

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh komponen iklan televisi Kartu AS versi Ozo & Sule kangen kimi di kereta terhadap Proses Keputusan Pembelian kartu perdana Kartu AS.

Penelitian ini menggunakan metode penelitian kuantitatif dan jenis penelitian ini memfokuskan pada pengungkapan hubungan kausal antar variabel. Teknik analisis data pada penelitian ini menggunakan teknik analisis linier regresi sederhana.

Populasi dalam penelitian ini adalah pengguna Kartu AS yang telah melihat iklan televisi Kartu AS versi Ozo & Sule kangen kimi di kereta pada pengunjung Bandung Electronic Center. Teknik sampel yang digunakan adalah teknik *non-probability sampling* dengan pendekatan *accidental sampling* dengan jumlah sampel sebesar 400 responden.

Hasil penelitian menunjukkan adanya pengaruh positif yang rendah antara komponen audio visual iklan televisi sebesar memberikan pengaruh yang efektif sebesar 23,4% terhadap keputusan pembelian konsumen sedangkan sisanya sebesar 76,6% dipengaruhi oleh faktor lain yang tidak diteliti pada penelitian ini.

Kata kunci : komponenaudio visual iklan televisi, keputusan pembelian konsumen

ABSTRACT

The aim of this research is to find out how much the influence of component of Kartu AS advertisement: Ozo & Sule kangen Kimi di kereta Version towards the Buyers Purchase Decision Process.

This research used quantitative research method, and this type of research focused on the reveal of causal relation between the variable. Data analyze technique on this research used linier regular regression analyze technique.

The population of this research were the consumer of Kartu AS who had watched Kartu AS advertisement: Ozo & Sule kangen Kimi di kereta Version on television; who also the visitors of Bandung Electronic Center. The sample technique used was non-probability sampling with accidental sampling-approach with total sample were 400 respondents.

The conclusion of this research shows that the positive influences between the component of television advertising into buyers purchase decision process is low, which was only 23,4%. Meanwhile, the rest of it is 76,6% at numbers affected by other factor that could not be examined in this reaserch.

Keywords: audio visual components of television advertising, consumer purchasing decisions