

ABSTRAK

Penggunaan shampoo semakin selektif dalam memilih produk shampoo. Terutama pada kalangan mahasiswa, dimana kita ketahui bahwa mahasiswa peka terhadap perkembangan produk perawatan rambut. Mahasiswa juga jeli membandingkan antar produk shampoo dengan produk lainnya dalam memberikan layanan perawatan rambut yang baik dan harga yang terjangkau. Maka dari itu setiap produk shampoo semakin meningkatkan mutu layanan dan melakukan penyesuaian harga agar dapat bersaing dengan pesaingnya dan menggunakan endorser yang memiliki kredibilitas yang baik agar cepat mendapatkan kepercayaan, perhatian dari konsumen. Tujuan dilakukan penelitian ini yaitu untuk mengetahui pengaruh antara terpaan iklan Testimoni dan Kredibilitas Endorser "Irfan Bachdim" terhadap Keputusan Pembelian pada Shampoo Clear Men. Penelitian ini dilakukan pada produk Shampoo Clear Men, Teori yang digunakan dalam penelitian ini adalah teori Stimulus Respons, jarum hipodermik, Teori Peniruan, dan Model Perilaku Konsumen. Jenis penelitian ini kuantitatif, metode yang digunakan adalah metode survey yang mengambil sampel 63 responden mahasiswa jurusan Ilmu Komunikasi UPN "Veteran" Yogyakarta. Penelitian ini bahwa variabel terpaan Iklan Testimoni dan Kredibilitas Endorser "Irfan Bachdim" terhadap keputusan pembelian shampoo Clear Men pada mahasiswa komunikasi UPN "Veteran" Yogyakarta Angkatan 2011. Jadi dapat disimpulkan bahwa variabel Terpaan Iklan Testimoni berpengaruh terhadap keputusan pembelian karena mempunyai nilai t sig sebesar 0,008 dan Kredibilitas Endorser juga berpengaruh terhadap keputusan pembelian t sig sebesar 0,000, secara bersama-sama Terpaan Testimoni dan Kredibilitas endorser juga berpengaruh signifikan terhadap Tingkat Keputusan Pembelian konsumen. Ditemukan pula koefisien determinasi (R^2) sebesar 0,357 yang berarti bahwa sekitar 35,7% variasi pada variabel Tingkat Keputusan Pembelian mampu diterangkan oleh kedua variabel Terpaan Iklan Testimoni dan Kredibilitas Endorser secara bersama-sama.

ABSTRACT

Some shampoo users were increasingly selective in choosing their shampoo products especially in student group where we all knew that they were sensitive towards hair care product. The students were also smart to compare between shampoo products and other products in delivering a good hair care service in affordable price. Therefore, each shampoo product increasingly improved service quality and conducting price adjustment in order to be competitive with its competitors and using an endorser that had a good credibility in order to be quick to obtain customer trust and attention. This research was aimed to know the influence between testimonial advertisement attack and the credibility of "Irfan Bachdim" endorser towards purchase decision in Clear Man Shampoo. This research was conducted in Clear Man Shampoo product. This research used a Stimulus Response theory, Hypodermic Needle, Imitating Theory and Customer Behavioral Theory. This was a *quantitative* research using a survey method that applied 63 respondent sample students of Communication Science Subject of National Development University (UPN) "Veteran" Yogyakarta. This research was aimed to know the influence between testimonial advertisement attack and an endorser credibility of "Irfan Bachdim" figure towards Purchase Decision of Clear Men Shampoo in the students of 2011's Communication Subject of UPN "Veteran" Yogyakarta. Therefore, it could be concluded that a Testimonial Advertisement Attack variable affected towards purchase decision due to it had t-sig of 0.008 and an Endorser Credibility also affected towards t-sig purchase decision of 0.000, jointly Testimonial Attack and Endorser Credibility also significantly affected towards Customer Purchase Decision. It was also found determinant coefficient (R^2) of 0.357 that meant about 35.7% variant in Purchase Decision Level variable was able to be explained by two variables namely Testimonial Advertisement Attack and Endorser Credibility jointly.