

**PENGARUH CITRA MEREK, HARGA DAN DAYA TARIK
IKLAN TERHADAP MINAT BELI INDIHOME
PT. TELEKOMUNIKASI INDONESIA
(Studi kasus: Telkom Wilayah Jakarta Selatan)**

SKRIPSI

Program Studi Ekonomi – Strata 1



**FAKULTAS EKONOMI
UNIVERSITAS SATYA NEGARA INDONESIA
JAKARTA**

2017

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SKRIPSI

**Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar
SARJANA EKONOMI**

Program Studi Ekonomi Manajemen –Strata 1



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**FAKULTAS EKONOMI
UNIVERSITAS SATYA NEGARA INDONESIA
JAKARTA
2017**

**THE INFLUENCE OF THE IMAGE OF THE BRAND, PRICE AND
APPEAL ADVERTISING AGAINST INTEREST BUY INDIHOME**

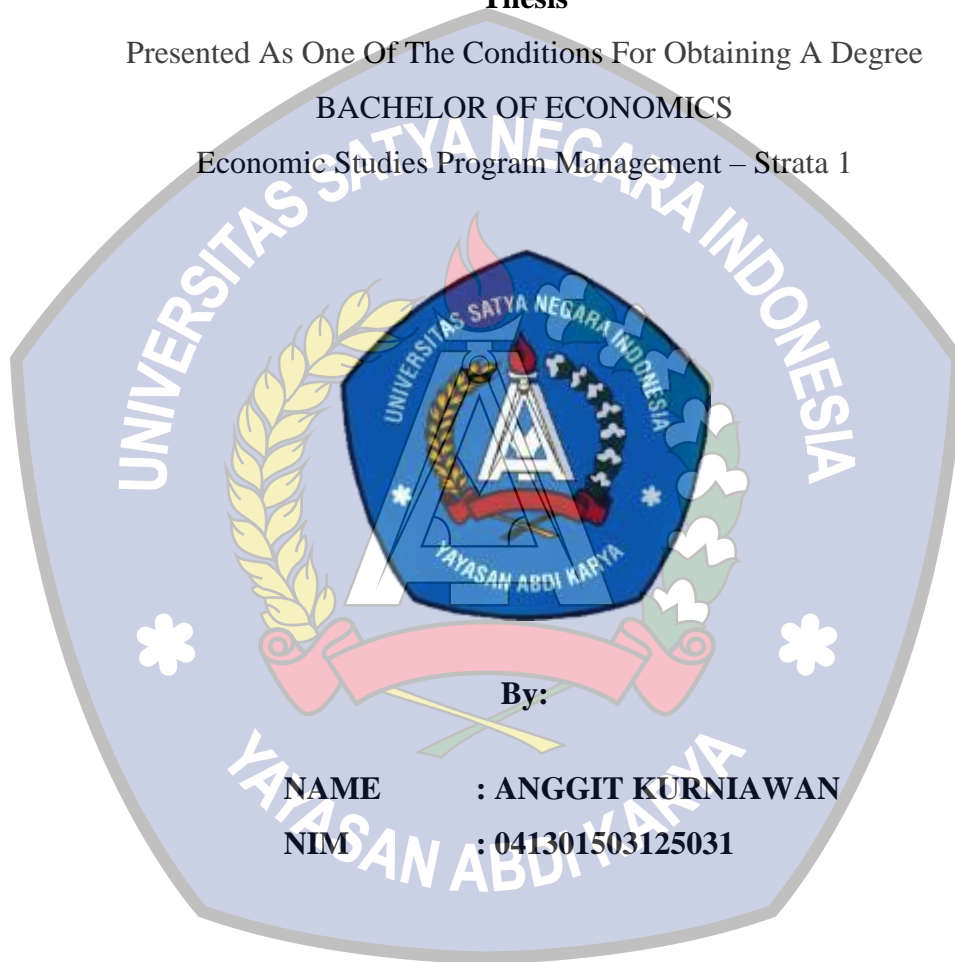
**PT. TELEKOMUNIKASI INDONESIA
(Case study: Telkom Region Jakarta Selatan)**

Thesis

Presented As One Of The Conditions For Obtaining A Degree

BACHELOR OF ECONOMICS

Economic Studies Program Management – Strata 1



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Abstrak

Masalah dalam penelitian ini ingin mengetahui faktor-faktor yang dapat mempengaruhi Minat Beli pelanggan dalam berlangganan Indihome yang dikumpulkan menggunakan rumus Solvin dengan menyebarkan 100 responden yang merupakan pelanggan Indihome. Metodologi penelitian ini adalah penelitian kuantitatif asosiatif, dimana pengumpulan data yang dilakukan melalui kuisioner/angket dan observasi. Data yang dikumpulkan diolah dengan uji validitas, uji realibilitas, uji asumsi klasik, uji korelasi, regresi linear berganda, uji t, uji F, dan determinan. Berdasarkan hasil penelitian diketahui bahwa secara parsial Citra Merek (X_1) berpengaruh terhadap Minat Beli Indihome, Harga (X_2) berpengaruh terhadap minat beli Indihome, Daya Tarik Iklan (X_3) berpengaruh terhadap Minat Beli Indihome. Citra Merek, Harga, Daya Tarik Iklan secara simultan berpengaruh terhadap Minat Beli sebesar 40.3%. Saran dalam penelitian ini perusahaan diharapkan meningkatkan Citra Merek perusahaan, Harga yang bersaing, dan membuat Iklan yang lebih menarik agar Minat Beli meningkat.

Kata Kunci : Citra Merek (X_1), Harga (X_2), Daya Tarik Iklan (X_3), Minat Beli (Y)



Abstract

The problem in this study wanted to find out the factors that can affect an interest in subscribing customers Buy Indihome collected using the formula Solvin with spread 100 respondents who is a customer of Indihome. Methodology this research is quantitative research associate, where the collection of data through observation and question form/questionnaire. The data collected is treated with test validity, reliability test, test, test the classical assumption correlation, multiple linear regression, t-test, F-test, and determinants. Based on the results of the research it is known that partially brand image (X 1) effect on Interest Rates, Buy Indihome (X 2) effect on interest buy Indihome, attraction of advertising (X 3) effect on Interest Buy Indihome. Brand image, price, Advertising Appeal simultaneously to Buy Interest of 40.3%. The advice in this research the company is expected to improve the brand image of the company, competitive rates, and make more interesting Ads in order to Buy increased Interest

Keywords: *Brand Image (X 1), Price (X 2), The Appeal Of Advertising (X 3), Interest In Buying (Y)*

