

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh iklan produk terhadap minat beli konsumen pada produk Mie Sedaap Korean Spicy Chicken di area Kota Bandung. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis seberapa besar tanggapan responden tentang iklan Mie Sedaap versi Choi Siwon, seberapa besar minat beli produk Mie Sedaap Korean Spicy Chicken, dan besaran pengaruh iklan Mie Sedaap versi Choi Siwon terhadap minat beli konsumen di area Kota Bandung.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian deskriptif-kausalitas. Pengambilan sampel dilakukan dengan metode *non-probability sampling* jenis *incidental sampling*, dengan jumlah responden sebanyak 100 orang. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier sederhana.

Berdasarkan hasil pengujian hipotesis secara simultan, iklan Mie Sedaap versi Choi Siwon berpengaruh secara positif dan signifikan terhadap minat beli. Hal ini dapat dibuktikan dengan $t_{hitung} > t_{tabel}$ ($5,923 > 1,66$) dengan tingkat signifikasinya $0,000 < 0,05$. Berdasarkan hasil koefisien determinasi didapat bahwa iklan Mie Sedaap versi Choi Siwon berpengaruh sebesar 26,4% terhadap minat beli konsumen, sedangkan sisanya yaitu 73,6% dipengaruhi oleh faktor atau variabel lain yang tidak diamati di dalam penelitian ini, seperti Citra Merek, Kepercayaan Merek, Word of Mouth, Risk Perception, Website Quality.

Kesimpulan penelitian ini adalah bahwa Iklan Mie Sedaap versi Choi Siwon sudah masuk kedalam kategori baik, namun masih ada beberapa item yang perlu diperbaiki seperti konten iklan yang kurang memiliki daya tarik yang membuat konsumen tidak berminat untuk melihatnya berulang kali.

Kata kunci : Iklan, EPIC Model, Minat Beli

ABSTRACT

This study was conducted to determine the effect of product advertisements on consumer buying interest in Korean Spicy Chicken Mie Sedaap in Bandung City area. The purpose of this study was to determine and analyze how much the respondent's response to Choi Siwon's version of Mie Sedaap advertisement, how much to ask for Korean Spicy Chicken Mie Sedaap products, and the magnitude of the influence of Choi Siwon's version of Mie Sedaap advertisement on consumer buying interest in the Bandung City area.

This study uses quantitative methods with descriptive-causality research. Sampling was done by using a non-probability sampling method, incidental sampling, with a total of 100 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of simultaneous hypothesis testing, Choi Siwon's version of Mie Sedaap advertisement has a positive and significant effect on buying interest. This can be proven by $t_{count} > t_{table}$ ($5,923 > 1,66$) with a significance level of $0,000 < 0.05$. Based on the results of the coefficient of determination, it was found that the Mie Sedaap ad by Choi Siwon's version had an effect of 26.4% on consumer purchase interest, while the remaining 73.6% was influenced by other factors or variables not observed in this study, such as Brand Image, Brand Trust. , Word of Mouth, Risk Perception, Website Quality.

The conclusion of this study is that Choi Siwon's version of Mie Sedaap ad has been included in the good category, but there are still some items that need to be improved, such as ad content that lacks appeal which makes consumers not interested in seeing it repeatedly.

Keywords : Advertising, EPIC Model, Purchase Interest