

ABSTRAK

Penelitian ini menjelaskan tentang besarnya pengaruh dari masing-masing variabel yaitu sikap mahasiswi Fakultas Ekonomi dan Bisnis di Universitas Airlangga atas daya tarik seksual secara visual pada iklan Lux versi bangkitkan getaran cinta terhadap sikap mahasiswi atas merek Lux, sikap mahasiswi atas daya tarik seksual secara visual pada iklan terhadap niat beli produk Lux Soft Touch baru dan sikap mahasiswi atas merek terhadap niat beli Lux Soft Touch baru. Sampel penelitian terdiri atas 100 orang mahasiswi yang dipilih secara *purposive sampling* dari Fakultas Ekonomi dan Bisnis di Universitas Airlangga. Hasil penelitian ini menunjukkan bahwa secara parsial terdapat pengaruh secara signifikan sikap atas daya tarik seksual secara visual dalam iklan televisi Lux versi bangkitkan getaran cinta terhadap sikap atas merek Lux, terdapat pengaruh sikap atas merek Lux terhadap niat beli, dan secara parsial tidak menunjukkan adanya pengaruh sikap atas daya tarik seksual secara visual terhadap niat beli dengan tingkat signifikan lebih besar dari nilai probabiliti signifikan yang ada.

KataKunci: sikap atas daya tarik seksual secara visual, sikap atas merek, dan niat beli



ABSTRACT

This study describes the influence of each variable, namely, the attitude of a student of Faculty of Economics and Business at the University of Airlangga on sex appeal visually to the Lux ad resurrected version of vibration of love for student attitudes on brand Lux, the attitudes of students on sex appeal visually to the ad on purchase intention Lux Soft Touch products are new and top student attitude toward the brand and purchase intention to the new Lux Soft Touch. The sampel of this study consist of 100 students selected by purposive sampling of the Faculty of Economics and Business at the University of Airlangga. The results of this study indicate that there is a partial significantly influence attitudes on sex appeal visually in television advertising Lux versions generate vibration of love against the attitude of the brand Lux, there is an influence on the attitude of the Lux brand purchase intention, and partially did not show any influence attitudes on sex appeal visually to the purchase intention with a significantly greater rate than the value of the existing significant probabiliti.

Keywords: *attitudes on sex appeal visually, the attitude of the brand, and purchase intention.*

