

ABSTRAK

Pengaruh Iklan, Kepercayaan Konsumen, Motivasi Konsumen terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan

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Tujuan dalam penelitian ini menguji dan menganalisis pengaruh Iklan, Kepercayaan Konsumen, Motivasi Konsumen terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan. Populasi dan sampel dalam penelitian ini berjumlah 64 konsumen. Metode penelitian menggunakan teknik analisis regresi linear berganda. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $2,806 > 2,000$ dan signifikan yang diperoleh $0,007 < 0,05$, berarti bahwa secara parsial Iklan berpengaruh positif dan signifikan terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $2,193 > 2,000$ dan signifikan yang diperoleh $0,032 < 0,05$, berarti bahwa secara parsial Kepercayaan Konsumen berpengaruh positif dan signifikan terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan. Hasil perhitungan pengujian hipotesis secara parsial diperoleh nilai $t_{hitung} > t_{tabel}$ atau $2,059 > 2,000$ dan signifikan yang diperoleh $0,044 < 0,05$, berarti bahwa secara parsial Iklan Motivasi Konsumen berpengaruh positif dan signifikan terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan. Hasil pengujian diperoleh nilai $F_{hitung} (11,240) > F_{tabel} (2,76)$ dan probabilitas signifikansi $0,000 < 0,05$, berarti bahwa secara simultan Iklan, Kepercayaan Konsumen, Motivasi Konsumen berpengaruh positif dan signifikan terhadap Minat Beli Konsumen pada PT Darul Umroh Haramain Medan.

Kata kunci : Iklan, Kepercayaan Konsumen, Motivasi Konsumen, Minat Beli

ABSTRACT

The influence of Advertising, Consumer Confidence, Consumer Motivation to Buy Consumer Interest in PT Darul Umroh Haramain Medan

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The goal in this research is to test and analyze the influence of Advertising, Consumer Confidence, Consumer Motivation to Buy Consumer Interest in PT Darul Umroh Haramain Medan. Population and sample in this study amounted to 64 of the consumer. The research method using the technique of multiple linear regression analysis. The calculation results of testing the hypothesis partially values obtained $t_{count} > t_{table}$ or $2,806 > 2,000$ and obtained significant $0,007 < 0,05$, it means that the partial Advertising has positive and significant effect on Consumer Purchase intention at PT Darul Umroh Haramain Medan. The calculation results of testing the hypothesis partially values obtained $t_{count} > t_{table}$ or $2,193 > 2,000$ and obtained significant to $0.032 < 0.05$, meaning that the partial Consumer Trust has positive and significant effect on Consumer Purchase intention at PT Darul Umroh Haramain Medan. The calculation results of testing the hypothesis partially values obtained $t_{count} > t_{table}$ or $2,059 > 2,000$ and obtained significant to $0.044 < 0.05$, meaning that the partial Motivasi Consumer has positive and significant effect on Consumer Purchase intention at PT Darul Umroh Haramain Medan. The test results obtained value of $F_{count} (11,240) > F_{table}$ (from 2.76) and the probability of significance of $0.000 < 0.05$, meaning that simultaneous Advertising, Consumer Confidence, Consumer Motivation has positive and significant effect on Consumer Purchase intention at PT Darul Umroh Haramain Medan.

Keywords : Advertising, Consumer Confidence, Consumer Motivation, Buying Interest