

ABSTRAK

Skripsi dengan judul “Pengaruh Iklan Televisi Dan Media Online Terhadap Perilaku Konsumen Produk Makanan Halal Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam IAIN Tulungagung” ini ditulis oleh Fathur Rahim, NIM 1742143098 jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI), IAIN Tulungagung dengan pembimbing Ahmad Budiman, M.SI

Peneliti dalam skripsi ini bertujuan untuk menguji pengaruh iklan terhadap perilaku konsumen pada mahasiswa fakultas ekonomi dan bisnis islam IAIN Tulungagung. Rumusan masalah pada penelitian ini adalah (1) Apakah iklan di televisi berpengaruh signifikan terhadap perilaku konsumen produk makanan halal pada mahasiswa fakultas ekonomi dan bisnis islam IAIN Tulungagung?, (2) Apakah iklan di media online berpengaruh signifikan terhadap perilaku konsumen produk makanan halal pada Mahasiswa fakultas ekonomi dan bisnis islam IAIN tulungagung?, dan (3) Apakah iklan di televisi dan media online berpengaruh signifikan terhadap perilaku konsumen produk makanan halal pada Mahasiswa fakultas ekonomi dan bisnis islam IAIN Tulungagung?.

Peneliti ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan data menggunakan angket, teknik pengambilan sampel menggunakan *simple random sampling*, jumlah sampel yang digunakan dalam penelitian ini 98 responden. Skala pengukuran yang digunakan yaitu skala likert. Analisis data yang digunakan meliputi: uji kualitas data yaitu uji validitas dan uji reliabilitas, uji asumsi klasik meliputi uji multikolinieritas dan uji heteroskedastisitas, uji normalitas, uji regresi linier berganda, koefisien determinasi, dan uji hipotesis yaitu uji t, uji F.

Hasil peneliti ini menunjukkan bahwa, (1) Hasil pengujian hipotesis pertama dari variabel iklan televisi berpengaruh positif signifikan terhadap perilaku konsumen produk makanan halal pada mahasiswa fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung, (2) Hasil pengujian hipotesis kedua dari variabel media online online berpengaruh positif signifikan terhadap perilaku konsumen produk makanan halal pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam IAIN Tulungagung, dan (3) Secara simultan (bersama-sama) antara variabel iklan televisi dan media online berpengaruh dan signifikan terhadap perilaku konsumen produk makanan halal pada mahasiswa fakultas ekonomi dan bisnis islam Iain Tulungagung. Angka *Adjusted R Square* sebesar 0,427. Menunjukkan bahwa 42,7% variasi dari perilaku konsumen bisa dijelaskan oleh variasi dari iklan televisi dan media online. Sedangkan sisanya 57,3% dijelaskan oleh sebab-sebab lain yang diteliti dalm penelitian ini.

Kata kunci: *Iklan Televisi, Media Online, Perilaku Konsumen*

ABSTRACT

Thesis entitled "The influence of television advertising and online media on the behavior of consumers of halal food products in the faculty of economics and Islamic business students of IAIN Tulungagung" was written by Fathur Rahim, NIM 1742143098 majoring in Sharia Economics, Faculty of Economics and Business Islam (FEBI), IAIN Tulungagung with mentor Ahmad Budiman, M.SI.

Researchers in this thesis aims to examine the influence of advertising on consumer behavior on the student faculty of economics and business Islam IAIN Tulungagung. The formulation of the problem in this research are (1) Is advertisement on television have significant effect to consumer behavior of halal food product at student of faculty of economics and business of Islam IAIN Tulungagung ?, (2) Is advertisement in online media have significant effect to consumer behavior of halal food product at Student faculty of economics and business of Islam IAIN tulungagung ?, and (3) Is the advertisement on television and online media have a significant effect to consumer behavior of halal food product at student of faculty of economics and business of Islam IAIN Tulungagung ?.

This research uses a quantitative approach with the type of associative research. Technique of collecting data using questionnaire, sampling technique using simple random sampling, the number of samples used in this study 98 respondents. Measurement scale used is likert scale. Data analysis used include: data quality test that is test of validity and reliability test, classical assumption test include multicollinearity test and heteroskedasticity test, normality test, multiple linear regression test, coefficient of determination, and hypothesis test that is t test, F test.

The result of this research shows that, (1) The result of the first hypothesis testing of television advertising variable has a significant positive effect on the consumer behavior of halal food products at the faculty of Economics and Islamic Business Faculty of IAIN Tulungagung, (2) The result of the second hypothesis test from online online media variable has positive significant toward consumer behavior of halal food product at Student of Faculty of Economics and Islamic Business of IAIN Tulungagung, and (3) Simultaneously (together) between television advertisement variable and online media influential and significant to consumer behavior of halal food product at student of economics and business faculty islam Iain Tulungagung. Adjusted R Square of 0.427. Show that 42.7% variation of consumer behavior can be explained by variations of television advertising and online media. While the remaining 57.3% is explained by other causes studied in this study.

Key words: *Television Ads, Online Media, Consumer Behavior*