

Abstract

Lately one of processed foods and beverages that had the highest growth in Indonesia is ice cream. Unilver is one of the big player in this industry with its product line is Magnum. In line with promoted its product, television advertisement is one of a few alternative that Magnum used. The purpose of this research is to determine the effect of television advertisement with message, music or jingle, story line, and endorser on buying intention of Wall's Magnum consumer in Bandung. The population of this research is Wall's Magnum consumer in Bandung. The sampling technique used in this study was non probability sampling with convenience sampling method, where the sample was selected based on the research easy to got also had saw the ad, bought and consume Magnum ice cream. The samples used in this study are 400 respondents. The data analysis techniques in this study used multiple regression and data processed using the program SPSS 20 to analyze influence advertisement toward purchase intention. The results of this study show there is a positive influence between television advertisement on purchase intention. Based on the calculation of the coefficients determined showing the strong influence between variables message, music, story line, and endorser to buying intention (simultaneous) about 42,5% while the rest 57,5% influence by other factors that is not examined. Partially test shows that variable message, music or jingle, and endorser significant effect against the purchase intention partially, while the variabel story line has no effect.

Keyword : television advertisement, message, music or jingle, story line, endorser, convenience sampling, and buying intention.