

ABSTRAK

Skripsi ini membahas bagaimana pengaruh *Penayangan Iklan* terhadap *minat beli* konsumen di biskuit Oreo di Perumahan Gading Serpong Sektor6. Data diperoleh melalui survey dengan menyebarkan kuesioner kepada 65 orang yang pernah melakukan pembelian biskuit Oreo, dimana kuesioner disebarkan secara langsung dengan cara membagikan kepada penghuni Perumahan .

Teknik pengambilan sampel yang digunakan adalah *sensus*, sedangkan alat analisis yang digunakan adalah regresi linier sederhana dan uji t.

Hasil pengujian hipotesis menunjukkan bahwa secara individual terdapat pengaruh signifikan *Penayangan Iklan* televisi terhadap *minat beli* konsumen biskuit Oreo di Perumahan Gading Serpong Sektor6. Untuk penelitian selanjutnya disarankan untuk menambah variabel baru dan memperluas area sampel.

Kata kunci : *Pengaruh Penayangan, Iklan televisi terhadap Minat beli Konsumen.*

ABSTRAK

This thesis was investigated how the ads of advertising impact to the buying interest of the consumers of Oreo cookie in Gading Serpong Housing Sector6.

The data were got thru survey and distributed the questionnaires to 65 people in the housing, that ever purchased Oreo cookies, which the questionnaires were distributed directly to residents in the Housing .

The number of samples were determined by using *census*, while the data were analyzed by using simple regression and t test.

The result of the hypothesis testing indicated there was a significant and positive impact of the ads of Oreo cookies advertising on television to the buying interest of the Oreo cookies consumers in Gading Serpong Sector6 Housing.

The suggestion for the next researchers to add some others new variables and expanding the samples area

Key Word : *Impact of the ads, advertising on television towards buying interest of the consumers.*