

ABSTRAK

**PENGARUH PUBLIK FIGUR, PESAN IKLAN DI TELEVISI,
DESAIN KEMASAN DAN KUALITAS PRODUK TERHADAP
BRAND IMAGE DI BENAK KONSUMEN**
Studi Kasus pada Sabun Mandi Lux

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Tujuan penelitian ini adalah untuk mengetahui apakah publik figur, pesan iklan di televisi, desain kemasan dan kualitas produk berpengaruh terhadap *brand image* di benak konsumen baik secara parsial maupun simultan. Penelitian ini dilakukan di Universitas Sanata Dharma pada bulan September sampai Oktober 2007. Populasi penelitian ini adalah mahasiswa Universitas Sanata Dharma yang pernah melihat iklan dan yang pernah menggunakan sabun mandi Lux. Sampel penelitian ini berjumlah 100 responden. Teknik pengambilan data menggunakan teknik *accidental sampling*. 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, bahwa semua variabel independen (publik figur, desain kemasan dan kualitas produk) secara parsial berpengaruh positif terhadap *brand image* di benak konsumen, kecuali variabel pesan iklan di televisi. Hasil penelitian dengan uji F menunjukkan bahwa semua variabel independen (publik figur, pesan iklan di televisi, desain kemasan dan kualitas produk) secara simultan berpengaruh positif terhadap *brand image* di benak konsumen. Koefisien determinasi menunjukkan *brand image* di benak konsumen dapat dijelaskan oleh publik figur, pesan iklan di televisi, desain kemasan dan kualitas produk sebesar 43,6%.

ABSTRACT

THE INFLUENCE OF PUBLIC FIGURE, MESSAGE ON TELEVISION ADVERTISEMENT, PACKAGING DESIGN AND PRODUCT QUALITY ON BRAND IMAGE IN CONSUMER MARROW

A Case Study on Lux bath Soap

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The purpose of this research was to know whether the public figure, message on television advertisement, packaging design and product quality influence on brand image in consumer marrow for partially or simultaneously. This research was held at Sanata Dharma University during September - October 2007. This research population was Sanata Dharma University Students which have seen Lux commercial advertisement on television and have ever consumed Lux bath soap. The sample size was 100 respondents. The sampling technique used was accidental sampling. Analysis data technique used were Multiple Regression, t-test (right side) with level of significance (α) of 0,05, F-test with level of significance (α) of 0,05 and determination coefficient test.

Result of research with t-test showed that all of the independent variables (public figure, packaging design and product quality) partially had positive effect on brand image consumer marrow except message on television advertisement. F-test result indicated that all of the independent variables (public figure, message on television advertisement, packaging design and product quality) simultaneously had positive effects on brand image consumer marrow. The determination coefficient test showed that the brand image in consumer marrow can be explained by public figure, message on television advertisement, packaging design and product quality equal to 43,6%