

ABSTRAK

Lutfida Utami Br. Ginting, 71180312065, Pengaruh Iklan Dan *Brand Image* Terhadap Minat Beli Konsumen Pada Produk Kecantikan Wardah (Studi Kasus Mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018)

Ketertarikan konsumen terhadap produk dapat diambil bila konsumen mempunyai persepsi bahwa produk yang mereka pilih berkualitas baik dan dapat memenuhi atau bahkan melebihi keinginan dan harapan konsumen. Rumusan masalah dalam penelitian ini adalah bagaimana pengaruh iklan terhadap minat beli produk Wardah pada mahasiswa Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, Bagaimana pengaruh *Brand Image* terhadap minat beli produk Wardah pada mahasiswi Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018, Bagaimana pengaruh iklan dan *Brand Image* terhadap minat beli produk Wardah pada mahasiswi Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018. Populasi dalam penelitian ini adalah mahasiswi Fakultas Ekonomi UISU Prodi Manajemen Stambuk 2018 yang berjumlah 74 orang dan yang dijadikan sampel sebanyak 43 orang responden.. Pendekatan penelitian ini adalah pendekatan asosiatif dengan jenis data kuantitatif. Metode pengujian menggunakan teknik analisis regresi linier berganda. Berdasarkan hasil pengujian dan analisis menunjukkan bahwa iklan berpengaruh positif dan signifikan terhadap minat beli produk Kecantikan Wardah pada mahasiswi Fakultas Ekonomi UISU. *Brand Image* berpengaruh positif dan signifikan terhadap minat beli produk Kecantikan Wardah pada mahasiswi Fakultas Ekonomi UISU. Iklan dan *Brand Image* berpengaruh positif dan signifikan terhadap minat beli Kecantikan Wardah pada mahasiswi Fakultas Ekonomi UISU.

Kata Kunci : Iklan, *Brand Image*, Minat Beli

ABSTRACT

Lutfida Utami Br. Ginting, 71180312065, *The Effect of Advertising and Brand Image on Consumer Purchase Interest in Wardah Beauty Products (Case Study of Students of the Faculty of Economics UISU Stambuk Management Study Program 2018)*

Consumer interest in the product can be taken when consumers have a perception that the product they choose is of good quality and can meet or even exceed the desires and expectations of consumers. The formulation of the problem in this study is how the effect of advertising on the interest in buying Wardah products in students of the Economics Faculty of UISU Stambuk Management Study Program 2018, How does the influence of Brand Image on the interest in buying Wardah products on students of the UISU Economics Faculty of Stambuk Management Study Program 2018, How does advertising and Brand Image affect the interest in buying Wardah products among students of the Economics Faculty of UISU Stambuk Management Study Program 2018. The population in this study were students of the Economics Faculty of UISU Stambuk Management Study Program, which amounted to 74 people and the sample was 43 respondents. This research approach is an associative approach with data types. quantitative. The test method uses multiple linear regression analysis techniques. Based on the results of testing and analysis shows that advertising has a positive and significant effect on buying interest in Wardah Beauty products in UISU Economics Faculty students. Brand Image has a positive and significant effect on buying interest in Wardah Beauty products at UISU Faculty of Economics students. Advertising and Brand Image have a positive and significant effect on buying interest in Wardah Beauty on UISU Economics Faculty students.

Keywords: Advertising, Brand Image, Buying Interest