

Analisis pengaruh marketing appeals accountability dan self awareness terhadap keinginan berdonasi (studi pemasaran terhadap porganisasi chartity)

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Abstrak

Aktivitas marketing organisasi non profit di Indonesia tidak sepenuhnya efektif dalam peningkatan penggalangan dana. Penelitian ini dimaksudkan untuk menggambarkan pengaruh keefektifan marketing appeals (self & other benefit appeal) terhadap keinginan berdonasi dalam kondisi accountability (public & private) dan public self-awareness (high & low). Penelitian ini berbentuk sebuah penelitian eksperimental research design dengan menggunakan Analisis Statistik Deskriptif terhadap 158 orang mahasiswa MMUI sebagai partisipan. Riset eksperimen ini merupakan riset penelitian dengan 2 studi (8 cell) yaitu riset penelitian studi 1 (public & private accountability) berbentuk 2x2 dan studi 2 (high & low self awareness) berbentuk 2x2. Temuan penelitian menyarankan agar para pemasar menempatkan message appeals disesuaikan dengan tipe appeals suatu organisasi non profit dalam segala kondisi yang berbeda.

<hr>The marketing activities of nonprofit organization in Indonesia have not fully represented the effective ways in developing fund-raising. General objective of this research is to examine the marketing appeals (self & other benefit appeal) effect in influencing donation intention in condition of accountability (public & private) and public self-awareness (high & low). This research used an experimental research design with Statistic Descriptive Analysis through 158 undergraduate student of MMUI as a participant. This experimental research consist of 2 studies (8 cell), this would require: 2x2 (4cell) of studi 1 (public & private accountability) and 2x2 (4cell) of studi 2 (high & low self awareness). The findings are suggesting that marketers should modify the marketing message appeal across conditions to match the appeal type of nonprofit organization.