

INTISARI

Pemasaran *online* saat ini menjadi suatu *trend* yang berkembang karena adanya kemajuan teknologi internet. Banyak perusahaan yang menggunakan iklan *online* melalui media sosial guna menjangkau target pasar yang lebih luas. Salah satu alat pemasaran *online* yang banyak digunakan saat ini adalah *instagram ads* atau iklan *online Instagram*.

Studi ini dilakukan untuk mengetahui pengaruh iklan *online* terhadap minat membeli konsumen batik butimo yang diukur dengan tiga variabel yaitu *attitude towards ads*, *ad recall* dan, *click through rates*.

Studi dilakukan dengan melakukan eksperimen iklan *online instagram* melalui akun batik butimo dengan kriteria responden harus sebagai *follower* akun batik butimo, aktif menggunakan *instagram*, dan mendapatkan iklan *online* butimo. Jumlah sampel yang mengisi kuesioner sebanyak 60 orang guna mendapat data hasil penelitian. Penelitian ini menggunakan analisis regresi linier berganda untuk menguji pengaruh variabel bebas terhadap variabel terikat.

Hasil penelitian ini menunjukkan bahwa ketiga variabel yaitu *attitude towards ads*, *ad recall*, *click through rates* secara simultan berpengaruh terhadap minat membeli. Variabel *attitude towards ads* berpengaruh dominan terhadap minat membeli konsumen batik sehingga strategi pemasaran yang direkomendasikan yaitu menekankan pada faktor sikap yang positif dari konsumen terhadap iklan.

Kata kunci: iklan *online*, *attitude towards ads*, *ad recall*, *click through rates*, minat membeli batik

ABSTRACT

Online marketing has turned out to be a trend that developed nowadays because of the advance of internet technology. Many companies use online advertising through social media to reach the wider target of the market. One of the marketing tools that is mostly used recently is instagram advertising.

This study is conducted to analyze the effect of online advertising towards the purchase intention of batik butimo consumers which is measured by three variables such as attitude towards advertising, ad recall, and click through rates.

The research was established by doing Instagram ads experiment on batik butimo instagram account. The respondents of this research have these following criterias; they are followers of butimo instagram account, they are active using Instagram, and they get the instagram advertising that is set by batik butimo. The number of samples who fill the questionnaires as many as 60 people to get the result data of this research. The research used multiple linear regression analysis to test the influence of independent variables towards the dependent variable.

This study shows that the three of variables; attitude towards advertising, ad recall, click through rates simultaneously influence the purchase intention. Attitude towards advertising variable has dominant influence towards the purchase intention of batik consumers so that the recommended marketing strategy is to emphasize the positive attitude of consumers towards the advertising.

Keywords: online advertising, attitude towards advertising, ad recall, click through rates, purchase intention of batik