

## Pengaruh sikap pada iklan cetak terhadap keputusan pembelian (studi kasus pada iklan cetak Twinings Tea Varian Four Red Fruits di Majalah Cosmopolitan edisi Januari 2009

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### Abstrak

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.

<hr>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.