

## **ABSTRAK**

**Sukarni Rustam, 2021. Pengaruh Karakteristik Modal Iklan Terhadap Preferensi Konsumen Dalam Melaksanakan Keputusan Pembelian Produk Shampoo Clear (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Unkhair. Pembimbing I: Johan Fahri. Pembimbing II Subhan.**

Tujuan penelitian ini adalah: (1) Mengetahui pengaruh *Visibility* terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear Mahasiswa Fakultas Ekonomi Dan Bisnis Unkhair; (2) Mengetahui pengaruh *Credibility* terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear Mahasiswa Fakultas Ekonomi Dan Bisnis Unkhair; (3) Mengetahui pengaruh *Attraction* terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear Mahasiswa Fakultas Ekonomi Dan Bisnis Unkhair; (4) Mengetahui pengaruh *Power* terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear Mahasiswa Fakultas Ekonomi Dan Bisnis Unkhair. Alat uji yang digunakan adalah analisis regresi berganda dengan menggunakan *statistical package for social scientists (SPSS)* sebagai alat uji statistik.

Hasil penelitian menunjukkan bahwa: (1) *Visibility* tidak berpengaruh dan tidak signifikan terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear di Mahasiswa Fakultas Ekonomi Dan Bisnis Unkhair. Hasil penelitian ini berarti bahwa, perusahaan yang menerapkan perputaran kas dapat berpengaruh menurunnya profitabilitas; (2) *Credibility* tidak berpengaruh dan tidak signifikan terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear di Mahasiswa Fakultas Ekonomi dan Bisnis Unkhair. (3) *Attraction* berpengaruh dan signifikan terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear di Mahasiswa Fakultas Ekonomi dan Bisnis Unkhair. (4) *Power* berpengaruh dan signifikan terhadap preferensi konsumen dalam melaksanakan keputusan pembelian produk Shampoo Clear di Mahasiswa Fakultas Ekonomi dan Bisnis Unkhair.

**Kata Kunci: *Visibility, Credibility, Attraction, Power, Preferensi Keputusan Pembelian.***

## **ABSTRACT**

**Sukarni Rustam, 2021. The Effect of Advertising Capital Characteristics on Consumer Preferences in Implementing Purchase Decisions of Shampoo Clear Products (Case Study of Students of the Faculty of Economics and Business, Unkhair. Advisor I: Johan Fahri. Coach II Subhan.**

Goal P This research is: (1) Mknowin fluence *Visibility* on consumer preferences in implementing Shampoo Clear product purchase decisions for students of the Faculty of Economics and Business, Unkhair; (2) Mknowin fluence *Credibility* on consumer preferences in implementing Shampoo Clear product purchase decisions for students of the Faculty of Economics and Business, Unkhair; (3) Mknowin fluence *Attraction* on consumer preferences in implementing Shampoo Clear product purchase decisions for students of the Faculty of Economics and Business, Unkhair; (4) Mknowin fluence *Power* on consumer preferences in implementing Shampoo Clear product purchase decisions for students of the Faculty of Economics and Business, Unkhair. The test tool used is regression analysis multiple by using *statistical package for social scientists (SPSS)* as a statistical test tool.

The results showed that: (1) *Visibility* no effect and not significant towards consumer preferences in implementing Shampoo Clear product purchasing decisions at the Faculty of Economics and Business Unkhair Students. The results of this study mean that, companies that implement cash turnover can effect of decreased profitability; (2) *Credibility* no influence and it is not significant towards consumer preferences in implementing Shampoo Clear product purchasing decisions in Student Faculty Economics and Business Unkhair. (3) *Attraction* influence and significant towards consumer preferences in implementing Shampoo Clear product purchasing decisions at the Faculty of Economics and Business Unkhair Students. (4) *Power* influence and significant towards consumer preferences in implementing Shampoo Clear product purchasing decisions at the Faculty of Economics and Business Unkhair Students.

**Keywords:** *Visibility, Credibility, Attraction, Power, Purchasing Decision Preferences.*