PENGARUH TERPAAN IKLAN SIRUP DI TELEVISI TERHADAP MINAT BELI MAHASISWA ILMU KOMUNIKASI UNIVERSITAS LAMPUNG

Oleh

INTAN TRI FITRI

ABSTRAK

Iklan sirup di televisi yang ditayangkan secara intens menjelang bulan Ramadan merupakan bagian dari strategi komunikasi pemasaran musiman yang memiliki potensi mempengaruhi perilaku konsumen, khususnya di kalangan mahasiswa. Penelitian ini bertujuan untuk menguji pengaruh terpaan iklan sirup di televisi terhadap minat beli mahasiswa Ilmu Komunikasi Universitas Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel penelitian berjumlah 100 responden yang dipilih melalui teknik *purposive sampling* dengan kriteria mahasiswa yang pernah melihat iklan sirup di televisi. Instrumen pengumpulan data berupa kuesioner telah melalui uji validitas dan reliabilitas. Teknik analisis data dilakukan dengan regresi linier sederhana, dan pengujian hipotesis menggunakan uji *t*. Hasil analisis menunjukkan bahwa terdapat pengaruh signifikan antara terpaan iklan sirup di televisi terhadap minat beli mahasiswa. Nilai *t hitung* sebesar 8,795 lebih besar dari *t tabel* 1,984 dan nilai signifikansi sebesar 0,000 ($p < 0,05$), sehingga hipotesis alternatif (H_a) diterima. Koefisien determinasi (R^2) sebesar 0,441 mengindikasikan bahwa 44,1% variasi minat beli dapat dijelaskan oleh variabel terpaan iklan.

Kata Kunci: Terpaan iklan, iklan televisi, minat beli.

THE INFLUENCE OF TELEVISION SYRUP ADVERTISEMENT EXPOSURE ON THE PURCHASE INTENTION OF COMMUNICATION STUDIES STUDENTS AT THE UNIVERSITY OF LAMPUNG

By
INTAN TRI FITRI

ABSTRACT

Syrup advertisements on television, which are intensively broadcast ahead of the month Ramadan, are part a seasonal marketing communication strategy that has potential to influence consumer behavior, particularly among university students. This study aims to examine effect exposure to syrup advertisements on television purchase intention Communication Studies students at University of Lampung. This research employs a quantitative approach with an associative method. The sample consisted of 100 respondents selected using purposive sampling based on criterion having seen syrup advertisements on television. The data collection instrument, a questionnaire, passed validity and reliability tests. Data analysis was conducted using simple linear regression, with hypothesis testing carried out through a t-test. The analysis results show that there is a significant influence television syrup advertisement exposure on students' purchase intention. The calculated t-value of 8.795 is greater than the t-table value of 1.984, and the significance level is 0.000 ($p < 0.05$), thus alternative hypothesis (H_a) is accepted. The coefficient of determination (R^2) of 0.441 indicates that 44.1% of the variation in purchase intention is explained by advertisement exposure.

***Keywords**: Advertisement exposure, television advertising, purchase intention.*