

ABSTRAK

PENGARUH ATTRACTIVENESS, TRUSTWORTHINESS, EXPERTISE DAN POWER MODEL IKLAN TERHADAP NIAT BELI ULANG KONSUMEN

Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta Pemakai dan
Pemirsa-Iklan Rokok Star Mild

Reo Susanto
Program Studi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma Yogyakarta
2008

Tujuan dari penelitian ini adalah untuk mengetahui : 1). Pengaruh *Attractiveness*, *Trustworthiness*, *Expertise* dan *Power* model iklan secara simultan terhadap niat beli ulang konsumen, 2). Pengaruh *Attractiveness*, *Trustworthiness*, *Expertise* dan *Power* model iklan secara parsial terhadap niat beli ulang konsumen.

Penelitian ini adalah studi kasus pada mahasiswa Universitas Sanata Dharma Yogyakarta. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Populasi dari penelitian ini adalah mahasiswa Fakultas Ekonomi, Universitas Sanata Dharma Yogyakarta yang pernah menyaksikan iklan dan pernah mengkonsumsi rokok Star Mild. Sampel yang diteliti sebanyak 100 responden. Teknik *sampling* yang digunakan adalah *Purposive Sampling*. Uji Validitas menggunakan teknik Korelasi *Pearson's Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach's Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda, Uji F dan Uji t pada taraf signifikansi 5%.

Berdasarkan hasil analisis data dapat diketahui bahwa : 1). Secara simultan variabel *Attractiveness*, *Trustworthiness*, *Expertise* dan *Power* model iklan berpengaruh signifikan terhadap Niat Beli Ulang konsumen. 2). Secara parsial masing-masing variabel *Attractiveness*, *Trustworthiness*, *Expertise* dan *Power* model iklan tidak ada yang berpengaruh secara signifikan terhadap Niat Beli Ulang konsumen.

Kata kunci : iklan, model iklan, niat beli ulang.

ABSTRACT

THE INFLUENCE OF ATTRACTIVENESS, TRUSTWORTHINESS, EXPERTISE, AND POWER OF ADVERTISEMENT MODEL ON CONSUMER'S RE-PURCHASING INTENTION

**A Study on Sanata Dharma University Yogyakarta Students, Star Mild
Cigarette Consumers and the Advertisement Viewers**

**Reo Susanto
Management Study Program of Economy Faculty
Sanata Dharma University Yogyakarta
2008**

The research is aimed to find out: 1). The simultaneous influence of Attractiveness, Trustworthiness, Expertise, and Power of an advertisement model on consumers' re-purchasing intention, 2). The partial influence of Attractiveness, Trustworthiness, Expertise, and Power of an advertisement model on the consumers' re-purchasing intention.

The research was a case study conducted on students of Economy Faculty of Sanata Dharma University Yogyakarta who had watched Star Mild cigarette advertisement on television and those who were its consumers by distributing questionnaire to them. There were 100 respondents as the sample. The sampling technique was Purposive Sampling. Pearson's Product Moment correlation technique was used as the Validity Test while Cronbach's Alpha formula was used to test the reliability. To analyze the data, Multiple Linear Regression Analysis, F - Test and t Test were used.

Based on the data analysis, it was found out that: 1). simultaneously, Attractiveness, Trustworthiness, Expertise, and Power variables of the advertisement model influenced consumer's re-purchasing intention significantly, 2). partially, each of the variables of Attractiveness, Trustworthiness, Expertise, and Power did not influence consumer's re-purchasing intention.

Keywords : advertisement, advertisement model, consumer's re-purchasing intention.