

ABSTRACT

ADVERTISING MODEL ANALYSIS TOWARDS PURCHASE DECISION OF GIV SOAP IN BANDAR LAMPUNG CITY

**By
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Facing such intense competition, PT Wings Tbk., The producer of GIV soap products, carries out various marketing strategies, one of which is by promoting through advertising. This research was motivated by the widespread use of celebrity endorsers in various advertisements.

The problem is whether there is an influence from the Ad Model (attractiveness, trust, and expertise) on consumer purchasing decisions on GIV soap. The results of statistical hypothesis testing through multiple regression, namely Overall, the independent variables of attraction, trust, and expertise influence the decision of the decision to buy GIV soap products in Bandar Lampung City.

It is expected that the GIV soap company in promoting its products through its advertising model must be honest in communicating it, because the tabulation results show that 46% of consumers of GIV soap products want the integrity of their Ad Model.

Keywords: Ad Model, endorser, Purchasing Decision.

ABSTRAK

ANALISIS MODEL IKLAN TERHADAP KEPUTUSAN PEMBELIAN SABUN GIV DI KOTA BANDAR LAMPUNG

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Menghadapi persaingan yang begitu ketat, PT Wings Tbk., penghasil produk sabun GIV melakukan berbagai strategi pemasaran, salah satunya dengan melakukan promosi melalui iklan. Penelitian ini di latarbelakangi oleh gencarnya penggunaan selebriti *endorser* di berbagai iklan.

Permasalahannya adalah Apakah ada pengaruh dari *Model Iklan* (daya tarik, kepercayaan, dan keahlian) terhadap keputusan pembelian konsumen pada sabun GIV. Hasil pengujian hipotesis secara statistik melalui regresi berganda yaitu Secara keseluruhan variabel bebas daya tarik, kepercayaan, dan keahlian mempengaruhi Keputusan keputusan membeli produk sabun GIV di Kota Bandar Lampung.

Diharapkan perusahaan sabun GIV dalam mempromosikan produknya melalui model iklannya harus jujur dalam mengkomunikasikannya, karena hasil tabulasi menunjukkan 46% konsumen produk sabun GIV menghendaki integritas dari model iklannya.

Kata kunci : Model Iklan, *endorser*, Keputusan Pembelian.