

ABSTRAK

PERBANDINGAN BAURAN KOMUNIKASI PEMASARAN IKLAN MELALUI MEDIA CETAK BROSUR DAN *WORD OF MOUTH* MELALUI *VIDEO ONLINE YOUTUBE* YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN

Studi Kasus pada Konsumen LAPTOP ASUS di Fakultas Ekonomi

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Penelitian ini bertujuan untuk (1) mengetahui apakah pemasaran iklan melalui brosur dan pemasaran *word of mouth* melalui media *youtube* dapat berpengaruh positif terhadap keputusan pembelian terhadap laptop ASUS, dan (2) apakah terdapat perbedaan antara pemasaran iklan melalui media cetak brosur dengan pemasaran *word of mouth* melalui media *youtube* dengan studi kasus pada konsumen laptop ASUS di Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa dan mahasiswi yang sudah pernah menonton *review* laptop ASUS di *youtube* dan pernah membaca brosur tentang laptop ASUS. Sampel yang diambil sebanyak 100 responden. Teknik pengumpulan data dengan menggunakan kuesioner. Teknik analisis data dengan menggunakan analisis klasik linear berganda dan uji t test dengan menggunakan bantuan program analisis SPSS 19.

Hasil penelitian pemasaran iklan melalui media cetak brosur tidak berpengaruh positif terhadap keputusan pembelian laptop ASUS. Pemasaran *word of mouth* (WOM) melalui media *youtube* berpengaruh positif terhadap keputusan pembelian laptop ASUS. Terdapat perbedaan persepsi yang signifikan antara brosur dan *youtube*.

Kata kunci : Pemasaran iklan, pemasaran *word of mouth*, keputusan pembelian

ABSTRACT

THE COMPARISON OF MARKETING COMMUNICATION THROUGH BROCHURE MEDIA AND WORD OF MOUTH ON YOUTUBE IN INFLUENCING BUYING DECISION

Case Study on ASUS Laptop Consumer at Economics Faculty

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The research aims to know (1) the influence of marketing communication through brochure and word of mouth on youtube towards buying decision of ASUS Laptop consumers, and (2) the difference between advertisement market by brochure and word of mouth on youtube in advertising ASUS Laptop. The research is a case study at Economics Faculty Student in Sanata Dharma University. Population of the research are Economics Faculty Students in Sanata Dharma University which have watched ASUS Laptop review on YouTube and have read the brochure about ASUS Laptop. The numbers of sample in this resource are 100 respondents. The data is obtained through questionnaires. The data was analyzed using Double Linear Regression and T-test with SPSS software.

The result of this research show that marketing communication through brochure media had no positive influence on the buying decision of ASUS Laptop. Word of mouth on YouTube had positive influence on the buying decision of ASUS Laptop. The research concludes that there was a significant difference in perception between brochure and YouTube.

Key Word: Advertisement Marketing, word of mounth marketing, consumer decision.