

**ABSTRAK**

**PENGARUH DAYA TARIK IKLAN ROKOK SAMPOERNA TERHADAP  
MINAT BELI KONSUMEN**

**Studi Kasus Kasus Pada Mahasiswa Sanata Dharma, Mrican Yogyakarta**

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**Yogyakarta**

**2012**

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh daya tarik iklan (produk, isi iklan, informasi, bentuk/format iklan, durasi waktu) terhadap minat beli konsumen. Penelitian ini dilakukan di Universitas Sanata Dharma Yogyakarta, dengan sampel yang diteliti sebanyak 100 responden. Teknik sampling yang digunakan adalah Convenience Sampling. Uji Validitas menggunakan teknik Korelasi Perason's Product Moment dan Uji Reliabilitas menggunakan rumus Alpha Cronbach. Teknik analisis yang digunakan dalam penelitian ini adalah Analisis Regresi Ganda.

Berdasarkan hasil analisis data dapat diketahui bahwa variabel daya tarik iklan: *produk/merk, isi iklan, informasi, bentuk/format iklan, durasi waktu*, memiliki pengaruh signifikan/positif terhadap minat beli konsumen.

**ABSTRACT**

**THE EFFECTS OF THE ATTRACTIVENESS OF SAMPOERNA  
CIGARETTE ADS ON CONSUMER'S PURCHASE INTENTION**

**The Case Study of Students of Sanata Dharma University Mrican Yogyakarta**

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The purpose of this research is to identify the effects of the attractiveness of advertisements (products, the content of ads, product information, the form/format of the ads, the duration time) on the purchase intention of consumers.

This research was conducted in the Universty of Sanata Dharma Yogyakarta, with sample size of 100 respondents. The sampling technique used was *Convenience Sampling*. The validity test used was the correlation technique of Pearson's Product Moment. The Alpha Cronbach formula was applied for reliability test. Analysis technique used in the study was the analysis of multiple regression.

Results of the data analysis show that advertisements in terms of their products/brands, advertising content, product information, format, duration, had significant positive effects on purchase intention of consumers.