

ABSTRAK

Komunikasi interpersonal dianggap paling efektif untuk mengubah sikap, pendapat dan perilaku seseorang. Efektivitas komunikasi interpersonal memiliki lima karakteristik yaitu keterbukaan, empati, dukungan, kepositifan, dan kesamaan yang berpengaruh dalam mengambil keputusan dalam membeli. Toko roti Ola Bakery dikenal luas masyarakat, hal tersebut disebabkan Ola menawarkan produk beragam berkualitas dengan harga yang terjangkau. Rumusan masalah dalam penelitian ini adalah apakah ada pengaruh efektivitas komunikasi interpersonal terhadap keputusan membeli roti “Ola Bakery” di Yogyakarta. Penelitian ini bertujuan untuk mengetahui efektivitas komunikasi interpersonal terhadap keputusan membeli roti Ola bakery di Yogyakarta. Teori yang dipakai dalam penelitian ini yaitu teori S-O-R, yang menjelaskan bahwa perubahan sikap pada individu tergantung pada proses yang terjadi pada individu. Stimulus atau pesan yang disampaikan kepada komunikator mungkin diterima atau mungkin ditolak oleh komunikan. Komunikasi akan berlangsung jika ada perhatian dari komunikan. Proses berikutnya komunikan akan mengerti, Setelah komunikan mengolah dan menerimanya, maka terjadilah perubahan sikap (keputusan membeli roti Ola Bakery). Jenis dari penelitian ini yaitu penelitian survei dan teknik analisis data menggunakan regresi linier sederhana. Hasil analisis diperoleh efektivitas komunikasi interpersonal di Ola Bakery sebagian besar masuk kateori tinggi yaitu sebesar 85,6%, keputusan pembelian responden sebagian besar masuk kategori tinggi yaitu sebesar 90%. Hasil analisis regresi menunjukkan bahwa efektivitas komunikasi interpersonal mampu menjelaskan keputusan pembelian roti Ola Bakery sebesar 47,9%, sedangkan sisanya 52,1 (100%-47,9%) dijelaskan oleh variabel lain diluar model dalam penelitian ini.

Kata Kunci :komunikasi interpersonal, keputusan pembelian

ABSTRACT

Interpersonal communication is suggested to be most effective in changing one's attitude, opinion, and behavior. Interpersonal communication effectiveness has five characteristics, they are: openness, empathy, support, positivity, and equality, so these five characteristics have influences for someone's decision-making to buy. Ola Bakery bakery is widely well-known by the people, this is because Ola offers various quality products with cheap price for all people. Problem formulation in this research was about the influence of interpersonal communication effectiveness in Ola Bakery to decision making of "Ola Bakery" bread-buying in Yogyakarta. This research aims to know the effectiveness of interpersonal communication in decision making of "Ola Bakery" bread-buying in Yogyakarta. Theory for this research uses S-O-R theory which explains that the changing of attitude in individuals depends on the process occurring to them. Stimulus or message which is delivered from a person to other person or from an addresser to addressee can be either received or rejected. Communication will be taking place if there is attention from the communicants or informers. The next process, the person whom received the stimulus or message will understand after s/he processed it and as the effect, there will be a change in attitude (decision to buy Ola Bakery bread). Type of this research was a survey research and data analysis technique used simple linear regression. Result of analysis gains that effectiveness of interpersonal communication in Ola Bakery is mostly in high category which is of 85.6%, decision to buy from the participants is mostly in high category which is of 90%. Result from regression analysis shows that effectiveness of interpersonal communication which is explainable for decision to buy Ola Bakery is of 47.9%, and the rest of 52.1% (100%-47.9%) are explained by other variables out of the model in this research.

Keywords: interpersonal communication, buying decision