

Analisis pengaruh cognitive dan affective responses terhadap Website Attitude, Brand Attitude, dan Purchase Intention dari iklan internet : studi kasus iklan Pizza Hut di website Detik.com = Analysis of influence the cognitive and affective response to the website attitude brand attitude and purchase intention from web advertising : case study Pizza Hut advertisement in Detik.com website

Luthfi Abdurrahman, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20331194&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk mengetahui variabel yang berpengaruh positif secara signifikan pada respon konsumen terhadap suatu iklan yang terdapat di suatu website dan mengambil studi kasus iklan Pizza Hut di website detik.com. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode (cross sectional design). Peneliti menggunakan sampel 198 orang yang pernah melihat iklan Pizza Hut pada bulan November 2012 dengan metode nonprobability sampling. Metode analisis data yang digunakan adalah uji reliabilitas, validitas, dan analisis regresi. IBM SPSS Statistics 15.0 digunakan sebagai alat bantu penelitian.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif yang signifikan antara cognitive response terhadap website attitude, cognitive response terhadap brand attitude, cognitive response terhadap purchase intention, website attitude terhadap brand attitude, dan brand attitude terhadap purchase intention. Selain itu, tidak terdapat pengaruh positif antara affective response terhadap website attitude, affective response terhadap brand attitude dan affective response terhadap purchase intention meskipun terdapat pengaruh yang signifikan.

.....

This study aims to know positively variable influence significantly on consumer response against an advertising websites and take a case study advertising Pzza Hut at detik.com website. This research uses exploratory and descriptive design research conducted one time in one period (cross sectional design). Researcher uses sample of 198 people who have seen the advertising Pizza Hut at detik.com website in November 2012 using nonprobability sampling method. Data analysis methods used are frequency distribution, reliability test, validity test, and regression analysis. IBM SPSS Statistics 15.0 used as a research tools.

The results of this study indicate that there is a significant positive influence between cognitive response to the website attitude, cognitive response to the brand attitude, cognitive response to purchase intention, website attitude to the brand attitude, and brand attitude to the purchase intention. Whereas, there was no positive influence of affective response to the website attitude, affective response to the brand attitude, and affective response to the purchase intention although there is a significant influence.