

ABSTRAK

PENGARUH *WORD OF MOUTH*, IKLAN MEDIA CETAK DAN CITRA PERUSAHAAN TERHADAP MINAT KONSUMEN (Studi pada Calon Jemaah *Travel Haji Khusus & Umrah* PT. Arminareka Perdana di Bandar Lampung)

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh variabel *word of mouth*, iklan media cetak dan citra perusahaan terhadap minat konsumen pada calon konsumen PT. Arminareka Perdana Bandar Lampung baik secara parsial maupun simultan. Adapun populasi pada penelitian ini yaitu calon konsumen PT. Arminareka Perdana Bandar Lampung dengan jumlah sampel 100 responden. Penelitian dilaksanakan di RM. Kampoeng Bamboe Way Halim yaitu tempat pelaksanaan OPP (*Open Plan Presentation*) yang diselenggarakan oleh kantor cabang PT. Arminareka Perdana.

Berdasarkan hasil penelitian secara parsial, didapatkan hasil dari variabel *word of mouth*, variabel iklan media cetak, dan variabel citra perusahaan berpengaruh signifikan terhadap minat konsumen. Secara simultan, diperoleh nilai F_{hitung} sebesar $36,859 > F_{tabel}$ sebesar 3,09 sehingga dapat disimpulkan bahwa $F_{hitung} > F_{tabel}$, yang artinya ada pengaruh signifikan secara simultan antara variabel *word of mouth* (X1), variabel iklan media cetak (X2) dan variabel citra perusahaan (X3) terhadap minat konsumen pada calon konsumen PT. Arminareka Perdana Bandar Lampung

Kata Kunci: *Word Of Mouth*, Iklan Media Cetak, Citra Perusahaan, Minat Konsumen.

ABSTRACT

***THE EFFECT OF WORD OF MOUTH, PRINT MEDIA ADS AND COMPANY
IMAGE ON THE CONSUMERS INTENTION
(Study on Candidate Congregation Travel Special Hajj & Umrah
PT. Arminareka Perdana in Bandar Lampung)***

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This study aimed to determine the influence variable word of mouth, print media ads and company image on the consumers intention to candidate consumers in PT. Arminareka Perdana Bandar Lampung either partially or simultaneously. There are population this research are candidate consumers PT. Arminareka Perdana Bandar Lampung with a sample of 100 respondents. The research was conducted in RM. Kampoeng Bamboe Way Halim namely the place of execution OPP (Open Plan Presentation) organized by the branch office PT. Arminareka Perdana.

Based on the parcially test results, in getting result of variable the word of mouth, the variable of print media ads and variable company image significantly influence on the consumers intention. Based on the simultaneously test result, the value f count $36,859 > f$ tabel $3,09$, so that it can be concluded that f count $> f$ tabel which means that there is significant influence between the variables simultaneously word of mouth (X1), print media ads (X2), and company image (X3) on the consumers intention to candidate consumers in PT. Arminareka Perdana Bandar Lampung.

Keywords: Word Of Mouth, Print Media Ads, Company Image, Consumers Intention.