

Analisis penggunaan genre musik berdasarkan tingkat kecocokan congruity musik pada iklan terhadap sikap dan minat beli konsumen = Analysis of music genres usage based on level of musical congruity on advertisement toward attitudes and purchase intention / Syaifulloh Budiawan Mufti

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Abstrak

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Tesis ini menganalisis pengaruh genre congruity musik pada iklan, dengan genre musik yang digunakan yaitu RnB, Rock dan Classic serta diukur dengan tingkat congruency musik pada iklan, yang selanjutnya akan dilihat pengaruhnya pada sikap konsumen terhadap iklan (attitude toward the ad), sikap konsumen terhadap merek (attitude toward the brand) serta niat pembelian (purchase intention) dari konsumen. Penelitian ini bersifat kuantitatif dan merupakan riset konklusif yang bersifat kausal. Berdasarkan data dari 240 responden yang diuji, maka dapat diketahui bahwa terdapat perbedaan yang signifikan secara positif sehingga dapat diartikan bahwa adanya pengaruh genre musik dan congruity dalam pembentukan sikap dan niat beli konsumen.

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ABSTRACT

This thesis analyzes the effect of music genre congruity in advertisement , through music genre RnB, Rock and Classic as well as measured by the level of congruency of music in advertisement. It was measured by the advertisement congruency music level that then the influence will be seen on attitudes toward advertising, attitudes toward the brand and purchase intention of the consumer. The research prefers to be quantitative and causal conclusive research . According to the data's of 240 respondents, it is known that there is a significant difference positively. Therefore music genre and congruity give impact to the attitude and purchase intention.;This thesis analyzes the effect of music genre congruity in advertisement , through music genre RnB, Rock and Classic as well as measured by the level of congruency of music in advertisement. It was measured by the advertisement congruency music level that then the influence will be seen on attitudes toward advertising, attitudes toward the brand and purchase intention of the consumer. The research prefers to be quantitative and causal conclusive research . According to the data's of 240 respondents, it is known that there is a significant difference positively. Therefore music genre and congruity give impact to the attitude and purchase intention., This thesis analyzes the effect of music genre congruity in advertisement , through music genre RnB, Rock and Classic as well as measured by the level of congruency of music in advertisement. It was measured by the advertisement congruency music level that then the influence will be seen on attitudes toward advertising, attitudes toward the brand and purchase intention of the consumer. The research prefers to be quantitative and causal conclusive research . According to the data's of 240 respondents, it is known that there is a significant difference positively. Therefore music genre and congruity give impact to the attitude and purchase intention.]