IMPLEMENTATION OF THE AIDA MODEL OF HIJAB PURCHASE DECISIONS (CASE STUDY AT DEPOK JAYA MARKET IDOLA SHOP)

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Abstract

This research aims at knowings the effect of the AIDA model on hijab purchasing decisions at the Depok Jaya Idol Market store. This research is descriptive quantitative. The population in the study were hijab customers at Depok Jaya Market Idola Shop. The sample size was taken as many as 100 respondents. Data collection was carried out questionnaires distributed online using google forms. The analysis technique used is the method of PLS (Partial Least Square) analysis. The results showed that attention variables did not have a significant effect on purchasing decisions while interest variables had a significant effect on purchasing decisions and desire variables had a significant effect on purchasing decisions and action variables did not significantly influence purchasing decisions.

Keywords: AIDA, attention, interest, desire, action, purchase decision

IMPLEMENTASI MODEL AIDA TERHADAP KEPUTUSAN PEMBELIAN HIJAB (STUDI KASUS DI TOKO IDOLA PASAR DEPOK JAYA)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh model AIDA terhadap keputusan pembelian hijab di toko Idola Pasar Depok Jaya. Penelitian ini merupakan desfriptif kuantitatif. Populasi dalam penelitian yaitu pelanggan hijab Toko Idola Pasar Depok Jaya. Ukuran sampel yang diambil sebanyak 100 orang responden.. Pengumpulan data dilakukan kuesioner yang disebarkan secara online menggunakan *google forms*. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian menunjukan bahwa variabel *attention* tidak berpengaruh signifikan terhadap keputusan pembelian sedangkan variabel *interest* berpengaruh signifikan terhadap keputusan pembelian lalu variabel *desire* berpengaruh signifikan terhadap keputusan pembelian dan variabel *action* tidak berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci   :AIDA, *attention*, *interest, desire, action,* Keputusan Pembelian