

## **ABSTRACT**

### **THE INFLUENCE OF PHOTO ADVERTISEMENT AT ADORABLE PROJECT INDONESIA ONLINESHOP TO THE PURCHASING CONSUMENT'S INTEREST**

**By**  
**Rezita Afifa Riyuza**

## **ABSTRACT**

*This research attempted to analyze the influence of photo advertisement at Adorable Project Indonesia Onlineshop to the purchasing consument's interest based on the students of Faculty of Law Lampung University. Lovelock and Wright (2005) asserted that advertisement is non personal communication model and also added by Duncan (2005) from its effectivities, advertisement is an excelent used to reaches the broader target and also creates brand awareness. The theory that will be use in this research is the theory by Kotler (2005) about purchasing interest of consument are about Attention, Interest and Desire. The T test shows  $t_{count} > t_{table}$  or Sig.  $t \leq \alpha$ . Furthermore, based on t test to X, obtained  $t_{count} > 2,878 > t_{table} 1,659$  it means the photo of advertisement at online shop influences for purchasing interest. All of variables used  $\alpha = 0,05$  or 5%, then  $H_0$  denied and  $H_1$  accepted. The F test shows  $F_{count} > F_{table}$ , or Sig.  $F \leq \alpha$   $37,881 > F_{table} (0,5 ; 8,280)$  amounts 3,93 it shows the purchasing consument's interest. The analysis of determination and corelation  $R^2$  and R based on regression equation  $R^2 - 0,074$  amounts 7,4%. In the other hand,  $R = 0,272$  which means it shows low corelation grade between X and Y.*

**Keywords: Photo Advertisement, Onlinshop, Facebook, Purchasing**