

Analisa pengaruh viral message appeal dan message source credibility pada brand attitude: studi kasus situs jual beli online Bukalapak =
Investigating the impact of viral message appeal and message source credibility on brand attitude: case study buy and sell Bukalapak online site

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Abstrak

ABSTRAK

Tujuan dari penelitian ini adalah untuk melihat apakah faktor daya tarik pesan viral dan kredibilitas sumber pesan mampu mempengaruhi sikap konsumen terhadap merek. Penelitian ini menggunakan metode penelitian konklusif-deskriptif dengan waktu pengerjaan berdasarkan single cross-sectional. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif secara langsung pada variabel viral message appeal dan message source credibility terhadap brand attitude. Hasil penelitian ini membuktikan variabel the level of involvement teruji tidak mampu memoderasi variabel independen viral message appeal terhadap variabel dependen brand attitude. Variabel penguat the level of risk juga terbukti tidak mampu memoderasi variabel message source credibility terhadap variabel brand attitude.

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ABSTRACT

The purpose of this study is to determine whether the appeals message that is viral and the credibility of the message source is able to influence consumer attitudes toward the brand. This study uses a descriptive conclusive research method with a single cross sectional working time. The results of this study indicate that there is a direct positive effect on variable viral message appeal and message source credibility to brand attitude. The result of this research proves that the level of involvement variable unable to moderate the independent variable of viral message appeal to the dependent variable of brand attitude. Variable reinforcing the level of risk also proved unable of moderating variables on the variable message source credibility toward brand attitude.