

ABSTRAK

Penelitian bertujuan untuk menguji “Pengaruh Daya Tarik Iklan, Kualitas Pesan Iklan Dan Frekuensi Penayangan Iklan Terhadap Efektivitas Iklan Shopee”, Pengumpulan data yang digunakan adalah survei langsung dengan memberikan kuesioner pada responden ibu rumah tangga yang menggunakan aplikasi shopee di desa padang sibusuk, kabupaten sijunjung. Metode pengumpulan data menggunakan kuesioner yang disebarlang langsung kepada responden, Data diambil menggunakan rumus slovin. Metode analisis yang digunakan adalah analisis deskriptif, uji instrumen, uji asumsi klasik, analisis regresi linear berganda, dan uji hipotesis. Untuk uji hipotesis digunakan uji koefisien determinasi (R^2), uji t, dan uji f. Populasi dalam penelitian ini adalah 1.652 ibu rumah tangga dan sampel yang diambil menggunakan rumus slovin adalah 94 responden.

Berdasarkan hasil penelitian yang didapatkan, Bahwa secara parsial terdapat pengaruh positif dan signifikan daya tarik iklan terhadap efektivitas iklan shopee, Bahwa secara parsial terdapat pengaruh positif dan signifikan kualitas pesan iklan terhadap efektivitas iklan shopee, Bahwa secara parsial terdapat pengaruh positif dan signifikan frekuensi penayangan iklan terhadap efektivitas iklan shopee, Bahwa secara simultan terdapat pengaruh positif dan signifikan daya tarik iklan, kualitas pesan iklan dan frekuensi penayangan iklan terhadap efektivitas iklan shopee.

Kata kunci : Daya Tarik iklan, Kualitas Pesan iklan, Frekuensi Penayangan Iklan, Efektivitas Terhadap Iklan.

ABSTRACT

This study aims to examine the "Effect of Advertising Attractiveness, Quality of Advertising Messages and Frequency of Ads Served on the Effectiveness of Shopee Ads", The data collection used is a direct survey by giving questionnaires to housewives respondents who use the Shopee application in the village of Padang Sibusuk, Sijunjung Regency. The data collection method used a questionnaire that was distributed directly to the respondents. The data was taken using the Solvin formula. The analytical method used was descriptive analysis, instrument testing, classical assumption test, multiple linear regression analysis, and hypothesis testing. To test the hypothesis, the coefficient of determination test (R^2) was used.), t test, and f test. The population in this study were 1,652 housewives and the sample taken using the solvin formula was 94 respondents.

Based on the research results obtained, that there is a partial positive and significant effect of advertising attractiveness on the effectiveness of shopee advertising, that there is a partial positive and significant influence of message quality on the effectiveness of shopee advertising, that there is a partial positive and significant influence on the frequency displayed on advertisements shopee, that simultaneously there is a positive and significant effect of advertising attractiveness, quality of advertising messages and effectiveness of advertising on the effectiveness of shopee advertising

Keywords: Ad attractiveness, quality of advertising messages, frequency of ad serving, effectiveness of ads.