

Kesiapan pengguna telepon seluler terhadap penerimaan mobile advertising di Indonesia : studi kasus : pengguna telepon seluler di Jakarta dan Pontianak = Readiness of mobile cellular user against acceptance of mobile advertising in Indonesia : case study : mobile cellular user Jakarta and Pontianak

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Abstrak

Perkembangan teknologi pada telepon seluler memicu inovasi di segala bidang termasuk bidang pemasaran. Iklan saat ini dapat disampaikan melalui perantara media mobile (mobile advertising). Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel-variabel yang telah diuji sebelumnya terhadap penerimaan mobile advertising di Indonesia. Penelitian dilakukan terhadap 116 responden selama bulan juni 2012 dengan teknik analisa regresi berganda dan akan diolah dengan menggunakan software SPSS 17. Adapun variabel yang digunakan adalah customer's attitude toward advertising, perceived utility, perceived risk, social norms, dan customer's existing knowledge. Dan hasil yang diperoleh dari penelitian ini yaitu faktor yang mempengaruhi penerimaan terhadap mobile advertising saat ini adalah perceived utility dan perceived risk.

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Development of cell phone technology trigger innovation in all fields including the field of marketing. Currently, advertisements can be communicated through mobile device (mobile advertising). The goal of this research is to find out the influence of the variables that have been previously tested against acceptance of mobile advertising in Indonesia. This research was conducted against 116 respondents during June 2012 with multiple regression analysis and will be processed using software SPSS 17. The variables used are customer's attitude toward advertising, perceived utility, perceived risk, social norms, and customer's existing knowledge. The result obtained from this research are factors that affects acceptance of mobile advertising are perceived utility and perceived risk.