

Pengaruh involvement dalam membangun minat para pembaca blog untuk membeli travel products di Indonesia = The effect of involvement in constructing blog readers intention to purchase travel products

Fitriah Yuniarti, author

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Abstrak

Blog belakangan ini menunjukkan potensi dalam bidang pemasaran yang cukup besar dengan adanya iklan yang berhubungan dengan travel yang ditampilkan di blog. Penelitian ini bertujuan untuk memberikan wawasan akan hubungan structural antara tingkat involvement pembaca travel blogs, advertising effects (ad memory, ad attitude dan brand attitude) dari pesan di blog dan purchase intention pembaca travel blogs terhadap travel products. Model dari purchase intention pembaca travel blogs dibangun dan diuji secara empiris. Responden penelitian ini sebanyak 150 orang. Pengujian data menggunakan Structural Equation Modelling (SEM). Hasil menunjukkan bahwa ad effect memiliki dampak positif terhadap purchase intention. Selain itu pembaca travel blog dengan high involvement lebih memungkinkan untuk membentuk kesan yang baik terhadap iklan di travel blog. Sementara itu, involvement tidak secara signifikan berpengaruh terhadap purchase intention tetapi melalui Ad effect (ad memory, ad attitude dan brand attitude). Beberapa implikasi untuk pemasar akan dibahas dan diusulkan dalam skripsi ini.

Blogs recently have demonstrated their enormous marketing potential with travel advertisements are being posted in blogs. this study aims to provide insights into the structural relationship among travel bloggers? involvement level, the advertising effect from blog messages, and travel bloggers? intention to purchase travel products. A travel blog reader?s purchase intention model was constructed and empirically tested. Research respondents are 150 people. The data were examined with Structural Equation Modelling (SEM). The result suggests ad effects (ad memory, ad attitude and brand attitude) have the positive impact on purchase intention. It also indicated that high-involvement travel bloggers are more likely to form favorable impressions with regard to ads in travel blogs. Meanwhile, involvement is not significantly effective concerning purchase intention. Ad effect (ad memory, ad attitude and brand attitude) is the mediation for affecting purchase intention. Several implications for marketers will be discussed and suggested in this paper.