

## PENGARUH IKLAN TELEVISI *CELEBRITY ENDORSER* TERHADAP PEMBELIAN IMPULSIF PADA REMAJA

*Yovidia Yofran Very Agista*

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh iklan televisi *celebrity endorser* terhadap pembelian impulsif pada remaja. Hipotesis yang diajukan dalam penelitian ini adalah pembelian impulsif pada remaja yang ditimbulkan oleh iklan televisi *celebrity endorser* lebih tinggi daripada pembelian impulsif pada remaja yang ditimbulkan oleh iklan televisi non *celebrity endorser*. Subjek dalam penelitian ini adalah mahasiswa/i angkatan 2015 Fakultas Psikologi Universitas Sanata Dharma. Subjek dalam penelitian ini berjumlah 38 orang. Bentuk penelitian ini adalah eksperimen dengan desain *within-subject* dan menggunakan *counterbalancing*. Dalam penelitian eksperimen ini, subjek dibagi menjadi dua kelompok. Analisis data dalam penelitian ini menggunakan *paired sample t-test*. Hasil untuk uji hipotesis adalah  $t = 11,019$  dan  $\text{Sig. 1-tailed} = 0,000$  ( $p < 0,05$ ). Hal ini menunjukkan bahwa  $H_0$  ditolak yang berarti pembelian impulsif pada remaja yang ditimbulkan oleh iklan televisi *celebrity endorser* lebih tinggi daripada pembelian impulsif pada remaja yang ditimbulkan oleh iklan televisi non *celebrity endorser*.

Kata kunci : iklan televisi *celebrity endorser*, pembelian impulsif, remaja

## THE INFLUENCE OF TELEVISION CELEBRITY ENDORSER COMMERCIALS TO IMPULSIVE BUYING IN ADOLESCENTS

*Yovidia Yofran Very Agista*

### ABSTRACT

*The purpose of this study was to determine the effects of television celebrity endorser commercials to impulsive buying in adolescents. The hypothesis stated in this research was the impulsive buying rate which is caused by television celebrity endorser commercials in adolescents was higher than impulsive buying which is caused by television non celebrity endorser commercials. The subject of this research was the first year students (2015) of Psychology Faculty Sanata Dharma University. There were 38 students involved as the participants of this research. This research used within-subject and counterbalancing experimental research design. In this research, the participants were divided into two groups. Paired sample t-test was used as data analysis technique of this study. The result were  $t = 11,019$  and Sig. 1-tailed =  $0,000$  ( $p < 0,05$ ). This result shows that  $H_0$  was rejected, which means the impulsive buying rate which is caused by television celebrity endorser commercials in adolescents was higher than impulsive buying which is caused by television non celebrity endorser commercials.*

*Key words: television celebrity endorser commercials, impulsive buying, adolescents*