

Abstrak**PENGARUH IKLAN, *CELEBRITY ENDORSE* DAN *WORD OF MOUTH* TERHADAP MINAT BELI PRODUK INDOMIE**

Studi kasus Pada Masyarakat di Kabupaten Sleman D. I Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: (1) Iklan, *Celebrity Endorse* dan *Word of Mouth* secara simultan berpengaruh terhadap Minat Beli produk Indomie, (2) Iklan berpengaruh terhadap Minat Beli produk Indomie, (3) *Celebrity Endorse* berpengaruh terhadap Minat Beli produk Indomie dan (4) *Word of Mouth* berpengaruh terhadap Minat Beli produk Indomie. Jenis penelitian ini adalah kuantitatif. Populasi dalam penelitian ini adalah masyarakat di Kabupaten Sleman yang mengetahui dan pernah membeli produk Indomie, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *accidental sampling*. Teknik pengumpulan data dalam penelitian ini adalah kuesioner. Uji instrumen penelitian menggunakan uji validitas dan reliabilitas. Teknik analisis data digunakan oleh peneliti adalah analisis deskripsi, analisis regresi linear berganda, uji T, dan uji F. Hasil penelitian ini menunjukkan bahwa: (1) Iklan, *Celebrity Endorse* dan *Word of Mouth* secara simultan berpengaruh terhadap Minat Beli produk Indomie, (2) Iklan berpengaruh terhadap Minat Beli produk Indomie, (3) *Celebrity Endorse* tidak berpengaruh terhadap Minat Beli produk Indomie dan (4) *Word of Mouth* tidak berpengaruh terhadap Minat Beli produk Indomie.

Kata Kunci: Iklan, Celebrity Endorse dan Word of Mouth dan Minat Beli.

Abstract

THE INFLUENCE OF ADVERTISING, CELEBRITY ENDORSE AND WORD OF MOUTH ON BUYING INTEREST OF INDOMIE PRODUCTS

A Study on the community OF Sleman Regency, Yogyakarta Special Region

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This study aims to determine whether: (1) The simultaneous influence of Advertising, Celebrity Endorse and Word of Mouth on buying interest of Indomie products (2) The influence of Advertisement on buying interest of Indomie products (3) The influence of Celebrity Endorse on buying interest of Indomie products (4) The influence of Word of Mouth on buying interest of Indomie products. The type of this research is a quantitative one. The population of this study were people in Sleman Regency who knew or had bought Indomie products. The number of the sample was 100 respondents. The sampling technique used was accidental sampling technique. The data collection technique in this study was a questionnaire. The research instrument tests were validity and reliability tests. The data analysis technique used was descriptive analysis, multiple linear regression analysis, T test, and F test. The results of this study indicated that: (1) Advertisement, Celebrity Endorse and Word of Mouth simultaneously influenced buying interest of Indomie products (2) Advertising influenced buying interest of Indomie products (3) Celebrity Endorse did not influence buying Interest of Indomie products (4) Word of Mouth did not influence buying Interest of Indomie products.

Keywords: Advertising, Celebrity Endorse and Word of Mouth and Buying Interest .