

ABSTRAK

PENGARUH *SOFT SELL ADVERTISING*, KESADARAN MEREK, DAN CITRA MEREK DALAM VIDEO YOUTUBE TERHADAP MINAT BELI OLI PELUMAS MOTUL

Vinsensius De Paul Ageng Kurniawan

Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui pengaruh *soft sell advertising*, kesadaran merek, dan citra merek terhadap minat beli oli pelumas Motul. Data diperoleh melalui kuesioner yang disebar secara online melalui *direct message* Instagram. Sampel dalam penelitian ini sebanyak 100 responden yang telah menonton video *webseries* Montir Masa Gini episode 4. Teknik pengambilan sampel ini yaitu *purposive sampling*. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi berganda, uji T untuk parsial, dan uji F untuk simultan.

Hasil dari penelitian ini menunjukkan bahwa (1) *soft sell advertising*, kesadaran merek, dan citra merek secara simultan memiliki pengaruh terhadap minat beli oli pelumas Motul, (2) *soft sell advertising* tidak berpengaruh terhadap minat beli oli pelumas Motul, (3) kesadaran merek berpengaruh positif terhadap minat beli oli pelumas Motul, (4) citra merek berpengaruh positif terhadap minat beli oli pelumas Motul.

Kata kunci: *Soft Sell Advertising*, Kesadaran Merek, Citra Merek, Minat Beli.

ABSTRACT

INFLUENCE OF SOFT SELL ADVERTISING, BRAND AWARENESS, AND BRAND IMAGE AT YOUTUBE VIDEO TOWARDS BUYING INTEREST OF MOTUL LUBRICANT OIL

Vinsensius De Paul Ageng Kurniawan
Sanata Dharma University
Yogyakarta, 2019

The purpose of this research is to find out the influence of soft sell advertising, brand awareness, and brand image toward buying interest of Motul lubricant oil. The data were obtained by distribution online questionnaire through Instagram Direct Message. The samples in this research are 100 respondents who has been asked to watch a webseries videos “Montir Masa Gini” episode 4. The samples are collected using purposive sampling techniques. Data analysis techniques used to test hypotheses are multiple regression, F-test for simultaneous influence and T-test for partial influence.

The results of this research show that (1) soft sell advertising, brand awareness, and brand image simultaneously influenced to buying interest of Motul lubricant oil, (2) soft sell advertising had no influence towards buying interest of Motul lubricant oil, (3) brand awareness influenced buying interest of Motul lubricant oil, (4) brand image influenced buying interest of Motul lubricant oil.

Keywords: Soft Sell Advertising, Brand Awareness, Brand Image, Interest in Buying.