

ABSTRAK

PENGARUH PERSEPSI KONSUMEN PADA IKLAN TELEVISI TERHADAP MINAT BELI PRODUK MIE SEDAAP WHITE CURRY

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Penelitian ini bertujuan untuk mengetahui apakah persepsi konsumen pada iklan televisi berpengaruh terhadap minat beli. Penelitian ini dilakukan pada bulan Agustus 2017 di Fakultas Ekonomi Kampus I Universitas Sanata Dharma. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Kampus I Universitas Sanata Dharma yang sudah pernah melihat iklan produk mie Sedaap White Curry di televisi tetapi belum pernah membeli produk tersebut. Pengambilan sampel menggunakan teknik *non probability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji Validitas menggunakan teknik *Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data dalam penelitian ini adalah Analisis Regresi Sederhana. Dari penelitian ini dapat disimpulkan bahwa persepsi konsumen pada iklan televisi berpengaruh positif terhadap minat beli.

Kata kunci : Pengaruh Persepsi, Iklan Televisi, Minat Beli

ABSTRACT

THE INFLUENCE OF CONSUMER PERCEPTION ON TELEVISION ADVERTISING TOWARD THE PRODUCT “ MIE SEDAP WHITE CURRY”

A Case Study on Students of Economics Faculty
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This research was conducted to know the consumer perception on television advertising toward the buying interests of the customer. The research was done in August 2017 at the Faculty of Economics Campus 1 Sanata Dharma University, Yogyakarta. The research's target is the Faculty of Economics' students who have watched the advertisement of the product “Mie Sedaap White Curry” in the television, but they have not bought it yet. The samples were taken using nonprobability sampling technic. The data was obtained from questioners given to 100 respondences. The validity test was processed using Product Moment technic and the reliability test was done with Cronbach Alpha formula. Data analysis technic for this research is the simple regression analysis. In conclusion, this research resulted that consumer perception toward television advertising gave positive influence to the buyer interests.

Keywords: Perception effect, Television Advertisement, Purchasing Power