

ABSTRAK

Rosmiati Binti Gati, Tahun 2019 Pengaruh Iklan dan Citra Merek Terhadap Minat Beli Konsumen pada Produk Air Le Minerale di Kabupaten Enrekang, Skripsi Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh pembimbing I Ruliaty dan pembimbing II Sitti Marhumi.

Penelitian ini bertujuan untuk mengetahui pengaruh iklan dan citra merek terhadap minat beli konsumen pada produk air Le Minerale di Kabupaten Enrekang. Jenis penelitian yang di gunakan adalah kuantitatif. Pengumpulan data dilakukan dengan membagi kuesioner kepada 100 responden di Kabupaten Enrekang

Hasil penelitian ini menunjukkan bahwa, berdasarkan uji statistik t nilai t hitung variabel Iklan (X1) $1,417 < 1,984$ dari t tabel dan nilai signifikansi $0,16 > 0,05$ sedangkan variabel Citra Merek (X2) t hitung $4,076 > 1,984$ t tabel dan nilai signifikansi $0,00 < 0,05$. Sehingga disimpulkan Iklan tidak berpengaruh signifikan terhadap minat beli konsumen pada produk air Le Minerale di Kabupaten Enrekang sedangkan Citra Merek berpengaruh signifikan terhadap minat beli konsumen pada produk air Le minerale di Kabupaten Enrekang.

Kata Kunci: Iklan, Citra merek dan Minat beli



ABSTRACT

Rosmiati Binti Gati, 2019 The Effect of Advertising and Brand Image on Consumer Purchase Interest in Le Minerale Water Products in Enrekang Regency, Thesis Management Study Program, Faculty of Economics and Business, Muhammadiyah University, Makassar. Supervised by supervisor I Ruliaty and supervisor II Sitti Marhumi.

This study aims to determine the effect of advertising and brand image on consumer buying interest in Le Minerale water products in Enrekang Regency. The type of research used is quantitative. Data collection was carried out by distributing questionnaires to 100 respondents in Enrekang Regency. The results of this study indicate that,

based on the statistical test t value of the calculated t variable Ad (X1) $1.417 < 1.984$ from t table and significance value $0.16 > 0.05$ while the Brand Image variable (X2) t calculated $4.076 > 1.984$ t table and significance value $0.00 < 0.05$. So it was concluded that the advertisement did not significantly influence consumer buying interest in Le Minerale water products in Enrekang Regency while Brand Image had a significant effect on consumer buying interest in Le Minerale water products in Enrekang Regency.

Keywords: Advertising, brand image and buying interest

