

Intensi membeli konsumen meningkat? Dampak iklan dengan proses humor arousal-safety dan kebutuhan akan humor sebagai moderator = Increased consumer's purchase intention? The impact of advertisement with arousal-safety humor process and need for humor as moderator

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Abstrak

Penelitian ini bertujuan untuk melihat dampak proses humor arousal-safety dalam iklan terhadap intensi membeli. Penelitian ini melibatkan kebutuhan akan humor sebagai variabel moderator untuk melihat apakah terdapat efek moderasi yang ditimbulkan dalam hubungan proses humor AS dan intensi membeli. Dua ratus satu orang, berusia 18 hingga 28 tahun, berpartisipasi dalam eksperimen online. Purchase Intention Scale, manipulation check dalam manipulasi iklan dengan proses humor arousal-safety, Need for Humor Scale masing-masing digunakan untuk mengukur intensi membeli konsumen, manipulasi proses humor AS, dan kebutuhan akan humor. Hasil analisis statistik independent sample T-Test menunjukkan bahwa terdapat perbedaan yang signifikan antara skor kelompok eksperimen dibandingkan skor kelompok kontrol. Dengan demikian dapat disimpulkan bahwa terdapat pengaruh proses humor AS dalam iklan terhadap intensi membeli konsumen. Hasil analisis statistik uji moderator menggunakan PROCESS macro versi 3.0 menunjukkan bahwa kebutuhan akan humor tidak memoderasi hubungan antara proses humor AS dan intensi membeli. Dengan demikian, diharapkan hasil dari penelitian ini dapat dijadikan acuan bagi perusahaan dan para praktisi iklan dalam mempertimbangkan untuk membuat iklan dengan tujuan meningkatkan intensi membeli konsumen iklan dengan daya tarik humor dengan proses AS. Selain itu perusahaan dan para praktisi iklan dapat mengurangi pertimbangan mengenai segmentasi individu terkait dengan kebutuhan akan humor, karena kebutuhan akan humor tidak memengaruhi hubungan antara proses humor AS dan intensi membeli.

The aim of this study is to assess the effects of the arousal safety AS humor process on consumers's purchase intention. It is argued that the need for humor will moderate the relationship between AS humor process and consumers's purchase intention. Two hundred and one people, aged 18 to 28 years old, participated in the online experiment. Purchase Intention Scale, manipulation check with a measurement scale for arousal safety humor process, and Need for Humor Scale were used to measure consumers's purchase intention, the manipulation of AS humor process, and the need for humor, respectively. Statistical results with independent sample T Test showed a significant scores difference between the experimental group and the control group. The results indicated that the arousal safety humor process in advertisement increased consumers's purchase intention. Furthermore, moderator test results using PROCESS macro version 3.0 also found that the need for humor did not moderate the relationship between AS humor process and consumers purchasing intentions. Thus, the results of this study can be used as a reference for companies and ad practitioners to consider AS humor process as humor appeal for their advertisement to improving consumers's purchase intention. In addition, companies and ad practitioners can reduce the consideration of individual segmentation related to need for humor, because need for humor does not affect the relationship between AS humor process and purchase intention.