

Analisis pengaruh overall advertising involvement terhadap brand attitude serta dampaknya terhadap consumer behavior = Analysis of the effect of overall advertising involvement on brand attitude and its impact on consumer behavior

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Abstrak

Tesis ini membahas pengaruh overall advertising involvement yang merupakan second order latent construct yang dibentuk oleh message involvement, media involvement, dan creative involvement terhadap brand attitude serta dampaknya terhadap consumer behavior. Dalam penelitian ini, terdapat dua studi, yakni studi terhadap iklan pada majalah elektronik, dan studi terhadap iklan pada tayangan televisi. Penelitian ini adalah penelitian kuantitatif dengan jenis penelitian preexperimental one-shot case study dengan metode survei. Hasil penelitian secara umum menunjukkan bahwa terdapat pengaruh antara overall advertising involvement terhadap brand attitude serta consumer behavior. Disarankan untuk melaksanakan penelitian lanjutan untuk meneliti dengan iklan video yang durasinya tidak terlalu lama sehingga perhatian responden dapat lebih terfokus dari sejak awal sampai akhir penayangan iklan.

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This thesis discusses the effect of overall advertising involvement - which is the second order latent construct that is formed by message involvement, media involvement, and creative involvement - on brand attitude and its impact on consumer behavior. There are two studies in this research. The first study focuses on an advertisement on an e-magazine, and the second one focuses on an advertisement on a television. This is a quantitative and preexperimental one-shot case study research with survey method.

The result shows that overall advertising involvement gives effect to brand attitude and consumer behavior. Based on this result, it is suggested that future research observe more on the shorter video advertising so that respondents can stay focused on the advertisement.