

Evaluasi experience pada advergame teh pucuk harum melalui analisa efek attitude towards advergame pada purchase intention = Evaluation of experience on teh pucuk harum advergame through analysis of attitudes toward advergame to the purchase intention

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Abstrak

Tesis ini menganalisis mengenai bagaimana experience pada Advergame Teh Pucuk Harum dapat mempengaruhi Purchase Intention kepada produk teh pucuk harum melalui hedonic affection toward advergame, utilitarian affection toward advergame, attitudes toward brand, dan purchase intention pada target pasar teh pucuk harum. Penelitian ini melihat hubungan antara advergame sebagai media advertising yang memiliki banyak potensi di masa depan nanti kepada purchase intention produk yang diiklankan melalui advergame.

Model Penelitian ini diadaptasi dari Penelitian Lai dan Huang (2011) yang melakukan penelitian terkait pengaruh attitude toward advergaming terhadap purchase intention dengan juga adaptasi dari Advertising effect dari Belch & Belch. Di mana didalam jurnal tersebut itu menggunakan advergame dari brand fiktif berupa pulpen. Terdapat 5 hipotesis yang diuji.

Berdasarkan 155 responden dengan populasi umur 17 sampai 30 tahun, peneliti menemukan hedonic affection toward advergame dan utilitarian affection toward advergame memiliki pengaruh yang positif terhadap purchase intention, sedangkan attitudes toward the brand tidak mempengaruhi purchase intention. Hedonic affection toward advergame dan utilitarian affection toward advergame memiliki pengaruh yang positif terhadap attitudes toward brand.

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This thesis studied about how the experience on Teh Pucuk Harum's Advergame can affect the Intention to Purchase the teh pucuk harum's products through affection toward advergame hedonic, utilitarian affection toward advergame, attitudes toward the brand, and purchase intention to the teh pucuk harum's target market. This study looked at the relationship between advergame as an advertising media that has a lot of potential in the future to purchase intention of products that is advertised through the advergame.

The research model was adapted from research Lai and Huang (2011) who conduct research related to the influence of attitude toward advergaming also purchase intention with the adaptation of Advertising effect of Belch & Belch. Where in the journal of the advergame using a fictitious brand on ballpoint. There are 5 hypotheses were tested.

Based on 155 respondents to the population aged 17 to 30 years old, researchers found that the affection toward hedonic and utilitarian advergame affection toward advergame has a positive influence on purchase intention, while attitudes toward the brand does not affect the purchase intention. Hedonic and utilitarian affection toward advergame affection toward advergame has a positive influence on attitudes toward the brand.