

**ABSTRAK**

**PENGARUH IKLAN DAN *BRAND IMAGE* TERHADAP  
MINAT BELI KONSUMEN, DENGAN *BRAND IMAGE*  
SEBAGAI VARIABEL MEDIASI**

Kasus Calon Konsumen *Shampoo Dove*  
di Pusat Perbelanjaan: *Gardena Department Store & Supermarket* Yogyakarta

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh iklan dan *brand image* terhadap minat beli konsumen secara sendiri-sendiri, (2) pengaruh iklan terhadap *brand image*, serta (3) *brand image* memediasi pengaruh iklan terhadap minat beli konsumen pada calon konsumen *shampoo Dove* di pusat perbelanjaan: *Gardena Department Store & Supermarket* Yogyakarta. Pengambilan sampel menggunakan teknik *purposive sampling*. Data penelitian diperoleh dengan membagikan kuesioner tentang iklan, *brand image* dan minat beli konsumen kepada 100 responden. Teknik analisis data dalam penelitian ini adalah Analisis Regresi Variabel Mediasi dengan Metode *Causal Step* menggunakan aplikasi IBM SPSS Statistics 19. Hasil penelitian menunjukkan bahwa (1) iklan dan *brand image* mempunyai pengaruh positif terhadap minat beli konsumen secara sendiri-sendiri, (2) iklan berpengaruh positif terhadap *brand image*, (3) *brand image* tidak memediasi pengaruh iklan terhadap minat beli konsumen.

Kata kunci : Iklan, *Brand Image*, Minat Beli Konsumen

**ABSTRACT**

**THE INFLUENCE OF ADVERTISEMENT AND BRAND IMAGE ON  
CONSUMERS PURCHASE INTEREST,  
WITH BRAND IMAGE AS THE MEDIATING VARIABLE**

A Case of Dove's Prospective Consumers at Gardena Department Store & Supermarket  
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This research aims to know (1) the partial influence of advertisement and brand image on consumers purchase interest, (2) the influence of advertisement on brand image, and (3) the influence of advertisement on purchase interest with brand image as the mediating variable on Dove's prospective consumers purchase interest of Gardena Department Store & Supermarket Yogyakarta. The sampling technique used is purposive sampling. Research data was obtained by distributing questionnaires about advertisement, brand image, and consumers purchase interest to 100 respondents. The data analysis technique used in this research is Mediating Variable Regression Analysis with Causal Step method using IBM SPSS Statistic 19. This research results show that (1) both the advertisement and brand image had positive partial influence on consumers purchase interest, (2) the advertisement had positive influence on brand image, (3) brand image did not mediate the influence of advertisement on Dove's prospective consumers purchase interest.

Keywords : Advertisement, Brand Image, Consumers Purchase Interest