

Analisis pengaruh iklan banner online terhadap minat membeli produk fesyen pada netizen perempuan indonesia (studi kasus toko online berrybenka) = The analysis of online advertisement towards the intention to purchase fashion product for female netizen in indonesia (a case study of berrybenka online shop)/ Tania Kartika Pranata

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Abstrak

ABSTRAK

Perkembangan penggunaan internet yang cukup pesat berdampak pada pertumbuhan industri e-commerce di Indonesia. Dengan makin bertambahnya jumlah perusahaan e-commerce, maka mereka saling bersaing untuk mempromosikan situs mereka. Iklan web banner adalah salah satu cara integrated marketing communication yang lazim digunakan oleh perusahaan-perusahaan ecommerce dengan tujuan meningkatkan transaksi di situs mereka. Penelitian ini membahas pengaruh penggunaan iklan web banner terhadap minat membeli (intention to purchase) produk fesyen pada toko online Berrybenka dengan memperhatikan 2 variabel moderating, yaitu: product involvement dan trust toward website. Atribut-atribut iklan web banner disini dilihat dari sisi perceived informativeness dan perceived entertainment. Hasil penelitian ini menunjukkan bahwa tidak ada pengaruh positif dari kedua atribut iklan web banner terhadap product involvement. Namun atribut-atribut iklan web banner berpengaruh terhadap trust toward website dan juga terhadap intention to purchase. Dalam penelitian ini, product involvement dan trust toward website tidak terbukti menjadi variabel moderating yang memperkuat atau memperlemah hubungan antara atribut iklan web banner dengan intention to purchase. Bagi toko online Berrybenka sendiri, penggunaan iklan web banner bermanfaat meningkatkan brand awareness dan frekuensi kunjungan, namun tidak efektif meningkatkan intention to purchase karena kebanyakan pengunjung yang masuk lewat iklan web banner memiliki motivasi rekreasional.

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ABSTRACT

The rapid growth of the number of Internet users in Indonesia affects the development of Indonesia's e-commerce industry. E-commerce companies are growing and are competing to promote their online stores. Web-banner advertisements is one of the most highly-utilized means of integrated marketing communication used by e-commerce companies, aiming to augment the number of transactions in their websites. This research focuses on the impact of webbanner advertisements to intention to purchase, specifically for fashion products in online store Berrybenka, by addressing two moderating variables: product

involvement and trust toward website. Meanwhile, web-banner attributes are assessed in terms of perceived informativeness and perceived entertainment.

In the result, this research does not identify positive correlation between web-banner attributes and product involvement. However, the attributes of webbanner advertisements do affect trust toward website and intention to purchase.

Product involvement and trust toward website variables in this research are also not proven as moderating variables that affect the relationship between webbanner attributes and intention to purchase.

For Berrybenka in particular, web-banner advertisement is effective in increasing brand awareness and frequency of visit, although it is not effective in increasing intention to purchase, as most visitors who visit the website are mainly motivated by recreational interest.