

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik rasional, daya tarik emosional, dan persepsian nilai terhadap minat beli. Variabel yang digunakan adalah daya tarik rasional, daya tarik emosional, persepsian nilai, dan minat beli. Jenis penelitian ini adalah penelitian survei. Jumlah responden yang digunakan sebanyak 105 orang. Dalam penelitian ini sampel diambil dengan cara *nonprobability sampling*, yaitu dengan teknik *Convenience Sampling /Accidental Sampling*. Metode pengambilan data menggunakan kuesioner. Uji hipotesis menggunakan *Confirmatory Factor Analysis (CFA)* dan *Structural Equation Modeling (SEM)*. Hasil penelitian ini menunjukkan bahwa daya tarik rasional dan daya tarik emosional berpengaruh positif terhadap persepsian nilai. Daya tarik rasional dan persepsian nilai berpengaruh positif terhadap minat beli, daya tarik emosional tidak berpengaruh positif terhadap minat beli. Sedangkan persepsian nilai memediasi pengaruh daya tarik rasional terhadap minat beli, dan persepsian nilai memediasi pengaruh daya tarik emosional terhadap minat beli.

Kata kunci: daya tarik rasional, daya tarik emosional, persepsian nilai, minat beli, dan iklan.

ABSTRACT

This study aims to determine the effect of rational appeals, emotional appeals, and perceived value toward purchase intentions. The variables used are rational appeals, emotional appeals, perceived value, and purchase intentions. This type of research is survey research. The number of respondents used was 105 people. In this study the sample was taken by means of nonprobability sampling, namely by using convenience sampling / accidental sampling technique. The data collection method uses a questionnaire. Hypothesis testing uses Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The results of this study indicate that rational appeals and emotional appeals have a positive effect on perceived value. Rational appeals and perceived value have a positive effect on purchase intentions, emotional appeals does not have a positive effect on purchase intentions. Whereas perceived value mediates the influence of rational appeals on purchase intentions, and perceived value mediates the influence of emotional appeals on purchase intentions.

Keywords: *rational appeals, emotional appeals, perceived value, purchase intentions, and advertisements*