

Analisis peranan daya tarik rasional rational appeal dan emosional emotional appeal periklanan terhadap minat masyarakat menabung di bank syariah = The analysis of advertising rational and emotional appeals toward people's intention for opening islamic bank accounts / Sutan Doli Diapari

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peranan daya tarik rasional rational appeal dan daya tarik emosional emotional appeal terhadap minat seseorang untuk menabung di bank syariah. Teori klasik Copeland tentang daya tarik periklanan dijadikan dasar penelitian ini. Populasi penelitian ini adalah calon nasabah bank syariah di wilayah DKI Jakarta. Sementara itu, sampel penelitian ini yaitu sebanyak 196 responden adalah calon nasabah bank syariah yang menggunakan internet dalam menunjang aktivitasnya. Penelitian ini dilakukan pada November 2016 dengan menggunakan metode Structural Equation Modeling dengan wilayah cakupan penelitian di DKI Jakarta. Hasil penelitian ini menemukan bahwa daya tarik rasional dan daya tarik emosional mempengaruhi minat seseorang dalam menabung di bank syariah. Terdapat lima variabel laten, antara lain keterlibatan produk, strategi periklanan, motif berinternet, tipe pengguna, dan gaya hidup elektronik e-lifestyle . Berdasarkan hasil penelitian, motif berinternet mempengaruhi daya tarik rasional. Gaya hidup elektronik mempengaruhi daya tarik emosional. Sementara itu, keterlibatan produk, strategi periklanan dan tipe pengguna tidak mempengaruhi keduanya secara signifikan.

ABSTRACT

This research aims to analyze the influence of rational appeal and emotional appeal toward someone's intention to open savings account in Islamic bank. Copeland classic theory about advertising appeals is used as the fundamental of the research. The population of this research are existing and potential customers of Islamic bank in DKI Jakarta. Meanwhile, the 196 samples of this research are potential customers of Islamic bank that use internet to support their daily activities. This research was conducted in November 2016 and uses Structural Equation Method with DKI Jakarta as the scope of research. Result shows rational appeal and emotional appeal influence people's intention to open savings account in Islamic bank. There are five latent variables, product involvement, advertising strategy, internet motives, user type, and e lifestyle. Based on the results, internet motive influences rational appeal. E lifestyle influences emotional appeal. Meanwhile, product involvement, advertising strategy and user type do not influence both significantly.