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JUDUL : PENGARUH ABOVE THE LINE DAN BELOW THE LINE TERHADAP BUYING DECISION MELALUI BUYING INTENTION YANG DIMODERASI COMPETITOR ADVERTISING PADA MOTOR YAMAHA MIO GT DI SURABAYA

ABSTRAK

Tujuan dari penelitian ini adalah menguji dan menganalisis pengaruh dari ATL dan BTL terhadap buying decision melalui buying intention yang dipengaruhi juga oleh competitor advertising pada motor Yamaha Mio GT di Surabaya.

Desain penelitian ini adalah penelitian kausal yang menjelaskan pengaruh sebab akibat dari pengaruh ATL dan BTL terhadap buying decision melalui buying intention yang di moderasi oleh competitor advertising. Teknik *sampling* yang digunakan adalah *random sampling*. Data diperoleh dengan cara penyebaran kuesioner terhadap 100 konsumen pria dan wanita berusia 15-40 tahun pengguna motor Yamaha Mio GT yang datang mengambil STNK di dealer Yamaha kota Surabaya. Data yang diperoleh kemudian dilakukan analisis dengan menggunakan *Structural Equation Modelling* (SEM).

Berdasarkan hasil uji Kausalitas *Regression Weight* dan *Standardized Regression Weight*, persamaan regresi variabel *above the line* terhadap *buying intention* menunjukkan hasil sebesar 0,669 dan berpengaruh signifikan dengan nilai CR 4,824, dengan taraf signifikansi 0,000 ($p \leq 0,05$). Sehingga hipotesis yang menyatakan *above the line* berpengaruh terhadap *buying intention* pada Yamaha Mio GT di Surabaya dapat diterima, sedangkan variabel *below the line* terhadap *buying intention* menunjukkan hasil sebesar 0,465 dan berpengaruh signifikan dengan nilai CR 3,549, dengan taraf signifikansi 0,000 ($p \leq 0,05$). Sehingga hipotesis yang menyatakan *below the line* berpengaruh terhadap *buying intention* pada Yamaha Mio GT di Surabaya dapat diterima. Berdasarkan hasil uji Kausalitas *Regression Weight* dan *Standardized Regression Weight*, persamaan regresi variabel *buying intention* terhadap *buying decision* menunjukkan hasil sebesar 0,411 dan berpengaruh signifikan dengan nilai CR 4,430, dengan taraf signifikansi 0,000 ($p \leq 0,05$). Sehingga hipotesis yang menyatakan *buying intention* berpengaruh terhadap *buying decision* pada Yamaha Mio GT di Surabaya dapat diterima. *Competitor advertising* dapat memperlemah pengaruh *buying intention* terhadap *buying decision* konsumen dealer Yamaha MioGT di Surabaya, karena memiliki nilai koefisien (-0,736), dengan nilai CR 6,429 dan taraf signifikansi 0,000 ($p \leq 0,05$).

Adanya keterbatasan waktu serta dana yang dimiliki peneliti, maka jumlah responden yang diteliti hanya sebanyak 100 responden dan hanya untuk tipe Mio GT sehingga masih kurang mampu untuk mewakili populasi pengguna motor Yamaha di Kota Surabaya. Oleh karena itu, pada penelitian selanjutnya, diharapkan untuk dapat memperoleh responden dengan jumlah yang lebih besar dan objek yang diteliti lebih banyak lagi sehingga hasil yang diperoleh dapat lebih optimal.

Kata kunci : *Above the Line, Below the Line, Buying Intention, Buying Decision, Competitor Advertising*

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TITLE : EFFECT OF ABOVE THE LINE AND BELOW THE LINE OF BUYING DECISION ON INTENTION MODERATED COMPETITORS ADVERTISING ON YAMAHA MIO GT IN SURABAYA

ABSTRACT

The purpose of this research was to examine and analyze the effect of ATL and BTL towards buying decision through buying intention which is also influenced by competitor advertising for Yamaha Mio GT motorcycle in Surabaya.

The design of this research is causal research that explains the causal effect of ATL and BTL towards buying decision through buying intention which moderated by competitor advertising. The sampling technique used is random sampling. Datas obtained by distributing the questionnaires to 100 male and female consumers from 15 to 40 years old as the Yamaha Mio GT users who came to Yamaha dealer in Surabaya in order to get the STNK (Surat Tanda Nomor Kendaraan / Letter of Vehicle Number). The datas obtained were then analyzed using the Structural Equation Modeling (SEM).

Based on the results of the Regression Weight Causality and Standardized Regression Weight test, regression equation of above the line variable towards buying intention showed 0,699 as the result and significantly affect with the CR value of 4,824, with a significance level of 0.000 ($p \leq 0,05$). So the hypothesis which stated that above the line affected towards the buying intention for Yamaha Mio GT in Surabaya is acceptable, while the below the line variable towards buying intention showed 0,465 as the result and significantly affected with the CR value of 3,549, with a significance level of 0.000 ($p \leq 0,05$). So the hypothesis which stated that below the line affected towards the buying intention of Yamaha Mio GT in Surabaya is acceptable. Based on the result of Regression Weight Causality and Standardized Regression Weight test, regression equation of buying intention variable towards buying decision showed 0,411 as the result and significantly affected with the CR value of 4,430, with a significance level of 0.000 ($p \leq 0,05$). So the hypothesis which stated that buying intention affecting the buying decision of Yamaha Mio GT in Surabaya is acceptable. Competitor advertising may weaken the effect of buying intention towards buying decision of Yamaha Mio GT dealer in Surabaya consumers, because it has a coefficient value of (-0,736), with CR value of 6,429 and significance level of 0.000 ($p \leq 0,05$).

The limited time and funds owned by the researchers, the number of respondents surveyed was only up till 100 respondents and specifically focused at Mio GT type, so it's less able to represent the Yamaha motorcycle user population in Surabaya city. Therefore, in future studies, is expected to be able to obtain more respondents and along with even more objects to be study of, so that the results can be optimized to be used in marketing business.

Keywords : *Above the Line, Below the Line, Buying Intention, BuyingDecision, Competitor Advertisin.*