

Analisis pengaruh e-lifestyle terhadap internet advertising avoidance = The effect of e lifestyle on internet advertising avoidance

Yohana Yose Gunawan, author

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Abstrak

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh e-lifestyle terhadap internet advertising avoidance. Selain itu juga, penelitian ini dilakukan untuk melihat manakah dari tiga dimensi internet advertising avoidance yang paling dipengaruhi oleh masing-masing dimensi e-lifestyle. Sampel pada penelitian ini adalah pengguna internet dengan durasi mengakses internet rata-rata minimal 2 jam dalam sehari. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa e-lifestyle memiliki pengaruh positif terhadap internet advertising avoidance secara parsial. Hal ini karena hanya empat dari tujuh dimensi e-lifestyle yang berpengaruh signifikan terhadap internet advertising avoidance. Sedangkan dimensi internet advertising avoidance (cognitive avoidance, affective avoidance, behavioral avoidance) yang paling dipengaruhi oleh masing-masing dimensi e-lifestyle menunjukkan hasil yang bervariasi.

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ABSTRACT

This study aims to analyze the effect of e-lifestyle on internet advertising avoidance. In addition, this study was conducted to see which of the three dimensions of internet advertising avoidance is most affected by the each dimension of e-lifestyle. Data for this research were collected from internet users who access the Internet at least 2 hours in a day. The data were analyzed using Structural Equation Modelling (SEM) method. The result of this research shows that e-lifestyle has a partially significant effect on internet advertising avoidance. This is because only four of the seven dimensions of e-lifestyle showed a significant effect on internet advertising avoidance. As for which dimension of internet advertising avoidance (cognitive avoidance, affective avoidance, behavioral avoidance) is most affected by the each of the e-lifestyle dimensions, the results varied.