

Efektivitas iklan sms berbasis lokasi = Effectiveness of location based sms advertising

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Abstrak

ABSTRAK

Penelitian ini membahas mengenai efektivitas iklan SMS berbasis lokasi dengan mengkaji hubungan antara hiburan, keinformatifan, kredibilitas, personalisasi, gangguan dan gender dengan sikap terhadap iklan SMS. Selanjutnya, sikap terhadap iklan SMS mempengaruhi niat untuk menggunakan iklan SMS, dan niat untuk menggunakan iklan SMS mempengaruhi pembelian produk yang diiklankan melalui iklan SMS. Sebanyak 15 partisipan berusia 18-25 tahun yang pernah menggunakan iklan SMS, khususnya yang berbasis lokasi, serta 106 responden dalam rentang usia yang sama dan pernah menerima iklan SMS serupa berpartisipasi dalam penelitian ini. Analisis data dilakukan dengan metode kualitatif berupa focus group discussion dan kuantitatif berupa Uji Korelasi Pearson, Analisis Regresi Berganda dan Independent Sample T-Test yang diolah menggunakan program SPSS 22.

Hasil penelitian menunjukkan bahwa hiburan, keinformatifan, personalisasi dan gangguan berhubungan secara signifikan dengan sikap terhadap iklan SMS. Sedangkan kredibilitas dan gender tidak berhubungan. Selain itu, sikap terhadap iklan SMS juga berhubungan secara signifikan dengan niat untuk menggunakan iklan SMS, dan niat untuk menggunakan iklan SMS berhubungan secara signifikan dengan membeli produk yang diiklankan melalui iklan SMS. Hubungan yang ada seluruhnya berada dalam kekuatan sedang, sehingga dapat dikatakan bahwa iklan SMS cukup efektif dalam memicu pembelian produk yang diiklankan.

<hr><i>ABSTRACT</i>

This research examines the effectiveness of location-based SMS advertising by examining the relationship between entertainment, informativeness, credibility, personalization, irritation, gender and attitude towards SMS advertising. Furthermore, this research also examines the relationship between attitude toward SMS advertising and intention to use SMS advertising; and the relationship between intention to use SMS advertising and buying products advertised through SMS advertising as well. 15 participants who use SMS advertising, especially the location-based one, and 106 respondents who receive it participated in this study. Both of them aged between 18-25 years old. Researcher used qualitative method by using focus group discussion and quantitative method by using Pearson Correlation Product Moment, Multiple Regression Analysis and Independent Sample T-Test. To analyze the data, researcher used SPSS 22.

This research finds that entertainment, informativeness, personalization and irritation have significant relationship with attitude toward SMS advertising. However, credibility and gender do not. Moreover, attitude toward SMS advertising has significant relationship with intention toward SMS advertising; and intention toward SMS advertising also has significant relationship with buying products advertised through SMS advertising. All relationships are moderate which show that SMS advertising, especially the location-

based one, is quite effective to drive purchase of advertised products.</i>