X3), time duration (X4) influenced to the consumer's buying intention amounting to 32,7%.