

ABSTRAK

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Judul : PENGARUH SIKAP PADA IKLAN CETAK TERHADAP
KEPUTUSAN PEMBELIAN (Studi pada Iklan Cetak Twinings
Tea Varian Four Red Fruits di Majalah Cosmopolitan Edisi
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Persaingan produk teh celup di Indonesia membuat para produsen dan biro iklan memikirkan strategi pemasaran kreatif yang dapat menarik perhatian konsumen, salah satunya dengan daya tarik emosional yang menggugah sisi afeksi konsumen. Penelitian ini ingin melihat bagaimana pengaruh sikap konsumen pada iklan cetak Twinings Tea Four Red Fruits terhadap keputusan pembelian, serta bagaimana pengaruh sikap pada merek terhadap hubungan antara keduanya, berdasarkan model respon kognitif, *Hierarchy of Effects* dan teori pembuatan keputusan pembelian. Penelitian menggunakan paradigma positivist dengan pendekatan kuantitatif dan bersifat eksplanatif. Teknik pengumpulan data menggunakan metode *survey* dengan teknik *purposive sampling*. Dari hasil penelitian, ditemukan bahwa konsumen memiliki sikap positif terhadap iklan dan merek namun, hal tersebut belum tentu dapat menyebabkan pembelian, masih ada faktor-faktor lainnya yang dapat mempengaruhi keputusan pembelian konsumen.

Kata Kunci: Sikap pada iklan, sikap pada merek, keputusan pembelian

ABSTRACT

Name : Septiany Utami Dewi
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Title : THE EFFECTS OF CONSUMER'S ATTITUDE TOWARDS
THE ADVERTISEMENT ON BUYING DECISIONS (A
STUDY OF TWININGS TEA FOUR RED FRUIT'S PRINTED
ADVERTISEMENT IN THE COSMOPOLITAN MAGAZINE
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The competition in Indonesia's teabags market causes the manufacturers and advertising agencies have to find creative strategies that will effectively attract the interest of consumer's. One of the strategies is to make an advertisement execution with emotional appeal towards consumer's affection. This research would like to see on the effects of consumer's towards the advertisement on buying decisions and how attitude effects towards the brand influence on the connection between both of them, based on the Cognitive Response Model, Hierarchy of Effects Model and Buying Decisions Making Theory. The research uses positivist paradigm with quantitative approach and explanative character. In compiling data, the researcher uses the survey method with purposive sampling technique. The researcher found that even though consumers have a positive attitude towards the advertisement and brands, but it is uncertain that, that positive attitudes can cause the actual buying, there is still a lot of other factors that influence the consumers's buying decision.

Key Words: Attitude towards the ads, attitude towards the brand, buying decision