

**RELATIONSHIP PERCEPTION OF ADVERTISING MODEL WITH
BUYING INTENTION CITRA HAND & BODY LOTION
ON ADOLESCENT IN SMK ASSHODIQIYAH
SEMARANG**

ABSTRACT

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This study aims to prove or test the hypothesis that there is a positive relationship between perceptions of advertising model with buying intention Citra hand & body lotion in young women in SMK Asshodihiyah Semarang. This study was conducted on 40 female students of class XI were used as respondents.

Methods of data collection in this study using perception of advertising model scale and buying intention scale. As for the aspects that are used for the perception of the advertisement models includes familiarity, relevance, esteem, and differentiation, meanwhile the aspects for buying intention includes transactional, referential, preferential, and explorative.

Based on the results of hypothesis testing using the technique of product moment correlation obtain coefficient correlation r_{xy} of 0.753 with a significance 0.000 ($p < 0.05$). It shows there is a significant positive relationship between perceptions of advertising model with buying intention Citra hand & body lotion in young women at SMK Asshodihiyah Semarang. Thus the hypothesis proposed in this study are proved or accepted.

Keywords : Perceptions of Advertising Models, Buying Intention.