

Analisis faktor-faktor yang mempengaruhi sikap konsumen terhadap mobile application display advertising = Analysis of factors affecting consumer attitude toward mobile application display advertising

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Abstrak

Dunia bisnis yang semakin kompetitif membuat perusahaan harus memikirkan berbagai cara untuk dapat menawarkan produk dan jasa mereka dengan cara yang lebih kreatif dan efisien. Seiring dengan perkembangan teknologi komunikasi maka munculah suatu jalur periklanan baru yang cukup mendapat perhatian, yaitu Mobile Advertising. Penelitian ini membahas mengenai faktor-faktor yang mempengaruhi sikap konsumen terhadap iklan di dalam aplikasi mobile (mobile application display advertising). Penelitian ini menggunakan metode survei dengan non-probability sampling dimana responden penelitian ini merupakan mahasiswa Universitas Indonesia yang berjumlah 154 orang. Metode analisis data menggunakan pengujian reliabilitas dan validitas dengan SPSS dan pengujian Confirmatory Factor Analysis (CFA) dengan metode Structural Equation Modeling (SEM) melalui software SPSS AMOS. Hasil penelitian menunjukkan bahwa hiburan (entertainment), kredibilitas (credibility), informatif (Informativeness) berkorelasi positif terhadap sikap (attitude) dan keinginan (intention) responden untuk mendownload aplikasi yang ditawarkan dalam iklan. Sementara itu, gangguan (irritation) berkorelasi negatif terhadap sikap (attitude) dan keinginan (intention) responden untuk mendownload aplikasi.

.....Increasingly competitive business world drives companies to think of ways in offering their products and services in a more creative and efficient way. Along with the development of communications technology, new advertising channels, which are getting enough attention, are emerged: Mobile Advertising. This study discusses the factors that influence consumer attitudes toward advertising in mobile applications (mobile application display advertising). This research uses survey method with non-probability sampling where the respondent of this research are the students of University of Indonesia which amounted to 154 people. Data analysis method used are reliability and validity test with SPSS and Confirmatory Factor Analysis (CFA) with Structural Equation Modeling (SEM) method through SPSS AMOS software. The results showed that entertainment, credibility, informativeness, positively correlating attitudes, and intention for the respondents to download the applications offered in the ad. Meanwhile, irritation is negatively correlated to attitude and intention of the respondents to download application.