

ABSTRACT

Ubaidillah. Business Administration Study Program, Yudharta University Pasuruan. July 2023. The Effect of Slogans, Advertising content, and Advertisement repetition on Purchase Intentions on the Shopee Marketplace (Case Study on Shopee Marketplace Users in Purwosari District, Pasuruan Regency).

The purpose of this research is to find out how much influence the slogan (X1), advertising content (X2), and advertisement repetition (X3) have on buying interest (Y). This study uses an explanatory research approach with quantitative methods. The data collection for this research was by distributing questionnaires to 110 respondents calculated using the machine and camble formula. The data analysis technique uses SPSS software version 16, in which the data will be processed, described and discussed to answer and prove the hypothesis proposed. The research results are as follows: (1). Hypothesis 1 testing states that T.count variable Slogan (0.919) <T.table (1.981) and a significance value of 0.360 > 0.05, H0 is accepted because it is more than 0.05 so that Slogan (X1) has no effect and is not significant on Purchase Intention (Y) . (2). Testing the second hypothesis states that T.count variable Advertising Content (5.771) >T.table (1.981) and a significance value of 0.000 <0.05, H0 is rejected because it is less than 0.05 so that Advertising Content (X2) has a significant effect on Purchase Intention (Y). (3). Hypothesis 3 testing states that T.count variable Advertising Releasing (4.450) >T.table (1.981) and a significance value of 0.000 <0.05, H0 is rejected because it is less than 0.05 so that Advertising Repetition (X3) has a significant effect on Purchase Intention (Y). (4) testing of hypothesis 4 obtained F.countselbelsar (94.658) >F.table (3.08) with a significance of 0.000 <0.05 so that Slogan (X1), Advertising Content (X2), and Advertising Repetition (X3) have significant and significant effect on Purchase Intention (Y).

Keywords: *Slogan, Advertising Content, Ad repetition, Purchase intention, Shopee*

ABSTRAK

Ubaidillah. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Juli 2023. Pengaruh Slogan, konten Iklan, dan repetisi Iklan terhadap Minat beli Pada Marketplace Shopee (Studi Kasus Pada Pengguna Marketplace Shopee Di Kecamatan Purwosari Kabupaten Pasuruan).

Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh Slogan (X_1), Konten Iklan (X_2), dan repetisi Iklan (X_3) terhadap Minat beli (Y). Penelitian ini menggunakan pendekatan *explanatory research* dengan metode kuantitatif. Pengumpulan data penelitian ini adalah melalui sebar kuesioner atau angket kepada 110 responden dihitung dengan rumus machine and camble. Teknik analisi data menggunakan Software SPSS versi 16, yang mana data tersebut akan diolah, diuraikan, dan dibahas untuk menjawab dan membuktikan hipotesis yang diajukan. Adapun hasil penelitian sebagai berikut: (1). Pengujian hipotesis 1 menyatakan bahwa T_{hitung} variabel Slogan (0,919) $< T_{tabel}$ (1.981) dan nilai signifikansi $0.360 > 0.05$, H_0 diterima karena lebih dari 0.05 sehingga Slogan (X_1) tidak berpengaruh dan tidak signifikan terhadap Minat Beli (Y). (2). Pengujian hipotesis 2 menyatakan bahwa T_{hitung} variabel Konten Iklan (5,771) $> T_{tabel}$ (1.981) dan nilai signifikansi $0.000 < 0.05$, H_0 ditolak karena kurang dari 0.05 sehingga Konten Iklan (X_2) berpengaruh dan signifikan terhadap Minat beli (Y). (3). Pengujian Hipotesis 3 menyatakan bahwa T_{hitung} variabel Repetisi Iklan (4,450) $> T_{tabel}$ (1.981) dan nilai signifikansi $0.000 < 0.05$, H_0 ditolak karena kurang dari 0.05 sehingga Repetisi Iklan (X_3) berpengaruh dan signifikan terhadap Minat beli (Y). (4) pengujian hipotesis 4 didapatkan F_{hitung} sebesar (94,658) $> F_{tabel}$ (3.08) dengan signifikansi $0.000 < 0.05$ sehingga Slogan (X_1), Konten Iklan (X_2), dan Repetisi Iklan (X_3) berpengaruh dan signifikan terhadap Minat beli (Y).

Kata Kunci : Slogan, Konten Iklan, repetisi Iklan, Minat beli, Shopee