

ABSTRAK
**PENGARUH IKLAN TELEVISI VERSI “KARENA KAMU NO 1” DAN PEER
GROUP SUPPORT TERHADAP MINAT CALON KONSUMEN
BERTRANSAKSI DI BLIBLI**

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Penelitian ini dilatar belakangi oleh meningkatnya pengguna *e-commerce* di Indonesia diprediksi tumbuh 33,2%. Hal karena perilaku konsumen yang berubah. Di semua lini dagang berbasis online, tren transaksi berbasis digital terjadi peningkatan seiring banyaknya waktu orang di rumah sepanjang masa pandemi. Namun, *e-commerce* Blibli mengalami penurunan pengunjung sebanyak ± 4000 pengunjung. Dalam upayanya, Blibli telah banyak melakukan kegiatan strategi marketing, seperti beriklan di media televisi. Selain itu, terdapat faktor lain dalam menentukan pilihan seperti lingkungan terdekat, seperti kelompok teman sebaya (*peer group*). Penelitian ini bertujuan untuk mengetahui pengaruh iklan dan peer group terhadap minat calon konsumemnbertransaksi di Blibli.

Tipe penelitian ini adalah kuantitatif yang menggunakan paradigma positivistik. Teori yang digunakan adalah Teori SOR (Stimulus Organisme Respon). Pengumpulan data dilakukan dengan kuesioner pada 100 responden di Kota Semarang menggunakan teknik *purposive sampling*. Perhitungan data menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan pengujian validitas semua item pertanyaan dinyatakan valid karena $r_{hitung} > r_{tabel}$ (0,195) dan reliabel dengan uji reliabilitas menunjukkan nilai alpha lebih dari 0,60. Hasil uji t menunjukkan adanya hubungan yang signifikan antara pengaruh iklan terhadap minat bertransaksi sebesar $0,001 < 0,05$, lalu nilai $t_{hitung} > t_{tabel}$ (5,563 > 1,98472) dan nilai koefisien regresi sebesar 0,747. Adanya hubungan yang signifikan antara *peer group* terhadap minat bertransaksi sebesar $0,001 < 0,05$, lalu nilai $t_{hitung} > t_{tabel}$ (6,815 > 1,98472) dan nilai koefisien regresi sebesar 0,726. Sedangkan uji F menunjukkan adanya hubungan yang signifikan antara Iklan dan *Peer Group* terhadap Minat Bertransaksi sebesar $0,001 < 0,005$, lalu nilai $F_{hitung} > F_{tabel}$ (102,903 > 3,09). Namun terdapat batasan penelitian yaitu hanya menggunakan sampel sebanyak 100 responden, terdapat variabel lain yang dapat mempengaruhi minat beli dan keterbatasan populasi yang dipilih. Oleh karena itu, diharapkan penelitian selanjutnya dapat dilakukan dengan menggunakan sampel yang lebih banyak, menggunakan variabel lain dan memilih tempat penelitian di Kota selain Semarang.

Kata Kunci : Iklan, *Peer group*, Minat Bertransaksi

THE EFFECT OF TELEVISION ADVERTISING VERSION "BECAUSE YOU'RE NO. 1" AND PEER GROUP SUPPORT ON THE INTEREST OF PROSPECTIVE CONSUMERS TRANSACTIONS IN BLIBLI

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ABSTRACT

This research is motivated by the increasing number of e-commerce users in Indonesia which is predicted to grow 33.2%. This is because of changing consumer behavior. In all online-based trade lines, the trend of digital-based transactions is increasing as people spend more time at home during the pandemic. However, Blibli's e-commerce has decreased by ± 4000 visitors. In its efforts, Blibli has carried out many marketing strategy activities, such as advertising on television media. In addition, there are other factors in determining choices such as the immediate environment, such as peer groups. This study aims to determine the effect of advertising and peer groups on consumer interest in transacting in Blibli.

This type of research is quantitative descriptive using a positivistic paradigm. The theory used is SOR (Stimulus Response Organisms) Theory. Data was collected by using a questionnaire on 100 respondents in the city of Semarang using purposive sampling technique. Calculation of data using multiple regression analysis.

The results of this study indicate that testing the validity of all question items is declared valid because $r \text{ count} > r \text{ table}$ (0.195) and reliable with reliability test showing an alpha value of more than 0.60 . The results of the t-test showed that there was a significant relationship between the effect of advertising on transactional interest of $0.001 < 0.05$, then the value of $t \text{ count} > t \text{ table}$ ($5.563 > 1.98472$) and the regression coefficient value of 0.747 . There is a significant relationship between peer group and transaction interest of $0.001 < 0.05$, then the value of $t \text{ count} > t \text{ table}$ ($6.815 > 1.98472$) and the value of the regression coefficient of 0.726 . While the F test shows that there is a significant relationship between Advertising and Peer Group on Transaction Interest of $0.001 < 0.005$, then $F \text{ count} > F \text{ table}$ ($102.903 > 3.09$). However, there is a limitation of the research, which is only using a sample of 100 respondents, there are other variables that can affect buying interest and the limitations of the selected population. Therefore, it is hoped that further research can be carried out using a larger sample, using other variables and choosing a research location in a city other than Semarang.

Keywords: Advertising, Peer group, Transaction Interest