

ABSTRAK

PENGARUH SIKAP KONSUMEN TERHADAP IKLAN DAN *BRAND* *AMBASSADOR* PADA MINAT PEMBELIAN PERLENGKAPAN OLAHRAGA PUMA SELENA GOMEZ “*STRONG GIRLS*” *COLLECTION*

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2019

Penelitian ini memiliki tujuan untuk mengetahui pengaruh sikap konsumen terhadap iklan dan *brand ambassador* pada minat beli konsumen, serta perbedaan sikap konsumen terhadap iklan dan *brand ambassador* dilihat dari usia dan manfaat. Jenis penelitian ini adalah penelitian kuantitatif. Penelitian ini membagikan 100 kuesioner untuk memperoleh data responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik analisis data yang digunakan adalah teknik analisis anova dan teknik analisis regresi linier berganda. Hasil Penelitian menunjukkan sikap konsumen terhadap iklan dan *brand ambassador* berpengaruh positif pada minat beli, tidak ada perbedaan sikap konsumen terhadap iklan dilihat dari usia, ada perbedaan sikap konsumen terhadap iklan dilihat dari manfaat, dan tidak ada perbedaan sikap konsumen terhadap *brand ambassador* dilihat dari usia dan manfaat.

Kata kunci : sikap konsumen, iklan, *brand ambassador*, minat beli, usia, manfaat.

ABSTRACT

THE INFLUENCE OF CONSUMERS' ATTITUDE TOWARDS ADVERTISEMENT AND BRAND AMBASSADOR ON PURCHASE INTENTION OF SPORTWEAR PUMA SELENA GOMEZ "STRONG GIRLS" COLLECTION

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This study aims to determine the effect of consumers' attitudes towards ad and brand ambassadors on consumer purchase intention, and the different of consumer attitudes toward advertising and brand ambassadors seen from age and benefits sought. This type of research is quantitative research. This study distributed 100 questionnaires to obtain respondents' data. The sampling technique used was purposive sampling. The data analyses technique used were ANOVA and multiple linear regression analysis techniques. The results of the study show that consumers' attitudes toward ad and brand ambassadors have a positive effect on purchase intention. There are no differences in consumer attitudes toward ad seen from age, there are differences in consumer attitudes toward ad in terms of benefits sought, and there are no differences in consumer's attitudes towards brand ambassadors based on age and benefits.

Keywords: consumer attitudes, advertising, brand ambassadors, purchase intention, age, benefit

