ABSTRACT

Roma Yanthi, The Influence of Advertisement Throught Television Toward Costumers Attitude on Purchasing Yamaha Jupiter MX in JG. Cibeureum, Thesis Department of Management Faculty Economic Indonesia Computer University Under the Guidance: Trustorini Handayani

Use a good advertisement will have an impact in attracting strong customers attitudes to buying a product. The purpose of this study is to determine how respondents responses to the implementation of advertisement to impressions Motor Yamaha Jupiter MX in the medium of television, how the attitude of respondents in the purchase of Motorcyle Yamaha Jupiter MX, and to determine the influence of Jupiter MX Yamaha advertisement on television, in the attitudes of respondents in buying Jupiter MX Yamaha Motor product in Motor Cibeureum JG.

This research uses descriptive method with quantitative approach. Independent variables in this research is through the medium of television advertisement, with the indicator used is the message content, message structure, message format, and the source of the message. While the dependent variable in this study is the attitude of constomers in buying Jupiter MX Yamaha Motor products, with the indicator used is Cognitive consisting of awareness and knowledge about Motorcyle Yamaha Jupiter MX, affective consisting of interest and delight in the existence of Motorcyle Yamaha Jupiter MX products, willingness to try the product Yamaha Jupiter MX, and conation is a willingness to use the product Yamaha Jupiter MX and reliability of using the product Yamaha Jupiter MX. The population in this study are the customer in the JG. MOTOR CIBEUREUM during which amounted to 108 customers. While the sample is numbered 52. The analysis used simple linear regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing using t.

Results of data analysis using SPSS 13 for windows, show that through the medium of television advertisement provide a strong enough influence for 38.1% of customer attitudes and the balance of 61.9% is the influence of other factors are neglected writer in the research.

Keywords: **, Advertisement Throught Television Toward, Costumers Attitude, Jg Cibeureum**