

ABSTRACT

By Awan Aidirmawan

(1204110154)

Research titled The Influence of Pureit Unilever Advertisement “Pregnant women version” towards the purchase decision (Advertisement’s Analysis and AIDA model at Margahayu Raya Residence, Manjahlega urban village, Rancasari Subdistrict, Bandung) talk about the importance of clean water for daily life. Products pureit present as a solution to fulfill the clean water supply. The subject in this research is Margahayu Raya people because the needs of clean water in the housing is weak. With the approach AIDA (attention , interest , desire , action) will find out how big advertising pureit this can do respondents residents Margahayu Raya to choose pureit as one of the products product producing clean water

To see how the attitude of society in the margahayu raya residences then use consumer behavioral model which included there are five steps of the purchase, and AIDA model in the model hierarchy of the effects of Kotler & Keller.

Methods used is the method to technique analysis descriptive quantitative data. The population research are the residents of the complex margahayu raya who has seen advertising pureit unilever “pregnant women version” a total of 100 people. Sampling technique used is incidental sampling, with data analysis technique linear regression simple, a test of normality, heteroskedastisitas test, f-test, and the coefficients determined .

The research it can be seen that the impact of advertising pureit of the decision purchases in complex margahayu raya is of 52,80 % .As for subvariabel the most dominant in the model aida advertising pureit is subvariabel interest of 73,95 % , by inference residents complex margahayu raya interested to use the pureit because want to know working system product that can be change tap water to water ready drink

Keyword: Advertising, AIDA Model, Purchase Decision