

**PENGARUH DAYA TARIK IKLAN *IPHONE* DI MEDIA *YOUTUBE*
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN *SMARTPHONE*
*IPHONE***

(Studi Kasus di Fakultas Kedokteran Angkatan 2017 Universitas YARSI)

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ABSTRAK

Penelitian ini membahas tentang pengaruh daya tarik iklan *Iphone* di media *Youtube* terhadap keputusan konsumen dalam pembelian *smartphone Iphone*. Tujuan penelitian ini untuk mengetahui besarnya pengaruh daya tarik iklan *Iphone* di media *Youtube* terhadap keputusan konsumen dalam *smartphone Iphone*. Penelitian ini menggunakan data kuantitatif dengan jenis penelitian metode *survey*. Data yang digunakan berupa data pustaka dan primer. Teori pada penelitian ini menggunakan teori S-O-R (Stimulus, Organism, Respon) . Sample dalam penelitian ini sebanyak 110 responden dengan teknik simple random sampling yang pengumpulan datanya menggunakan kuesioner. Berdasarkan hasil koefisien didapatkan hasil adanya pengaruh variabel X (daya tarik iklan di media *Youtube*) terhadap Y (keputusan pembelian). Maka dapat disimpulkan bahwa daya tarik iklan *Iphone* di media *Youtube* berpengaruh terhadap keputusan pembelian konsumen *smartphone Iphone* di Fakultas Kedokteran Universitas YARSI, yang artinya semakin besar pengaruh daya tarik iklan di media *Youtube* semakin besar terhadap keputusan pembelian konsumen.

Kata kunci : daya tarik iklan, keputusan pembelian

**THE EFFECT OF ADVERTISING IPHONE AT YOUTUBE MEDIA
ON PURCHASE OF SMARTPHONE IPHONE CONSUMER PURCHASE
DECISIONS**

(Case Study at the YARSI University 2017 Faculty of Medicine)

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ABSTRACT

This study discusses the influence of the attractiveness of Iphone ads on Youtube media on consumer decisions in the purchase of Iphone smartphones. The purpose of this study is to determine the magnitude of the influence of the attractiveness of Iphone ads on Youtube media on consumer decisions in Iphone smartphones. This study uses quantitative data with the type of survey method research. The data used is in the form of library and primary data. The theory in this study uses teori S-O-R (Stimulus, Organism, Response). The sample in this study was 110 respondents with a simple random sampling technique that collected data using a questionnaire. Based on the results of the coefficient obtained the results of the influence of variable X (the appeal of advertising on the Youtube media) to Y (purchase decision). So it can be concluded that the attractiveness of Iphone ads on Youtube media influences the purchasing decisions of Iphone smartphone consumers at the YARSI University School of Medicine, which means that the greater the influence of the appeal of advertising on Youtube media is greater on consumer purchasing decisions.

Keywords: the attractiveness of advertising, purchasing decisions