

# Pengaruh cognitive responses dalam internet advertising terhadap purchase intention : studi efektivitas banner ADS di Indonesia = Effect of cognitive responses to the internet advertising on purchase intention : study effectiveness of banner ADS in Indonesia

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## Abstrak

Penelitian ini bertujuan untuk mengetahui apakah dimensi respon kognitif, yang terdiri dari product/message thought, source-oriented thought, dan ad execution thought, memiliki pengaruh terhadap purchase intention dengan attitude toward ads, frequency of clicking ads, dan ads recall sebagai variabel mediasi. Penelitian ini hanya mengukur keefektivitasan iklan internet berjenis banner ads secara umum di Indonesia. Sampel penelitian ini adalah pengguna internet berkewarganegaraan Indonesia yang berusia di atas 18 tahun, sejumlah 167 orang. Pengolahan data dilakukan menggunakan metode Structural Equation Modelling (SEM) dengan software LISREL 8.70.

Sebagian besar hipotesis pada penelitian ini terbukti sesuai dengan penelitian sebelumnya bahwa keefektivitasan internet advertising ditunjukkan dan adanya keinginan pembelian (purchase intention) dan didukung oleh sikap pengguna internet terhadap iklan (attitude toward ads) dan frekuensi mengklik iklan (frequency of clicking ads). Sebaliknya, hasil analisis menunjukkan bahwa beberapa hubungan tidak terbukti signifikan adalah product/message thought dengan frequency of clicking ads, source-oriented thought dengan attitude toward ads, serta ads recall dengan purchase intention. Dari hasil pengolahan data pada penelitian ini juga terlihat hubungan antara product/message thought dengan attitude toward ads, ad execution thought dengan frequency of clicking ads, frequency of clicking ads dengan ads recall, dan attitude toward ads dengan purchase intention memiliki hubungan positif yang paling kuat di antara hubungan antar variabel laten yang setara lainnya.

.....This study aims to determine whether the cognitive response's dimensions, which consists of the product / message thought, source-oriented thought, and ad execution thought, having an influence on purchase intention by attitude toward ads, frequency of clicking ads, and ads recall as mediating variables. This study only measures the effectiveness of internet advertising in general manifold banner ads in Indonesia. The sample was an Indonesian internet users over the age of 18 years, a number of 167 respondents. Data processing was performed using Structural Equation Modeling (SEM) with LISREL 8.70 software.

Most of the hypotheses in this study are proved in accordance with previous studies that demonstrated the effectiveness of internet advertising and intent to purchase (purchase intention) and supported by internet users' attitudes towards

advertising and frequency of clicking ads. In contrast, the analysis shows that some significant effects were not proven which are product / message thought to the frequency of clicking ads, source-oriented thought to the attitude toward ads, and ads recall to purchase intention. From the data processing in this study, also can be seen that effect between product / message thought to attitude toward ads, ad-execution thought to frequency of clicking ads, frequency of clicking ads to ads recall, and attitude toward ads to purchase intention which had the strongest positive effects among latent variables.