

Analisis sikap konsumen terhadap mobile advertising dan dampaknya pada intentsi penggunaan mobile advertising = Consumer attitude analysis towards mobile advertising and its effect for intention to use mobile advertising

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Abstrak

Tujuan dilakukannya penelitian ini adalah untuk menguji apakah variabel entertainment, informativeness, irritation, credibility, personalization memiliki pengaruh terhadap variabel attitude dan berdampak pada intention to use dari konsumen provider selular Telkomsel, Indosat, dan XL. Jumlah responden yang bersedia untuk mengisi kuisisioner dari penelitian ini sebanyak 130 responden. Data penelitian dianalisa dengan menggunakan analisis regresi sederhana dan regresi berganda. Hasil penelitian ini menunjukkan bahwa variabel entertainment, informativeness, irritation, credibility, dan personalization berpengaruh terhadap variabel attitude, dan variabel attitude berpengaruh terhadap variabel intention to use.

The purpose of this study is to verify whether 5 variables; entertainment, informativeness, irritation, credibility, and personalization, have effect to attitude variable and effect to intention to use Mobile Advertising of Telkomsel, Indosat, and XL cellular provider consumer. The number of respondents who are willing to fill the questionnaire of this study is 130 respondents. The data of this study is analyzed with Simple Regression and Multiple Regression Analysis methods. The output of this study shows that 5 variables; entertainment, informativeness, irritation, credibility, personalization, have effect towards attitude variable, and attitude variable has effect to intention variable.