

ABSTRAK

PENGARUH INTENSITAS, DURASI, DISKRIMINASI, EKSPOSUR DAN RELEVANSI IKLAN SHAMPO REJOICE TERHADAP NIAT MEMBELI ULANG

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Kampus I, Mrican, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan dan parsial intensitas, durasi, diskriminasi, eksposur dan relevansi terhadap niat membeli ulang shampo Rejoice. Penelitian ini dilakukan selama bulan Desember 2009 sampai Februari 2010 di Universitas Sanata Dharma Kampus I, Mrican, Yogyakarta. Pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi dalam penelitian ini adalah Mahasiswa Universitas Sanata Dharma Kampus I, Mrican, Yogyakarta yang pernah melihat dan menggunakan shampo Rejoice. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden, dan teknik pengambilannya dengan teknik *Purposive Sampling*. Teknik analisis data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa intensitas, durasi, diskriminasi, eksposur dan relevansi secara simultan berpengaruh terhadap niat membeli ulang, hal ini ditunjukkan dari nilai $F_{hitung} (6,567) > F_{tabel} (2,311)$. Secara parsial, variabel intensitas dan diskriminasi tidak berpengaruh terhadap niat membeli ulang ($t_{hitung} < t_{tabel}$). Sedangkan variabel durasi (X_2), eksposur dan relevansi secara parsial berpengaruh terhadap niat membeli ulang ($t_{hitung} > t_{tabel}$). Koefisien determinasi (Adjusted R Square) sebesar 21,9%. Mempunyai arti variabel intensitas, durasi, diskriminasi, eksposur dan relevansi mempengaruhi niat membeli ulang sebesar 21,9%.

ABSTRACT

THE INFLUENCE OF INTENSITY, DURATION, DISCRIMINATION, EXPOSURE AND RELEVANCE SHAMPOO REJOICE ADVERTISEMENT TOWARDS THE INTENTION TO BUY BACK

Study Case of Student of Sanata Dharma Campus I, Mrican, Yogyakarta

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This research attempts to investigate the influence simultaneously and partially of intensity, duration, discrimination, exposure and relevance towards the intention to buy back rejoice shampoo. This research was conducted during the month of December 2009 until February 2010 at the University of Sanata Dharma Campus I, Mrican, Yogyakarta. The data was collected using questionnaires. The population in this research is Sanata Dharma Student Campus I, Mrican, Yogyakarta has ever seen and used the shampoo Rejoice. The samples used in this study were 100 respondents, and the technique of uptake by purposive sampling technique. The data analysis technique used is multiple linear regression analysis. The results of this study showed that the intensity, duration, discrimination, exposure and relevance simultaneously influence the intention to buy again, this is shown by the value of $F_{test} (6.567) > F_{table} (2.311)$. Partially, the intensity variable and discrimination had no effect on the intention to buy back (the $t < t_{table}$). While the duration variable, exposure and relevance is partially influence on the intention to buy back (the $t_{count} > t_{table}$). The coefficient of determination (adjusted R square) of 21.9%. Has the meaning of variable intensity, duration, discrimination, exposure and relevance influencing the intention to buy back 21.9%.