

Niat untuk membeli produk resmi pada penggemar Anime/Manga di Indonesia = Intention to buy official products in Anime/Manga fans in Indonesia

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Abstrak

[ABSTRAK

Studi ini mempelajari niat membeli produk resmi pada penggemar serta peran kegemaran itu sendiri sebagai moderator antara niat membeli produk umum dan spesifik (terkait kegemaran), ditengah maraknya pembajakan dan tantangan seperti perbedaan budaya khususnya untuk produk luar. Model TPB (Theory of Planned Behavior) yang diajukan Ajzen (1991) digunakan dalam menjelaskan kecenderungan tingkah laku ini. Studi dilakukan pada beberapa komunitas penggemar budaya pop Jepang (anime-manga) lewat kuesioner fisik dan online, menunjukkan TPB dapat menjelaskan niat membeli produk resmi namun kegemaran tidak memoderasi kekuatan hubungan antara niat membeli produk resmi dan umum.

ABSTRACT

Theory of planned behavior (TPB) model (Ajzen, 1991) was used in present study to examine the intention to purchase official goods in fans and the role of fan (liking) itself as moderator between intention to buy general and specific goods (related to liking), regardless of digital piracy and challenges in purchasing foreign goods. Research was conducted through paper-and-pencil and online questionnaire to Japanese pop culture fans, especially anime-manga, suggested that TPB could explain the intention to purchase official goods but liking failed to moderate the relationship between general and specific intention to purchase official goods., Theory of planned behavior (TPB) model (Ajzen, 1991) was used in present study to examine the intention to purchase official goods in fans and the role of fan (liking) itself as moderator between intention to buy general and specific goods (related to liking), regardless of digital piracy and challenges in purchasing foreign goods. Research was conducted through paper-and-pencil and online questionnaire to Japanese pop culture fans, especially anime-manga, suggested that TPB could explain the intention to purchase official goods but liking failed to moderate the relationship between general and specific intention to purchase official goods.]