

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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**Fatharani Uyuun Jannah
120.2017.089**

Pengaruh Menonton Sinetron Ikatan Cinta Dan Minat Beli Terhadap Konsumsi barang (Fashion) Pada Masyarakat Muslim Di Kecamatan Cilincing Jakarta Utara.

66 halaman + XVI halaman + 13 tabel + 5 gambar dan 12 lampiran

Abstrak

Sinetron Ikatan cinta merupakan salah satu tontonan yang paling digemari masyarakat di Kecamatan Cilincing Jakarta Utara terlebih di waktu-waktu senggang. Sinetron ikatan cinta memiliki daya tarik karena sinetron selalu mengikuti perkembangan zaman. Fenomena seperti ini mampu mempengaruhi minat beli konsumen terhadap konsumsi masyarakat terhadap barang Fashion. Penelitian ini menggunakan metode kuantitatif. Dimana pengumpulan data melalui penyebaran kuesioner di *google form*. Lalu teknik pengolahan dan analisis data yang dilakukan antara lain: uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linier berganda, dan uji signifikan (uji $-t$ / t - test). Hasil analisis dari penelitian ini menunjukkan bahwa regresi pengaruh antara sinetron ikatan cinta dan minat beli terhadap konsumsi barang (*Fashion*) pada masyarakat muslim di Kecamatan Cilincing Jakarta Utara menyatakan bahwa hubungan antara dua variabel tersebut tergolong dalam kategori yang cukup kuat ini menunjukkan bahwa sinetron ikatan cinta dan minat beli berpengaruh positif terhadap konsumsi barang (*Fashion*) pada masyarakat muslim di Kecamatan Cilincing Jakarta Utara.

Kata Kunci: Sinetron Ikatan Cinta, Minat Beli, Konsumsi Barang

ABSTRACT

*Faculty Of Economy And Bussiness
Study Program S-1 Management
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**Fatharani Uyuun Jannah
120.2017.089**

The Effect of Watching Sinetron Ikatana Cinta and Buying Interest, On Consumption of Goods (Fashion) in the Muslim Community in Kecamatan Cilincing, Jakarta Utara.

66 pages + XVI pages + 13 tables + 5 pictures and 12 attachments

Abstract

The soap opera Ikatana Cinta is one of the most popular shows in Cilincing District, North Jakarta, especially in their spare time. Love bond soap operas have an appeal because soap operas always follow the times. Phenomena like this are able to influence consumer buying interest in people's consumption of fashion goods. This study uses quantitative methods. Where the data collection through the distribution of questionnaires on google form. Then the data processing and analysis techniques performed include: validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, and significant test (t-test / t-test). The results of the analysis of this study indicate that the regression of the influence between soap operas of love and buying interest on the consumption of goods (Fashion) in Muslim communities in Cilincing District, North Jakarta states that the relationship between the two variables belongs to a fairly strong category. Buying interest has a positive effect on the consumption of goods (Fashion) in Muslim communities in Cilincing District, North Jakarta.

Keywords: *Bond of Love soap operas, Buying Interest, Consumption of Goods*