

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas iklan terhadap loyalitas konsumen di UPN "Veteran" Yogyakarta, dengan pertimbangan UPN "Veteran" Yogyakarta termasuk salah satu kampus dari lima kampus yang memperbolehkan mahasiswanya merokok di lingkungan kampus dan di setiap *event-event* musik mendapat sponsor dari A MILD. Hipotesis yang diajukan dalam penelitian ini adalah: (a) diduga ada pengaruh kreativitas iklan yang meliputi: perhatian, minat, kebutuhan atau keinginan, rasa percaya dan tindakan secara bersama-sama terhadap loyalitas konsumen, (b) diduga ada pengaruh kreativitas iklan yang meliputi: perhatian, minat, kebutuhan atau keinginan, rasa percaya dan tindakan secara parsial terhadap loyalitas konsumen. Subyek (*sampel*) dalam penelitian ini adalah mahasiswa UPN "Veteran" Yogyakarta berjumlah 120 responden. Metoda pengambilan sampel secara non probabilitas dengan *convenience sampling*. Data diperoleh melalui data primer dari daftar pertanyaan yang telah disebar dan diisi oleh responden, yakni: perhatian, minat, kebutuhan atau keinginan, rasa percaya dan tindakan. Analisis data dilakukan dengan menggunakan persamaan regresi, uji F, uji T dan determinasi.

Hasil penelitian menunjukkan (a) ada pengaruh kreativitas iklan yang meliputi: perhatian, minat, kebutuhan atau keinginan, rasa percaya dan tindakan secara bersama-sama terhadap loyalitas konsumen, (b) ada pengaruh kreativitas iklan yang meliputi: perhatian, minat dan tindakan secara parsial terhadap loyalitas konsumen, sedangkan kebutuhan atau keinginan terhadap loyalitas konsumen tidak ada pengaruhnya, (c) perhatian pada kreativitas iklan memiliki pengaruh dominan terhadap loyalitas konsumen.

Kata kunci: kreativitas iklan, loyalitas konsumen

ABSTRACT

This research is meant to know the influence of advertisement creativity to consumer loyalty in UPN "Veteran" Yogyakarta, with consideration UPN "Veteran" Yogyakarta is one of the campus from five campus enabling its student smoke in the campus environment and in each of every music *events* gets sponsor from A MILD. Hypothesis which is raised in this research is : (a) it's anticipated that there is an influence of advertisement creativity covering: attention, enthusiasm, desire or requirement, feel action and trust by together to consumer loyalty, (b) it's anticipated that there is an influence of advertisement creativity covering: attention, enthusiasm, desire or requirement, feel action and trust by partial to consumer loyalty. The subject (*sample*) in this research is the student of UPN "Veteran" Yogyakarta amounting to 120 responder. Method intake of sample is non probability with *convenience sampling*. The data obtained through primary data of questionnaire which have been disseminated and filled by responder, that is: attention, enthusiasm, desire or requirement, feel action and trust. Data analysis conducted by using equation of regression test F, test T and determination.

The result of research shows (a) there is an influence of advertisement creativity covering: attention, enthusiasm, desire or requirement, feel action and trust by together to consumer loyalty, (b) there is an influence of advertisement creativity covering: attention, enthusiasm, desire or requirement, feel action and trust by partial to consumer loyalty, while desire or requirement to consumer loyalty had no influence, (c) the attention at advertisement creativity have dominant influence to consumer loyalty.

Keyword : advertisement creativity, consumer loyalty