

**PENGARUH MEDIA PERIKLANAN MODEL SNAPGRAM TERHADAP
MINAT BELI MAHASISWA UNIVERSITAS PENDIDIKAN GANESHA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh media periklanan model snapgram terhadap minat beli mahasiswa Universitas Pendidikan Ganesha, (2) besar pengaruh media periklanan model snapgram terhadap minat beli mahasiswa Universitas Pendidikan Ganesha. Penelitian dilakukan di Universitas Pendidikan Ganesha, dengan jumlah sampel sebanyak 386 mahasiswa. Jenis penelitian ini ialah asosiatif dengan pendekatan kuantitatif dan metode pengambilan data menggunakan kuisioner. Hasil penelitian ini adalah diketahui variabel iklan (X) memiliki nilai signifikansi sebesar $0,000 < 0,05$, sehingga iklan berpengaruh positif dan signifikan terhadap minat beli pada mahasiswa Universitas Pendidikan Ganesha. Dilihat dari besaran pengaruhnya, besaran angka koefisien determinasi (R Square) 0.580 sama dengan 58%. Artinya iklan berpengaruh terhadap minat beli sebesar 58%. Sedangkan sisanya yaitu 42% dipengaruhi oleh variabel lain di luar regresi ini.

Kata Kunci: Iklan, Minat Beli

THE EFFECT OF ADVERTISING MEDIA SNAPGRAM MODEL ON BUYING INTEREST OF GANESHA EDUCATION UNIVERSITY STUDENTS

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ABSTRACT

This study aims to determine (1) the influence of the snapgram model of advertising media on the buying interest of Ganesha Education University students, (2) the large influence of the snapgram model of advertising media on the buying interest of Ganesha Education University students. The research was conducted at Ganesha University of Education, with a total sample of 386 students. This type of research is associative with a quantitative approach and the data collection method uses a questionnaire. The results of this study are known advertising variable (X) has a significance value of $0.000 < 0.05$, so that advertising has a positive and significant effect on buying interest in Ganesha Education University students. Judging from the magnitude of the effect, the magnitude of the coefficient of determination (R Square) of 0.580 is equal to 58%. This means that advertising has an effect on buying interest by 58%. While the remaining 42% is influenced by other variables outside this regression.

Keywords: Advertising, Buying Interest