

Pengaruh Celebrity Endorsement, Product Involvement, dan Need for Cognition terhadap sikap dan minat membeli konsumen = The effects of Celebrity Endorsement, Product Involvement and Need for Cognition to attitude toward the advertisement attitude toward the brand and purchase intention / Aria Cendana Kusuma

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Abstrak

ABSTRAK

Tesis ini menganalisis pengaruh celebrity endorsement, product involvement, dan need for cognition, terhadap sikap terhadap iklan (attitude toward the ad), sikap terhadap merek (attitude toward the brand), serta minat membeli (purchase intention) dari 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 antara penggunaan celebrity endorsement dan tingkat product involvement, khususnya bagi responden dengan tingkat product involvement rendah. Disisi lain, penelitian ini juga menunjukkan bahwa terdapat pengaruh dan hubungan antara penggunaan celebrity endorsement dan tingkat need for cognition seseorang, walaupun pada responden dengan need for cognition tinggi tidak sampai pada minat membeli. Sehingga dalam kaitannya dengan penggunaan celebrity endorser dalam iklan, dapat dikatakan bahwa faktor need for cognition lebih mempengaruhi sikap dan minat membeli responden/konsumen dibandingkan dengan faktor product involvement.

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ABSTRACT

This paper analyzed the effects of celebrity endorsement, product involvement, and need for cognition to attitude toward the advertisement, 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 especially to verify the relationship between its independent and dependent variables. This study showed that there is an effect and a relationship between celebrity endorsement and product involvement, especially for respondents with low level of product involvement. On the other hand, this study also showed that there is an effect and a relationship between celebrity endorsement and need for cognition, although for the respondents with high level of need for cognition didn't reach to purchase intention. So in relation with the celebrity endorsement, need for cognition factor gives more effects on respondents/customers' purchase intention and attitudes, rather than product involvement factor.