

Faktor faktor berpengaruh dan struktur relasional dari iklan banner terhadap dampak iklan internet = Influential factors and relational structure of internet banner advertising to internet advertising effect

Febri Alamsyah, author

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Abstrak

Penelitian ini bertujuan untuk membuktikan pengaruh variabel internet advertising contact and attention, internet advertising content design, product involvement degree, internet advertising attitude terhadap variabel internet advertising effect pada industri pariwisata. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode (cross sectional design). Peneliti menggunakan sampel 178 orang yang pernah menggunakan jasa agen pariwisata dan aktif menggunakan internet dengan metode nonprobability sampling. Pengumpulan data dianalisis dengan menggunakan structural equation model dengan perangkat lunak LISREL 8.51. Hasil dari penelitian ini menunjukkan bahwa internet advertising attitude berpengaruh positif signifikan terhadap internet advertising effect. Selain itu juga ditemukan bahwa variabel internet advertising contact and attention, internet advertising content design, product involvement degree, tidak memiliki pengaruh positif yang signifikan terhadap internet advertising effect.

.....This study aimed to investigate the impact of internet advertising contact and attention, internet advertising content design, product involvement degree, and Internet advertising Attitude to internet advertising effect in tourism industry. The type of research used was the exploratory and descriptive with cross sectional design. The respondents were 178 users of travel agent that use internet frequently. Data analysis method used were structural equation modelling with LISREL 8.51 software. The result of this research indicated that there were positive impacts of internet advertising attitude to internet advertising effect. However, researcher also found that internet advertising contact and attention, internet advertising content design, product involvement degree, do not have an impact on internet advertising effect.