

ABSTRAK

“PENGARUH PENGIKLANAN PRODUK DENGAN MENGGUNAKAN *BRAND IMAGE*
TERHADAP MINAT BELI”

Studi Kasus Pada Sepeda Motor Honda SPACY di Tiga Universitas Terbaik Yogyakarta
versi *Webometrics*

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Penelitian ini bertujuan untuk mengetahui pengaruh secara parsial atau simultan antar variabel iklan yang menggunakan *brand image*: citra perusahaan, *celebrity endorser* dan citra produk dalam mempengaruhi minat beli konsumen dalam membeli sepeda motor Honda SPACY dan variabel manakah yang paling dominan berpengaruh.

Jenis penelitian ini adalah studi kasus pada sepeda motor Honda SPACY di tiga universitas terbaik di Yogyakarta versi *Webometrics*. Teknik pengumpulan data yang digunakan adalah kuesioner. Waktu penelitian yang dilakukan pada bulan Mei-Juni 2012. Teknik pengambilan sampel yang digunakan *purposive sampling*. Teknik analisis data yang digunakan adalah Analisis Regresi Linier Berganda.

Hasil analisis data menunjukkan bahwa: citra perusahaan tidak berpengaruh terhadap minat beli secara sendiri, sedangkan variabel *celebrity endorser* dan variabel citra produk secara sendiri-sendiri berpengaruh positif terhadap minat beli sedangkan pengujian secara bersama-sama ketiga variabel tersebut berpengaruh terhadap minat beli konsumen.

Kata kunci: citra perusahaan, *celebrity endorser*, citra produk dan minat beli.

**“THE INFLUENCE OF PRODUCT ADVERTISING
BY USING BRAND IMAGE TO BUYING
INTEREST”**

**A Case Study To Honda SPACY Motorcycles in Best
Three Universities in Yogyakarta version *Webometrics***

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This research was aimed to figure out the relation between advertising variables which use brand image: corporate image, celebrity endorser, and product image in influencing customers' interest to buy Honda SPACY motorcycles as partially or simultaneously and which variables are the most dominant influence.

*This sort of research is a case study for Honda SPACY motorcycles in the best three different universities in Yogyakarta version *Webometrics*. Data collection technique used was questionnaires which were done on May to June 2012. Sample collecting technique used was purposive sampling. Data analysis technique applied was Analysis of Multiple Linear Regression.*

The result of this research shows as follow: corporate image was not affected personal's buying interest, meanwhile celebrity endorser and product image's variables have positive effect in buying interest as personal, however the examination which was done altogether with these three variables affect in customers' buying interest.

Keys word: corporate image, celebrity endorser, product image, and interest to buy