

ABSTRACT

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THE EFFECT OF USING ADVERTISING TOWARDS CUSTOMER BUYING BEHAVIOR AT CV TIKET KITA TRAVEL

(Xiv + 83 pages; 3 figures; 29 tables; 7 appendices)

Advertising is considered to be of importance things to influence customer buying behavior so that customers will make the decision to buy the company's products. The objective of this study is to know the effects of using advertising towards customer buying behavior at CV. Tiket Kita Travel.

The methods used in this research is quantitative descriptive and correlational method. Data analysis methods used in this research are descriptive statistic, validity test, reliability test, normality test, coefficient of correlation, coefficient of determination, linear regression analysis and t-test.

Based on research result, the hypotheses test of t test shows that t_{count} (55.934) is higher than t_{table} (1.97) so that the advertising has significant effect on customer buying behavior at CV. Tiket Kita Travel Medan, it means the hypotheses that the writer decided for H_a is accepted. From correlation test, the correlation value is 0.979. It means that there is very strong and positive relationship between advertising with customer buying behavior in CV. Tiket Kita Travel Medan. Coefficient of determination value is 95.80%. It means that the change of 95.80% of customer buying behavior can be explained with advertising. The linear regression equation is $Y = 7.177 + 0.907X$. It means that increasing of 1 unit advertising can make increasing of customer buying behavior in 0.907 unit.

The company is recommended to innovate on company product advertisement like the content and the media used. So, the company can change the customer's mind so they want to buy the company's products and become customers who have high loyalty.

Keywords : Advertising, Customer Buying Behavior, Strategy Marketing

REFERENCES: 22