

ANALISA PENGARUH AIDA TERHADAP MINAT MEMBELI ULANG (STUDI PADA IKLAN SHOPEE COD)

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ABSTRAK

Jenis penelitian ini adalah penelitian kuantitatif dan eksperimental. Untuk tujuan penelitian ini adalah untuk mengetahui apakah variabel Attraction, Interest, Desire, dan Action (AIDA) pada Iklan Shopee berpengaruh terhadap minat membeli ulang di Shopee. Penelitian dilakukan terhadap 100 orang responden di Indonesia menggunakan teknik pengumpulan data dengan cara kuesioner dan teknis analisis yang digunakan adalah regresi linear berganda menggunakan program SPSS 25. Hasil dari penelitian ini menunjukkan bahwa secara parsial hanya variabel Desire dan Action yang berpengaruh pada minat beli ulang. Jika dilihat dari hasil pengujian regresi linier berganda menunjukkan bahwa semua variabel independent (Attraction, Interest, Desire, dan Action) berpengaruh positif terhadap minat beli ulang. Pengaruh positif terbesar ada pada variabel Action dan diikuti oleh variabel Desire. Sedangkan berdasarkan uji analisis koefisien determinasi, pengaruh variabel independent (Attraction, Interest, Desire, dan Action) mempengaruhi minat beli ulang sebanyak 47,4% dan sisanya dipengaruhi oleh faktor lain yang tidak diteliti pada penelitian ini.

Kata Kunci : AIDA, Minat beli ulang,

ANALYSIS OF THE INFLUENCE OF AIDA ON REPURCHASING INTEREST (STUDY ON COD SHOPEE ADVERTISING)

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ABSTRACT

This type of research is quantitative and experimental research. The purpose of this study was to determine whether the Attraction, Interest, Desire, and Action (AIDA) variables in Shopee Ads had an effect on repurchasing interest at Shopee. The research was conducted on 100 respondents in Indonesia using data collection techniques by means of questionnaires and the technical analysis used was multiple linear regression using the SPSS 25 program. The results of this study indicate that partially only the Desire and Action variables have an effect on repurchase interest. When viewed from the results of multiple linear regression testing, it shows that all independent variables (Attraction, Interest, Desire, and Action) have a positive effect on repurchase interest. The biggest positive effect is on the Action variable and followed by the Desire variable. Meanwhile, based on the analysis of the coefficient of determination, the influence of the independent variables (Attraction, Interest, Desire, and Action) affects the repurchase intention as much as 47.4% and the rest is influenced by other factors not examined in this study.

Keywords : AIDA, Repurchasing Intention