

Pengaruh kreativitas iklan, Need for Uniqueness & Need for Cognition terhadap sikap dan minat membeli konsumen = The effect of advertisement creativity, need for uniqueness and need for cognition, toward attitude toward the ad attitude toward the brand and purchase intention

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Abstrak

Tesis ini menganalisis pengaruh tingkat kreativitas iklan, need for uniqueness dan need for cognition, terhadap sikap terhadap iklan (attitude toward the ad), sikap terhadap merek (attitude toward the brand), serta minat membeli (purchase intention) konsumen. Penelitian ini bersifat kuantitatif dan merupakan riset konklusif yang bersifat kausal dimana bertujuan untuk menguji hipotesis dan khususnya untuk memeriksa hubungan antara variabel - variabel dependen dan independen yang diuji.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh dan hubungan yang positif antara kreativitas iklan dan need for uniqueness terhadap sikap dan minat membeli konsumen. Disisi lain penelitian ini juga menunjukkan bahwa tidak terdapat pengaruh dan hubungan yang signifikan antara kreativitas iklan dan need for cognition terhadap sikap dan minat membeli konsumen. Sehingga dalam kaitannya dengan tingkat kreativitas iklan dapat dikatakan bahwa faktor need for uniqueness lebih mempengaruhi sikap dan minat membeli konsumen dibandingkan dengan faktor need for cognition.

This paper analyze the effect level of advertisement creativity, need for uniqueness and need for cognition, towards attitude toward the ad, attitude toward the brand and purchase intention. This study used quantitative methods and was a conclusive research with causal type, which its objective was to test the hypothesis and specially to verify the relationship between its independent and dependent variables. This study showed that there is positive effect and relationship between the levels of advertisement creativity and need for uniqueness towards consumers purchase intention and attitudes. On the other hand, this study also showed that there is no effect and significant relationship between advertisement creativity and need for cognition towards consumers purchase intention and attitudes. So in relation with the level of advertisement creativity, the need for uniqueness factor gives more effect on consumer's purchase intention and attitudes than the need for cognition factor.