

INTISARI

Kosmetik menjadi kebutuhan wanita karena mendukung kecantikan. Peningkatan permintaan kosmetik menimbulkan kompetisi antara industri kosmetik. Wardah *Cosmetics* sebagai *brand* produk kosmetik menayangkan iklan televisi karena dinilai efektif menjangkau sasaran. Tayangan televisi yang menarik bagi konsumen tidak lepas dari atribut iklan, yaitu isi pesan iklan, *celebrity endorser*, dan *tagline*. Penelitian ini bertujuan untuk mengetahui pengaruh isi pesan iklan, *celebrity endorser*, dan *tagline* terhadap pembelian produk Wardah *Cosmetics* secara parsial dan simultan, serta atribut iklan televisi berpengaruh yang paling dominan terhadap pembelian produk Wardah *Cosmetics*.

Pengambilan data melalui metode survei menggunakan kuesioner dengan teknik *purposive sampling*. Responden dalam penelitian ini adalah mahasiswi S1 Universitas Gadjah Mada yang aktif pada tahun 2015 berjumlah 136 orang. Data primer dianalisis secara statistik untuk melihat pengaruh variabel bebas terhadap variabel terikat. Kuesioner penelitian yang digunakan telah memenuhi kriteria validitas dan reliabilitas.

Isi pesan, *celebrity endorser*, dan *tagline* secara parsial berpengaruh positif ($p < 0,050$) terhadap pembelian Wardah *Cosmetics*. Isi pesan, *celebrity endorser*, dan *tagline* secara simultan berpengaruh positif ($p < 0,050$) terhadap pembelian Wardah *Cosmetics*. *Tagline* merupakan atribut iklan yang paling dominan berpengaruh terhadap pembelian produk Wardah *Cosmetics*.

Kata kunci : Iklan Televisi, Atribut Iklan, Keputusan Pembelian

ABSTRACT

Cosmetics into need of women for supporting the women to be beautiful. Improvement request for cosmetics cause competition between the cosmetic industry. Wardah Cosmetics as brand cosmetic products broadcast television advertisements because it is considered effective in reach point. Television shows that appeals to consumers can not be separated from the attribute advertisements, namely Message content, celebrity endorser, and tagline. This research was aims to determine the effect of advertising messages, celebrity endorser, and the tagline of the product purchase Wardah Cosmetics partially and simultaneously, as well as the attributes of television advertising the most dominant influence on product purchase Wardah Cosmetics.

This research have a data from 136 undergraduate student Gadjah Mada University in 2015 with survey method purposive sampling technique. Primary data was analyzed statistically to see the influence of independent variables on the dependent variable. The questionnaire used in this research has met the criteria of validity and reliability.

Message content, celebrity endorser, and tagline partial positive effect ($p < 0.050$) to purchase Wardah Cosmetics. Message content, celebrity endorser, and the tagline simultaneously positive effect ($p < 0.050$) to purchase Wardah Cosmetics. Tagline advertising is an attribute most dominant influence on product purchase Wardah Cosmetics.

Keywords: Television Ad, Ad Attributes, Purchase Decision