

Analisis respon konsumen melalui hierarchy of effects model : studi kasus pada tagline "Enduro Matic Sehidup Sematic" = Analysis of consumers respons through hierarchy of effects model case : study tagline "Enduro Matic Sehidup Sematic"

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Abstrak

ABSTRAK

Fungsi slogan (tagline) yang digunakan oleh perusahaan adalah suatu upaya dan strategi dari perusahaan untuk mendekati suatu produk kepada konsumennya, studi ini menganalisis bagaimana respon consumer terhadap iklan tagline Enduro Matic Sehidup Sematic melalui hierarchy of effects yang terdiri dari cognitive process, affective process dan conative process. Dari hasil penelitian diketahui bahwa terdapat hubungan signifikan antara frekuensi sering atau jarang/kadangkadang melihat dan mendengar iklan Enduro Matic Sehidup Sematic dengan variabel hierarchy of effects kecuali pada attention, depth of processing dan memorable. Melalui metode regresi linier diketahui bahwa jalur yang memberikan hubungan yang signifikan adalah learning ad claim terhadap message acceptance dan brand liking serta ad exposure terhadap brand intention. Hubungan antara involvement dengan variabel hierarchy effect juga diteliti melalui metode regresi linier dan diketahui bahwa involvement di atas 6 (skala1-7) ditemukan hubungan yang signifikan antara ad exposure terhadap message acceptance dan involvement di bawah 6 (skala1-7) ditemukan hubungan yang signifikan antara ad exposure terhadap brand intention.

ABSTRACT

Slogan (tagline) is used by the company as an effort and strategy to bring a product to consumers. This study analyzed consumer response to "Enduro Matic Sehidup Sematic" tagline through hierarchy of effects model that consist of cognitive, affective and conative process. The results showed that the frequency of seeing and hearing "Enduro Matic Sehidup Sematic" tagline has a significant relationship with each stage of hierarchy of effect except attention, depth of processing and memorable. Using linier regression method, it is known that the relationship between learning ad claims and brand liking, learning ad claims and message acceptance and the relationship between ad exposure and brand intention contribute to the significant of the relationship. By using same method, the relationship between involvement and hierarchy effect variable also analyzed by researcher, the result showed that for involvement above 6 (scale 1-7), relationship between ad exposure and message acceptance contribute to the significant of the relationship, for involvement below 6 (scale 1-7), relationship between ad exposure and brand intention contribute to the significant of the relationship.