

Analisis pengaruh Product Placement Samsung Galaxy SIII pada serial drama korea "To The Beautiful You" terhadap sikap konsumen dan intensi untuk membeli produk = Analysis the influence of Samsung Galaxy SIII product placement toward consumer's attitude and purchase intention of product / Rahadia Utami

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Abstrak

ABSTRAK

Tesis ini membahas bagaimana pengaruh product placement smartphone Samsung Galaxy SIII, pada serial drama Korea yang berjudul "To The Beautiful You". Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian ini menunjukkan bahwa brand awareness dan attitude toward drama tidak berpengaruh signifikan terhadap attitude toward brand/product, sedangkan attitude toward actor dan attitude toward product placement berpengaruh signifikan terhadap attitude toward brand/product. attitude toward actor dan attitude toward brand/product berpengaruh terhadap purchase intention. Hasil penelitian ini menyarankan marketer agar mampu memilih endorser yang tepat untuk menggunakan produknya dalam product placement yang ditampilkan dalam sebuah serial drama, karena aktor memiliki pengaruh yang cukup tinggi baik terhadap attitude toward brand/product, maupun purchase intention.

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ABSTRACT

This study focused on the effect of Samsung Galaxy SIII smartphone product placement, in Korean drama series entitled "To The Beautiful You". This research is descriptive quantitative research design. The results of this study showed that brand awareness and attitude toward drama have insignificant effect on attitude toward the brand / product, while the attitude toward the actor and attitude toward product placement significantly influence the attitude toward the brand / product. Attitude toward actors and attitude toward brand/product significantly influence purchase intention. The results of this study suggest that marketers have to choose the right endorser to use the product in product placement featured in a drama series, because the actor has a high enough influence both on attitude toward the brand / product, and purchase intention.