

# Analisis pengaruh permission e-mail marketing terhadap brand image dan perilaku konsumen Starbucks Indonesia = Effect of permission e-mail marketing on brand image and consumer behavior Starbucks Indonesia / Maria Malakalamere

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## Abstrak

### **ABSTRAK**

Penelitian ini berfokus pada pengaruh permission e-mail marketing terhadap brand image dan consumer behavior. Penelitian ini menggunakan desain riset konklusif deskriptif single cross-sectional kepada 185 responden dengan menggunakan teknik purposive sampling. Responden yang dipilih merupakan responden yang memiliki Starbucks Card dan menyetujui untuk dikirimkan e-mail oleh Starbucks. Setelah mengolah data menggunakan Structural Equation Modeling SEM dengan AMOS 21, didapatkan hasil bahwa permission e-mail marketing mempunyai peran dalam membangun attitudes toward e-mail ad, attitudes toward e-mail ad mempunyai peran dalam membangun brand image, serta brand image dapat mendorong consumer behavior. Penelitian ini juga menunjukkan bahwa perceived intrusiveness tidak melemahkan secara signifikan pengaruh permission e-mail marketing terhadap attitudes toward e-mail ad, serta brand image tidak dapat secara langsung mempengaruhi consumer response tanpa melalui intentions toward sender. Hasil lain yang didapatkan adalah dua aspek dari permission e-mail marketing, yaitu quality of information dan financial rewards merupakan aspek terpenting dalam membangun attitudes toward e-mail ad yang positif.

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The focus of this study is the effect of permission e mail marketing on brand image and consumer behavior. This study used conclusive descriptive single cross sectional research and the 185 respondents were drawn through purposive sampling. The criteria of the respondents must had Starbucks Card and allow Starbucks to send them e mail advertising. The gathered data then analyzed using Structural Equation Model SEM with AMOS 21. The result showed that permission e mail marketing had a role in building attitudes toward e mail ad, attitudes toward e mail ad had a role in building brand image and brand image encouraged consumer behavior. The result also stated that perceived intrusiveness didn't weaken the effect of permission e mail marketing on attitudes toward e mail ad and brand image couldn't affect consumer response without intentions toward sender. Beside that, it also stated that the two aspects of permission e mail marketing, which was quality of information and financial rewards, had an important part in building positive attitudes toward e mail ad.