

Analisis pengaruh pesan komunikasi pemasaran benefit appeals dan involvement with the environment terhadap respon konsumen. (studi terhadap produk eco-friendly homes) = The analysis of message marketing communication of benefit appeals and involvement with the environment effects consumer's responses. (a study of eco-friendly homes)

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Abstrak

Tingkat ramah lingkungan konsumen yang masih rendah menjadi tantangan pemasaran produk eco-friendly homes yang semakin berkembang di Indonesia. Penelitian ini dimaksudkan untuk melihat bagaimana perbedaan respon dalam pembentukan attitude toward the ad (AAD), attitude toward the product (AAP), dan purchase intention (PI) produk eco-friendly homes diantara kelompok high, medium, low involvement with the environment dengan self-benefit appeal dan environment-benefit appeal.

Penelitian ini berbentuk penelitian eksperimen dengan menggunakan analisis statistik deskriptif terhadap 123 orang mahasiswa MMUI sebagai partisipan. Riset eksperimen ini berbentuk factorial design 2x3 (benefit appeals & involvement with the environment).

Hasil penelitian menunjukkan bahwa pada kelompok high involvement with the environment respon AAD, AAP, PI dengan environment-benefit lebih tinggi dibandingkan selfbenefit. Sedangkan pada kelompok medium & low involvement with the environment respon AAD, AAP, PI dengan self-benefit lebih tinggi dibandingkan environment-benefit.

.....The low involvement with the environment of Indonesian consumers becomes a challenge for marketing of developed eco-friendly homes recently in Indonesia. General objective of this research is to examine the benefit appeals (self-benefit appeal and environment-benefit appeal) effect in influencing attitude toward the ad (AAD), attitude toward the product (AAP), dan purchase intention (PI) of ecofriendly homes product in high, medium, low level of involvement with the environment.

This research used an experimental research design with statistic descriptive analysis through 123 undergraduate student of MMUI as a participant. This experimental research was require factorial design 2x3 (benefit appeals & involvement with the environment).

The results showed that for those high involvement with the environment, environment-benefit was more persuasive in influencing AAP, AAD, and PI than the self-benefit. For those low, and medium involvement with the environment, self-benefit was more persuasive in influencing AAP, AAD, and PI than the environment-benefit.