

## Pengaruh terpaan iklan televisi terhadap minat beli konsumen (studi terhadap iklan rokok sampoerna a mild versi "Go A Head")

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### Abstrak

*Set a product apart from the others which it competes except appearance and quality aside, advertising is probably is the most direct way to distinguish an item from its peer son the market shelf.*

Advertise Exposure is one of the strategies that a company can establish to win the competition in business world by exploiting niche market to expand their products and making buy attention. Today, advertising are one common thing that we can see in everyday on television.

With the advertise exposure, costumer can buildup a new image. That why the company needs to create good advertising in order to gain a good image. Through this advertise exposure, the writer intended to know:1). Influence advertise exposure toward buy attention and 2). The effect between advertise exposure to buy attention in consumer mind.

Descriptive,Factor Analysis and Multivariate analytical research method is the method that the writer use in this research with quantitative approach. In this research, the sample consists of 100 people which we retaken by snowball sampling. Collected data are processed by using the Statistical Package and Social Science (SPSS), Analysis Factor and Multiple Regression to measure the correlation between two variables tested with advertise exposure as the independent variable and buy attention as dependent variable. The result shows that both of advertise exposure and buy attention has a strong power. The result also shows that there is an effect with positive correlation between two variables with enough power.

Through this research,the writer hope that this will be one of references that every research can use to approve the theory that said good advertise is a base for advertise exposure. And also can be one of references that the company can use to make good strategy for making the advertising and also creating a good advertise. Because advertise is one that very important thing to create so it can give customer preferences to buy attention a product.</i>