

Analisis pengaruh overall advertising involvement terhadap outcome behaviour pelaku usaha mikro studi kasus iklan Masyarakat Ekonomi Asean MEA di televisi = analysis of the influence of overall advertising involvement towards the outcome behaviour of micro business players a case study of the advertising of Asean Economic Community on television

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Abstrak

Penelitian ini bertujuan untuk mengetahui variabel yang berpengaruh secara positif di dalam model Overall Advertising Involvement yang terdiri dari message involvement, media involvement, dan creative involvement iklan Masyarakat Ekonomi Asean terhadap outcome behaviour pelaku usaha mikro yang dimediasi variabel brand attitude.

Hasil penelitian ini menunjukkan bahwa overall advertising involvement berpengaruh secara positif terhadap outcome behaviour tanpa adanya mediasi dari brand attitude.

*This research is aimed to find out variables that positively influence Overall Advertising Involvement model, encompassing message involvement, media involvement, and creative involvement of Asean Economic Community advertising toward the outcome behaviour of micro business players mediated by brand attitude variable.*

*The result of this research shows that overall advertising involvement influences the outcome behavior positively without mediation from brand attitude.*