

Analisa pengaruh jenis produk, jenis iklan dan jenis kelamin terhadap attitude toward advertising dan attitude toward brand serta dampaknya bagi purchase intention = Analysis of the effect of product advertising and gender on attitude toward advertising and attitude toward brand and their impacts on purchase intention

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Abstrak

Attitude Toward Brand Serta dampaknya bagi Purchase Intention pada mahasiswa S1 Reguler Fakultas Ekonomi Universitas Indonesia. Penelitian ini adalah penelitian kuantitatif dengan desain eksperimen. Hasil penelitian menunjukkan bahwa iklan dan interaksi antara iklan dan gender berpengaruh secara signifikan terhadap ketiga dependent variable secara simultan. Secara lebih spesifik, thinking ads lebih efektif untuk responden wanita sementara feeling ads lebih efektif untuk responden pria. Disarankan untuk melaksanakan penelitian lanjutan untuk low involvement product, thinking ads dan feeling ads yang menggabungkan antara efek kata-kata dengan efek visual, serta klasifikasi gender pada kelompok usia yang berbeda.

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This thesis discusses the effect of high involvement product (thinking product and feeling product), print advertisement (thinking ads and feeling ads), and gender (men and women) on attitude toward advertising, attitude toward brand and their impacts on purchase intention in undergraduate students of Faculty of Economics, University of Indonesia. This is a quantitative research using experimental design. The result shows that advertising and its interaction with gender significantly affect the three dependent variables simultaneously. Specifically, thinking ads is more effective for women while feeling ads is more effective for men. Based on this result, it is suggested that future research observe more on low involvement product, thinking ads and feeling ads which combine text effect and visual effect, and gender classification in different range of age.