

Pengaruh peer communication di facebook dan twitter terhadap keinginan konsumen untuk menonton film Indonesia di bioskop = The effect of peer communication in facebook and twitter to consumer's intention to watch Indonesian movie in cinema

Fetriyanti, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan dari variabel tie strength with peers dan identification with the peer group yang mempengaruhi peer communication di media sosial Facebook & Twitter yang mempengaruhi product attitude dan product involvement konsumen terhadap film Indonesia sehingga mempengaruhi variabel purchase intention (keinginan konsumen menonton film Indonesia), serta pengaruh positif signifikan dari variabel moderasi need for uniqueness terhadap pengaruh peer communication dan product attitude.

Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan dalam satu kali periode. Responden penelitian berjumlah 206 orang yang aktif di media sosial Facebook dan Twitter serta sudah pernah menonton film Indonesia dalam 6 bulan terakhir. Model penelitian dengan delapan hipotesis diuji menggunakan Structural Equation Modelling (SEM) dengan aplikasi Lisrel 8.50.

Hasil penelitian menyatakan bahwa tie strength with peers dan identification with the peer group mempengaruhi peer communication secara positif signifikan sehingga mempengaruhi product attitude dan product involvement secara positif signifikan dan kemudian berpengaruh positif signifikan terhadap purchase intention (keinginan konsumen menonton film Indonesia di bioskop). Namun, dalam hasil pengujian variabel moderasi need for uniqueness terhadap pengaruh variabel peer communication di media sosial Facebook dan Twitter dengan product attitude terhadap film Indonesia menghasilkan pengaruh negatif dan tidak signifikan.

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This study aims to determine the positive and significant impact of tie strength variables with peers and identification with the peer group influence peer communication in social media Facebook and Twitter that affect product attitude and product involvement consumers of Indonesian films thus affecting the purchase intention variable (consumer intention to watch Indonesian movies), as well as a significant positive effect of moderating variables need for uniqueness against the influence of peer communication and product attitude.

This study uses an exploratory research design and descriptive done in one period. Respondents numbered 206 people active in social media Facebook and Twitter as well as Indonesian have ever watched a movie in the last 6 months. Model studies with eight hypotheses were tested using Structural Equation Modeling (SEM) with Lisrel application 8.50.

The study states that tie strength with peers and identification with the peer group peer communication positively affect significantly affecting product attitude and product involvement significantly positively and then significant positive effect on purchase intention (desire of consumers to watch movies in cinema in Indonesia). However, the results of testing a moderating variable need for uniqueness of the influence of peer communication variables on Facebook and Twitter social media with product attitude towards

Indonesian film produces a negative and significant effect.