

Analisis perbedaan smoking intent dan brand likeability antara plain packaging vs existing packaging pada remaja non-perokok = Analysis of differences in smoking intent and brand likeability between plain packaging vs existing packaging among young non smokers

Putri Permata Herman, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20458293&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian ini menganalisis apakah terdapat perbedaan smoking intent dan brand likeability pada remaja non-perokok apabila produk rokok menggunakan format plain packaging dibandingkan dengan format existing packaging serta kaitannya dengan variabel moderasi berupa brand familiarity dan jenis kelamin sex. Penelitian dilakukan menggunakan metode eksperimen. Analisis data dilakukan menggunakan hasil dari independent t-test serta general linear model. Hasil dari penelitian ini menunjukkan bahwa terdapat perbedaan yang signifikan antara penggunaan plain packaging dan existing packaging terhadap smoking intent dan brand likeability serta dimoderasi oleh brand familiarity. Namun, jenis kelamin ternyata tidak terbukti memoderasi hubungan antara format kemasan dengan smoking intent dan brand likeability.

ABSTRACT

This research aims to analyze the difference between plain packaging and existing packaging toward smoking intent and brand likeability among young non smokers and moderating effects from brand familiarity and sex. This research conducted using experimental method. The data is analyzed by using independent sample t test and general linear model. Result shows that packaging format does make differences toward smoking intent and brand likeability, and this relationship was moderated by brand familiarity. In contrast, sex variable did not have any significant moderation effect toward packaging format and smoking intent and brand likeability.