

ABSTRAK

ADAM NURBENY. *Efektivitas Iklan di Grup Facebook "Makassar Dagang" terhadap Keputusan Membeli Konsumen* (dibimbing oleh **M. Iqbal Sultan** dan **Rhiza S. Sadjad**).

Penelitian ini bertujuan untuk menguji dengan metode kuantitatif berdasarkan hasil survei bagaimana efektivitas pemasangan iklan di group *Facebook "Makassar Dagang"* terhadap keputusan membeli produk yang di-iklan-kan. Pengujian dilakukan baik secara simultan, mau pun secara parsial, berdasarkan faktor-faktor kebutuhan konsumen, harga, jaminan keamanan dan kemudahan pembayaran.

Survei dilakukan dengan mengirimkan kuesioner kepada 100 (seratus) pengguna *Facebook* yang pernah melihat iklan yang terpasang pada grup "*Makassar Dagang*" untuk mengetahui seberapa besar keputusan mereka membeli produk yang di-iklan-kan dipengaruhi oleh 4 (empat) peubah, yaitu: kebutuhan, harga, jaminan keamanan dan kemudahan pembayaran. Data hasil survei kemudian diolah dan dianalisis secara statistik dengan: (1) uji kesahihan dan keandalan untuk menentukan kualitas instrumen penelitian dengan *Cronbach alpha*, (2) uji regresi linier ganda dan (3) uji hipotesis menggunakan uji-t dan uji-f.

Hasil penelitian menunjukkan bahwa harga yang murah dan kemudahan pembayaran menjadi faktor-faktor parsial dalam iklan yang paling efektif dalam mempengaruhi keputusan membeli, dibandingkan dengan faktor-faktor kebutuhan konsumen dan jaminan keamanan yang ternyata kurang berpengaruh. Secara simultan, keempat faktor tersebut cukup efektif dalam mempengaruhi keputusan membeli sampai (*nilai adjusted R²*) **61,8%**.

Kata Kunci : iklan, efektivitas, grup *Facebook*, keputusan membeli

ABSTRACT

ADAM NURBENY. *The Effectiveness of Advertisement in the Facebook Group "Makassar Dagang" on the Consumer's Decisions to Buy* (supervised by **M. Iqbal Sultan** and **Rhiza S. Sadjad**).

The purpose of this study is to test - using quantitative survey-based methods - how effective is advertising in a *Facebook* group of "*Makassar Dagang*" (or "*Makassar Trade*") on the costumer's decisions to buy the advertised products. The test is conducted both simultaneously and partially, based on the several factors, namely: the customer's needs, prices, security and the ease of payment methods .

The survey is carried on by sending questionnaires to 100 (one hundred) *Facebook* users who have seen the advertisements in "*Makassar Dagang*" group to evaluate how their decisions to buy are influenced by 4 (four) variables, namely: the customer's needs, prices, security and the ease of payment methods. The collected data are statistically computed to perform : (1) the reliability and validity tests to determine the quality of the research's instruments with *Cronbach alpha*, (2) the multiple linear regression test, and (3) the hypothesis test using the t-test and f-test.

The results has shown that the low prices and the ease of payment are the most effective partial factors to influence the customer's decisions to buy, compared to the other two factors, i.e. the security and consumer's needs, which are proven to be less effective. Simultaneously, the four factors in the advertisements are effective in influencing the customer's decisions to buy up to (*adjusted R²*) **61,8%**.

keywords : advertisements, effectiveness, *Facebook* group, decisions to buy