

THE EFFECT OF ADVERSITISING ATTRACTION ATTENTION TO CONSUMER BUYING INTEREST OF BOS SALAD

(Case Study on the Community of Bengkalis Town)

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Abstract

This study aims to determine the effect of advertising attraction on buying interest decisions and how big the response or consumer interest in advertising attraction to the buying interest of Bos Salad consumers in the Bengkalis community. The object of this research is the consumers of Bos Salad in Bengkalis City, which consist of 38 men and 62 women. The type of research used in this research is associative research by distributing questionnaires respondents using the non-probability sampling method with purposive sampling. The test results show that advertising attraction has a positive and significant effect on buying interest, meaning that the advertising attraction variable is one of the variables that can be used to measure buying interest. The determination coefficient (KD) is 0.350 or 35%, which means that the attraction of advertising affects buying interest by 35% while the remaining 65% is influenced by other variables not examined in this study.

Keywords: *bos salad, buying interest, ad appeal*