

Pengaruh persepsi pada komponen visual green advertising terhadap niat pembelian : penelitian eksperimen pada iklan televisi Panasonic Inverter Eco Ideas versi Atiqah Hasiholan di wilayah Pesona Khayangan Estate Depok = The influence of perception to green advertising's visual component towards purchase intention : experimental research to Atiqah Hasiholan's version of Panasonic Inverter Eco Ideas's television advertising at Pesona Khayangan Estate Depok

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Abstrak

ABSTRAK

Green advertising merupakan persuasi massal yang mengkomunikasikan aspek pro-lingkungan suatu produk. Penelitian ini melihat hubungan persepsi pada komponen visual green advertising terhadap niat pembelian, bagaimana memori mempengaruhi hubungan kedua hal tersebut, dan bagaimana rata-rata niat pembelian antara experimental dan control group. Penelitian ini menggunakan paradigma positivis, logika deduktif, dan pendekatan kuantitatif. Pengumpulan data dilakukan dengan metode eksperimen two-group posttest-only design.

Hasil penelitian menunjukkan bahwa hubungan persepsi pada komponen visual green advertising dan niat pembelian adalah positif, dimana memori dapat melemahkan hubungan diantara keduanya. Kekhasan temuan penelitian ini adalah pada produk high involvement berbasis lingkungan, iklan televisi tidak dapat secara signifikan mempengaruhi niat pembelian konsumen wanita kelas SSE A1, meskipun iklan tersebut memiliki komponen visual yang sesuai dengan esensi produk. Hal ini diketahui melalui hasil independent-sample t test dimana pemberian treatment tidak menyebabkan perbedaan signifikan rata-rata niat pembelian antara experimental dan control group.

ABSTRACT

Green advertising is a mass persuasion that advertises pro-environment side of commercial products. This research discerns how participant's perception to green advertising's visual component affects their purchase intention, how memory influences it; and how purchase intention's mean between experimental and control group. This research uses quantitative approach, positivist paradigm and deductive logic. Data collected using two-group posttest-only design experimental method.

The result shows positive relation between perception to green advertising's visual component and purchase intention, in which memory's presence weakens their relationship. The specificity of finding is the television advertising cannot significantly influence purchase intention of women consumers in SSE A1 class, although it presents the visual component that is appropriate with product's essence. It is known by the result of independent sample t test which the treatment given does not make significant differences of purchase intention between experimental and control group.