ADVERTISING EFFECTIVENESS ANALYSIS
THE INFLUENCE OF FAST FOOD DRINK TEA
THROUGH THE MEDIUM OF TELEVISION TO
CONSUMERS LOYALTY
(Case Study In ITS College Student)

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Abstract
Advertisement is communication equipment where that good to introduce a product to the public. The effective advertisement bring good impact for the product. One of long range impact is to make loyalty grow. The research has effective advertisement where it research by of means of television where it count empathy dimension, persuasion, impact and communication. The loyalty has observe with the position from the loyalty there is buyer like to swither, buyer has habitual buyer, buyer has satisfied buyer, buyer likes the brand and buyer has commitment or loyalty to the commited buyer. The dimension of advertisement have influence to the loyalty analysis said that attribute question from the dimension empathy there are “advertisement can motivation to consume” (x₃) and “consumers know the slogan of Frit Tea” (x₁₀) from communication dimension have probability score 0,780 for influence consumer to be loyal with odds ratio if the attribute of question x₃ and x₁₀ effective will influence consumer to be loyal for each 6,647 and 3,248 more big than both of attribute not effective.

Key Word : Effectiveness advertisement, Loyalty, Binary logistic regression