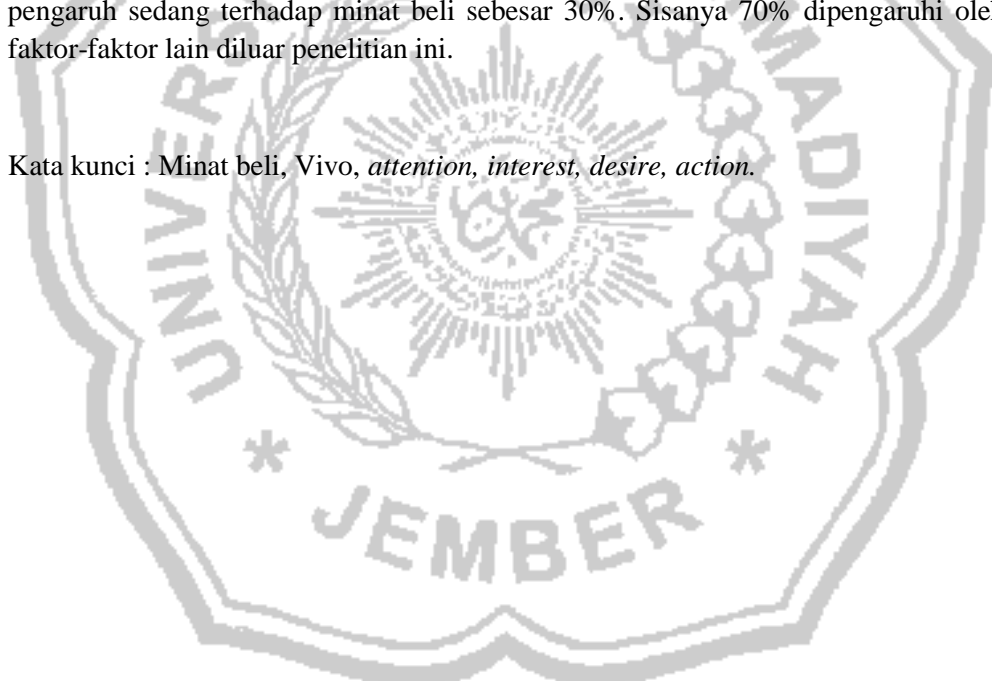


ABSTRAK

Penelitian ini bertujuan untuk mengetahui efektivitas iklan Vivo V15 terhadap minat beli studi pada pengunjung Roxy Mall Jember. Terdapat dua variabel dalam penelitian ini, yakni variabel X AIDA (*Attention, Interest, Desire, Action*), dan variabel Y Minat beli. Data pada penelitian ini dikumpulkan dengan alat bantu berupa kuisioner terhadap 120 responden dengan teknik *propotional sampling* yang sudah menonton iklan Vivo V15 di televisi. Analisis yang digunakan meliputi uji instrument data (Validitas, uji Realibilitas), analisis regresi linier berganda, uji asumsi klasik (Uji Multikolinearitas, Uji Heteroskedastitas, dan Uji Normalitas) dan uji hipotesis (Uji t, dan Uji Dererminasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *Attention* (0,258), *InterestI* (0,225), *Desire* (0,176), dan *Action* (0,180) semua berpengaruh positif terhadap minat beli. Berdasarkan uji koefisien determinasi, pengaruh iklan Vivo V15 dengan metode AIDA memiliki pengaruh sedang terhadap minat beli sebesar 30%. Sisanya 70% dipengaruhi oleh faktor-faktor lain diluar penelitian ini.

Kata kunci : Minat beli, Vivo, *attention, interest, desire, action*.



ABSTRACT

This study aims to determine the effectiveness of Vivo V15 ads on study buying interest in Roxy Mall Jember visitors. There are two variables in this study, namely variable X AIDA (Attention, Interest, Desire, Action), and Y variable Purchase interest. The data in this study were collected with aids in the form of a questionnaire against 120 respondents with proportional sampling techniques who had watched Vivo V15 commercials on television. The analysis used includes the instrument data test (validity, reliability test), multiple linear regression analysis, classic assumption test (Multicollinearity Test, Heteroskedastity Test, and Normality Test) and hypothesis testing (t test, and Derermination Test). From the results of the analysis using regression it can be seen that the Attention (0.258), InterestI (0.225), Desire (0.176), and Action (0.180) variables all have a positive effect on buying interest. Based on the coefficient of determination test, the effect of Vivo V15 advertising with the AIDA method has a moderate effect on buying interest by 30%. The remaining 70% is influenced by other factors outside this study.

Keywords: Purchase interest, Vivo, attention, interest, desire, action.

