

Analisis faktor determinan yang mempengaruhi consumers attitude terhadap online advertising: ditinjau dari intrinsic motivation dan extrinsic motivation studi kasus pada : iklan video di youtube =
Determinants of consumers attitudes toward online advertising the mediating roles of intrinsic and extrinsic motivations case youtube's video ads

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Abstrak

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh intrinsic motivation dan ekstrinsic motivation terhadap consumers attitude pada iklan video di YouTube. Dimana intrinsic motivation dipengaruhi beberapa variabel independen, yaitu consumers innovativeness, dan perceived enjoyment. Sedangkan extrinsic motivation dipengaruhi timeliness, localization, dan personalization. Responden pada penelitian ini mencakup pengguna YouTube yang berdomisili di Jakarta, Bogor, Depok, Tangerang, dan Bekasi dengan waktu terakhir mengakses YouTube tidak lebih dari 3 tiga bulan yang lalu. Dan responden yang sudah sesuai dengan penelitian ini terkumpul 200 responden, yang kemudian data dari responden tersebut diolah menggunakan metode SEM Structural Equation Modelling . Hasil dari penelitian ini membuktikan bahwa intrinsic motivation dipengaruhi secara positif oleh variabel independennya consumers innovativeness dan perceived enjoyment. Kemudian variabel timeliness dan personalization terbukti berpengaruh positif dengan extrinsic motivation, namun variabel localization terbukti tidak berpengaruh positif terhadap extrinsic motivation. Dan pada penelitian ini terbukti bahwa intrinsic motivation dan extrinsic motivation berpengaruh positif terhadap consumers attitude pada iklan video di YouTube, namun intrinsic motivation terbukti lebih kuat mempengaruhi secara positif terhadap consumers innovativeness dibandingkan extrinsic motivation.

ABSTRACT

This study was conducted to determine the effect of intrinsic motivation and extrinsic motivation toward consumers attitude on YouTube s video ads. Where intrinsic motivation is influenced by some independent variables, such as consumers innovativeness, and perceived enjoyment. While extrinsic motivation influenced by timeliness, localization, and personalization. The respondents in this study are YouTube users who lived in Jakarta, Bogor, Depok, Tangerang and Bekasi with the last time accessing YouTube is no more than 3 three months ago. And 200 respondents who are in accordance with this study have collected, then data from the respondents were obtained by using SEM Structural Equation Modeling method. The results of this study prove that intrinsic motivation is positively influenced by consumers innovativeness and perceived enjoyment. Then timeliness and personalization proved to have positive effect with extrinsic motivation, but localization variable proved not to have positive effect on extrinsic motivation. And in this study, it is evident that intrinsic motivation and extrinsic motivation have a positive effect on consumers attitude to video advertising on YouTube, but intrinsic motivation proved has stronger positive affect to consumers innovativeness than extrinsic motivation.