

ABSTRAK

Syahri Ramadan Cania, NIM 7202510003, Pengaruh Daya Traik Iklan dan Citra Merek Terhadap Minat Menggunakan Spotify Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas Negeri Medan. Skripsi, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik iklan dan citra merek terhadap minat menggunakan spotify pada mahasiswa prodi manajemen fakultas ekonomi universitas negeri medan. Penelitian ini menggunakan metode kuantitatif, dengan jumlah sampel 100 responden menggunakan teknik *Purposive Sampling*. Teknik pengambilan data menggunakan kuesioner dengan skala *likert* dan diolah secara statistic menggunakan pengujian hipotesis analisis regresi berganda, uji t, uji F dan uji koefisien determinasi yang dimana data telah diuji menggunakan program *SPSS 22.0 for windows*.

Hasil penelitian menunjukkan bahwa secara parsial variabel Daya Tarik Iklan (X_1) dan Citra Merek (X_2) berpengaruh positif dan signifikan terhadap Minat Menggunakan Spotify. Berdasarkan hasil penelitian menunjukkan bahwa variabel Daya Tarik Iklan dan Citra Merek secara simultan berpengaruh terhadap Minat Menggunakan. Hal ini dapat dilihat dari nilai $F_{hitung} > F_{tabel}$ dimana $61,713 > 3,09$ dan nilai signifikan $0,000 < 0,05$. Uji koefisien determinasi menunjukkan nilai sebesar 0,560 yang berarti bahwa Daya Tarik Iklan dan Citra Merek berpengaruh terhadap Minat Menggunakan sebesar 56%, sedangkan sisanya 44% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata Kunci: Daya Tarik Iklan, Citra Merek, Minat Menggunakan

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ABSTRACT

Syahri Ramadan Cania, NIM 7202510003, *The Effect of Advertising Attractiveness and Brand Image on Intention to Use of Spotify Premium Services students of Management Study Program, Faculty of Economics, State University of Medan. Thesis majoring in Management, Faculty of Economic, State University of Medan, 2024.*

This study aims to determine the effect of advertising traction and brand image on Intention to Use of Spotify for students of management study programmes at the Faculty of Economics, State University of Medan. This research uses quantitative methods, with a sample size of 100 respondents using purposive sampling technique. The data collection technique uses a questionnaire with a Likert scale and is processed statistically using multiple regression analysis hypothesis testing, t test, F test and coefficient of determination test data processing using SPSS 22.0 for windows.

The results showed that partially the variables of advertising attractiveness (X1) and brand image (X2) have a positive and significant effect on Purchase Intention to use of Spotify. Based on the results showed that the variable attractiveness of advertising and brand image simultaneously affect interest to using. This can be seen from the value of $F_{hitung} > F_{table}$ where $61,713 > 3,09$ and a significant value of $0,000 < 0,05$. The coefficient of determination test showed a value of 0,560 which means that the attractiveness of advertising and brand image affect interest to using by 56%, while the remaining 44% are influenced by other variables that have not been studied.

Keyword: *advertising attractiveness, brand image, intention to use*

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