

ABSTRACT

This research aim to find out the effect of advertisement creativity and product attribute on purchase intension of AC Merek X at West Jakarta city.

This is a descriptive research. Data were obtained by using questionnaire use cluster sampling method, total sampel of 100 respondent. Data were analysed using validity test, reliability test, and classic assumption test, and also regression linear analysis.

Result indicate that by parsial advertisement creativity variable have an effect on to purchase intention, but product attribute variable do not have an effect on to purchase intention. By simultaneously, advertisement creativity and product attribute have an effect on to purchase intention. Advertisement creativity variable give bigger influence to purchase intention, compared to product attribute variable. Influence from independent variable of advertisement creativity and product attribute equal to 66,0% to dependen variable purchase intention, while the rest equal to 34,0% influenced by other factor.

Key word: advertisement creativity, product attribute, purchase intention.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas iklan dan atribut produk terhadap minat beli AC Merek X di kotamadya Jakarta Barat.

Penelitian bersifat deskriptif. Data diperoleh dengan menyebarkan kuesioner menggunakan metode *cluster sampling* dengan total sampel 100 responden. Data diuji menggunakan uji validitas, reliabilitas, dan uji asumsi klasik, serta dianalisa dengan regresi linier berganda menggunakan software SPSS 17.

Hasil menunjukkan bahwa secara parsial variabel kreativitas iklan berpengaruh terhadap minat beli tetapi variabel atribut produk tidak berpengaruh terhadap minat beli. Secara simultan variabel kreativitas iklan dan atribut produk berpengaruh terhadap minat beli. Variabel kreativitas iklan memberikan pengaruh lebih besar terhadap minat beli, dibandingkan variabel atribut produk. Pengaruh dari variabel independen kreativitas iklan dan atribut produk sebesar 66,0% terhadap variabel dependen minat beli, sedangkan sisanya sebesar 34,0% dipengaruhi faktor lain.

Kata kunci : kreativitas iklan, atribut produk, minat beli

