

SMS iklan berbasis lokasi : sikap konsumen dan intensi pembeliannya = The effects of SMS location based advertising on consumer attitude and purchase intention

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20434040&lokasi=lokal>

Abstrak

Tesis ini membahas mengenai pengaruh unsur dalam SMS iklan berbasis lokasi (entertainment, credibility, intrusiveness, informativeness, permission, dan customization) pada sikap konsumen sehingga berpengaruh terhadap intensi pembelian mereka. Penelitian ini merupakan penelitian konklusif dengan desain deskriptif. Pengumpulan data dilakukan melalui survey secara online dan mendapat respon dari 330 responden.

Hasil penelitian menunjukkan bahwa unsur entertainment, credibility, informativeness dan intrusiveness mempengaruhi sikap konsumen secara signifikan terhadap SMS iklan berbasis lokasi. Semakin positif sikap yang ditunjukkan konsumen terhadap SMS iklan berbasis lokasi, maka konsumen semakin besar kecenderungan, kemungkinan, maupun kesediaannya untuk membeli produk yang ditawarkan.

.....This study discusses the effects that features of SMS location-based advertising (entertainment, credibility, intrusiveness, informativeness, permission, and customization) have on consumer attitudes and their purchase intentions. This study is a conclusive research with descriptive design. An online survey was used for data collection. Responses were received from 330 consumers.

The result of this study shows that entertainment, credibility, informativeness dan intrusiveness features have significant effects on creating attitude towards SMS location-based advertising. In addition, when consumers shows positive attitude towards SMS location-based advertising, it is also significantly influence their intention to purchase.