

PENGARUH ADVERTISING DAN SALES PROMOTION TERHADAP MINAT BELI PADA PRODUK MIRACLE MATES

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui tanggapan responden mengenai *sales promotion*, *Advertising*, dan minat beli terhadap distro Miracle Mates, serta untuk mengetahui pengaruh *Advertising* dan *Sales promotion* terhadap minat beli Miracle Mates baik secara parsial maupun simultan.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif, dengan populasi penelitian tidak diketahui dengan pasti jumlahnya, sampel yang digunakan sebanyak 196 responden. Metode analisis yang digunakan adalah analisis regresi berganda dan pengujian hipotesis.

Hasil penelitian yang didapata yaitu, Tanggapan responden mengenai *Advertising* pada Miracle Mates secara keseluruhan dinilai baik, hal ini menunjukkan bahwa *Advertising* Miracle Mates sudah sesuai akan tetapi masih perlu ditingkatkan karena masih terdapat beberapa penilaian di bawah rata-rata. Tanggapan responden mengenai *Sales promotion* pada Miracle Mates dinilai cukup baik yang menunjukkan *Sales promotion* masih perlu ditingkatkan. Minat beli konsumen pada Miracle Mates dinilai tinggi. *Advertising* berpengaruh terhadap minat beli pada Miracle Mates berdasarkan hasil uji hipotesis dengan nilai 15,38% *Sales promotion* berpengaruh terhadap minat beli pada Miracle Mates berdasarkan hasil uji hipotesis dengan nilai 24,68%. *Advertising* dan *sales promotion* secara bersama-sama berpengaruh terhadap Minat beli online Miracle Mates berdasarkan hasil uji hipotesis secara simultan yang menunjukkan H_0 ditolak dan H_a diterima. Dengan demikian *Advertising* dan *Sales promotion* mampu meningkatkan minat beli online konsumen.

Kata kunci : *Advertising* dan *sales promotion*, dan minat beli

THE INFLUENCES OF ADVERTISING AND SALES PROMOTION AGAINST ONLINE BUYING INTEREST IN MIRACLE MATES PRODUCTS

ABSTRACT

The purpose of this study was to determine the response of respondents regarding sales promotion, Advertising, and buying interest on the Miracle Mates distribution, and to determine the effect of Advertising and Sales promotion on Miracle Mates' buying interest either partially or simultaneously.

The research method used is descriptive and verification methods, with the study population unknown with the exact number, the sample used is 196 respondents. The analytical method used is multiple regression analysis and hypothesis testing.

The results of the research that was recorded, namely, the response of respondents regarding Advertising on Miracle Mates as a whole is considered good, this shows that Advertising Miracle Mates is appropriate but still needs to be improved because there are still a few ratings below the average. Respondents' responses regarding Sales promotion on Miracle Mates are considered to be quite good which shows that Sales promotion still needs to be improved. Consumer buying interest in Miracle Mates is highly valued. Advertising influences buying interest in Miracle Mates based on the results of hypothesis testing with a value of 15.38% Sales promotion influences buying interest in Miracle Mates based on the results of hypothesis testing with a value of 24.68%. Advertising and sales promotion together affect the interest in buying online Miracle Mates based on the results of simultaneous hypothesis testing that shows H_0 is rejected and H_a is accepted. Thus Advertising and Sales promotion can increase consumer buying interest online.

Keywords: Advertising and Sales promotion, and buying interest