

Penggunaan website sebagai media pemasaran perusahaan dalam membangun intensi membeli pada konsumen (kasus : website WWW.Deadseventies.Com) = The uses website as marketing coorporate medium to make purchase intention consumes (case : website www.deadseventies.com)

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Abstrak

Penggunaan website sebagai media pemasaran produk untuk meningkatkan awareness dan intensi konsumen untuk melakukan pembelian. Metode pengumpulan data dilakukan dengan wawancara dan kajian literatur, sedangkan analisa data menggunakan analisa deskriptif. Melalui penelitian dihasilkan kesimpulan website sebagai media pemasaran perusahaan sebagai berikut (1) Website sebagai media pemasaran dinilai positif sebagai salah satu media pemasaran bagi produk-produk perusahaan (2) Konten dalam website Deadseventies oleh responden dapat dengan mudah dan jelas dipahami (3) Faktor-faktor umum terhadap internet yaitu need for cognition, product involvement dan product expertise mempengaruhi persepsi yang diterima oleh konsumen. (4) Factors specific to the internet include skills and challenges related to web shopping experience also affect consumer perception (5) Perception of consumers towards websites can influence purchase intention.

.....The uses of website as product marketing medium for increasing awareness and consumer intention for buying. Data collecting method in this research are interview and literature study with descriptive analysis. As a result, the researcher comes up with several conclusions website as corporate product marketing medium (1) website as marketing medium make the positive for marketing corporate products (2) Contents on the website. Deadseventies can make it easy to understand consumers (3) General factors to internet is need for cognition, product involvement and product expertise make consumer perception taken (4) Specific factors to the internet are skills and challenges, web shopping experience also make consumer perception (5) Perception interactivity with attitude toward to website make Purchase intention.