

Abstrak

Rinawati, Mega Setia. 2021. Skripsi. “**PENGARUH IKLAN DAN *BRAND IMAGE* TERHADAP MINAT BELI KONSUMEN PADA PRODUK KECANTIKAN WARDAH (*STUDY KASUS PADA CV. SINAR TERANG PROBOLINGGO*)**“. Program Studi Manajemen Fakultas Ekonomi Universitas Panca Marga Probolinggo.

Penelitian ini bertujuan untuk mengetahui sejauh mana variabel iklan dan brand image berpengaruh terhadap minat beli konsumen pada produk kecantikan wardah (study kasus pada CV. Sinar terang Probolinggo) baik secara simultan, parsial dan dominan. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan asosiatif. Variabel yang diteliti adalah iklan, brand image, dan minat beli pada produk kecantikan wardah di CV. Sinar Terang Probolinggo, dengan jumlah responden sebanyak 30 responden. Metode analisis data dari hasil penelitian yaitu metode deskripsi kuantitatif dengan menggunakan SPSS berupa uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, koefisien determinasi, pengujian hipotesis berupa uji validitas dan realibilitas, uji asumsi klasik, analisis regresi berganda, koefisien determinasi, pengujian hipotesis.

Hasil penelitian ditunjukkan dengan persamaan regresi berganda $Y=11,918 + 0,244X_1+0,867X_2$. Hasil uji hipotesis simultan $f_{tabel} = 3,354$ dan nilai $f_{hitung} 36,785$ dengan nilai sig. $F=0,000 < 0,05$, berarti bahwa variabel bebas secara simultan (bersama-sama) berpengaruh signifikan terhadap variabel terikat. Untuk hasil uji hipotesis parsial $t_{tabel} = 2,084$ dan nilai $t_{hitung} X_1= 2,514$, $X_2 =8,551$ dengan nilai sig kedua variabel $< 0,025$ membuktikan bahwa iklan dan brand image berpengaruh signifikan terhadap minat beli konsumen. Hasil uji hipotesis dominan menunjukkan variabel X_2 memiliki nilai t_{hitung} lebih besar dibanding variabel independen lainnya.

Kata Kunci: Iklan, Brand Image, dan Minat beli.

Abstract

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This study aims to determine the extent to which advertising and brand image variables affect consumer buying interest in Wardah beauty products (case study on CV. Sinar Terang Probolinggo) both simultaneously, partially and dominantly. This research uses quantitative research methods with an associative approach. The variables studied were advertisement, brand image, and buying interest in Wardah's beauty products in CV. Sinar Terang Probolinggo, with a total of 30 respondents. The method of data analysis from the research results is the quantitative description method using SPSS in the form of validity and reality tests, classical assumption tests, multiple regression analysis, coefficient of determination, hypothesis testing in the form of validity and reality tests, classical assumption tests, multiple regression analysis, coefficient of determination, hypothesis testing.

The results of the study are shown by the multiple regression equation $Y = 11,918 + 0,244X_1 + 0,867X_2$. The result of simultaneous hypothesis test, $f_{table} = 3,354$ and $f_{count} = 36,785$ with sig. $F = 0.000 < 0.05$, means that the independent variables simultaneously (together) have a significant effect on the dependent variable. For the results of the partial hypothesis test $t_{table} = 2.084$ and the value of $t_{count} X_1 = 2.514$, $X_2 = 8.551$ with the sig value of both variables < 0.025 proves that advertising and brand image have a significant effect on consumer buying interest. The result of the dominant hypothesis test shows that the X_2 variable has a t_{count} greater than the other independent variables.

Keywords: *Advertisement, Brand image, and Buying interest.*