

ABSTRAK

Yola Hermeiza, NoBp 16101155310506. Jurusan Manajemen, 2020 Pengaruh Gaya Hidup, Reputasi Merek, Dan Daya Tarik Iklan Terhadap Minat Beli Kosmetik Melalui Harga Sebagai Variabel Intervening (Studi Kasus Mahasiswa Universitas Putra Indonesia "Yptk" Padang) Dibawah pembimbing I bapak Emile Salim, S.E, M.M dan pembimbing II ibuk Della Asmaria Putri, S.E, M.M

Hasil penelitian ini menunjukkan hasil Uji t yaitu: Gaya Hidup berpengaruh positif signifikan terhadap Minat Beli dengan signifikan, Reputasi Merek berpengaruh positif signifikan terhadap Minat Beli, Daya Tarik Iklan berpengaruh positif signifikan terhadap Minat Beli. Uji F terdapat pengaruh positif signifikan secara bersama-sama Model Gaya Hidup, Reputasi Merek, dan Daya Tarik Iklan terhadap Minat Beli melalui Harga sebagai variabel Intervening. Uji Determinasi terdapat sumbangan variabel Gaya Hidup, Reputasi Merek dan Daya Tarik Iklan terhadap Minat Beli dengan Harga sebagai variabel Intervening sebesar 52,7% sedangkan sisanya dipengaruhi variabel lain yang tidak diteliti.

Hasil penelitian ini sejalan dengan yang dilakukan oleh Abdul Rahmat (2017), Olivia Aprillianti, dkk (2019), Suhailah Alkatiri (2017), Edwin Japariato, dkk (2020), Arief Adi Satria (2017).

Kata Kunci : Gaya Hidup, Reputasi Merek dan Daya Tarik Iklan

ABSTRACT

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The Influence of Lifestyle, Brand Reputation, and Attractiveness of Advertising on
Purchase Interest for Cosmetics through Price as an Intervening Variable (Case
Study of Putra Indonesia University Student "Yptk" Padang) Under Supervisor I Mr.
Emile Salim, SE, MM and the second supervisor, Della Asmaria Putri, SE, MM*

The results showed the results of the t test, namely: Lifestyle has a significant positive effect on Purchase Interest significantly, Brand Reputation has a significant positive effect on Purchase Intention, Attractiveness has a significant positive effect on Purchase Intention. The F test has a significant positive effect simultaneously. Lifestyle Model, Brand Reputation, and Advertising Attractiveness on Purchase Intention through Price as an Intervening variable. The Determination Test shows that there is a contribution of the variables of Lifestyle, Brand Reputation and Attractiveness of Advertising to Purchase Intention with Price as an Intervening variable of 52.7% and the rest is from other variables not studied.

The results of this study are in line with those conducted by Abdul Rahmat (2017), Olivia Aprillianti, et al (2019), Suhailah Alkatiri (2017), Edwin Japarianto, et al (2020), Arief Adi Satria (2017).

Keywords: Lifestyle, Brand Reputation and Advertising Appeal