

ABSTRAK

Hubungan Promosi Melalui BlackBerry *Messenger Groups* Terhadap Keputusan Pembelian Produk Fashion Wanita (Studi Pada Mahasiswi Universitas Di Kota Padang)

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Penelitian ini bertujuan untuk menjelaskan tanggapan mahasiswi terhadap promosi melalui BlackBerry *Messenger Groups*, menjelaskan keputusan pembelian produk *fashion* wanita pada *online shop* di BlackBerry *Messenger Groups*, serta mengetahui seberapa kuat hubungan promosi melalui BlackBerry *Messenger Groups* terhadap keputusan pembelian produk *fashion* wanita pada mahasiswi.

Jenis penelitian ini adalah penelitian korelasi dengan pendekatan kuantitatif. Menggunakan metode survei dengan menggunakan kuesioner, objek penelitian menggunakan 100 responden yang merupakan mahasiswi Universitas di Kota Padang yang menggunakan *smartphone* BlackBerry, tergabung dalam keanggotaan pada *online shop* di BlackBerry *Messenger Groups*, telah melakukan pembelian produk lebih dari satu kali, serta responden yang membeli produk *fashion* wanita. Teknik pengambilan sampel yang digunakan adalah teknik *purposive* dan *accidental sampling*. Teori *Uses & Effect* digunakan untuk menganalisis hasil penelitian. Dan untuk melihat hubungan promosi melalui BlackBerry *messenger groups* terhadap keputusan pembelian produk *fashion* wanita digunakan korelasi *Spearman Rank* dengan bantuan SPSS 16.

Hasil penelitian menunjukkan bahwa H_a diterima, yaitu terdapat hubungan sebesar 0,584. Artinya terdapat hubungan yang cukup kuat antara Promosi melalui BlackBerry *Messenger Groups* terhadap Keputusan Pembelian Produk Fashion Wanita pada mahasiswi Universitas di Kota Padang.

Kata Kunci : Promosi, BlackBerry *Messenger Groups*, Keputusan Pembelian, Teori *Uses & Effect*.

ABSTRACT

***The Correlation of the BlackBerry Messenger Groups Promotion
Towards Women's Fashion Purchasing Decisions.
(Study on female student of the universities in Padang)***

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This research aims to describe female student of the universities in Padang responses to the promotions in BlackBerry Messenger Groups, which explains the decision taking to buy women's fashion products, and also the strenght of their decisions is.

This research is a correlation study with a quantitative approach and use questionnaire as survey method. Researcher has surveyed 100 female student of the universities in Padang that owned blackberry smartphome, joined women's fashion online shop in BlackBerry Messenger Groups and has bought the product more than once. The sampling technique used was purposive and accidental sampling technique. Uses & Effect Theory is used to analyze the results of the study. And to see the connection through the BlackBerry messenger groups campaign against women's fashion product purchasing decisions used Spearman Rank correlation with SPSS 16.

The results showed that Ha is accepted as much as 0.584. This means that there is a strong relationship between the promotion of women's fashion online shop in BlackBerry messenger group and purchasing decision on female student of the universities in Padang.

Keywords: Promotion, BlackBerry Messenger Groups, Purchasing Decisions, Uses & Effect Theory.