

Faktor-faktor yang membentuk attitude toward SMS location-based advertising dan dampaknya terhadap purchase intention: studi kasus: Krispy Kreme = Antecedents of attitude toward SMS location-based advertising and their impacts on purchase intention: case study: Krispy Kreme

Avitasya Febryani Syahrial, author

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Abstrak

SMS location-based advertising LBA atau iklan berbentuk promosi melalui SMS yang memanfaatkan informasi lokasi telepon seluler diketahui dapat meningkatkan penjualan. Penelitian ini bertujuan untuk menganalisis pengaruh extrinsic dan intrinsic motivation terhadap pembentukan attitude toward SMS LBA yang selanjutnya melihat pengaruhnya terhadap purchase intention dalam konteks foodservice. Pada penelitian ini terdapat uji variabel moderasi yaitu brand familiarity untuk mengetahui apakah tingkat familiaritas terhadap merek mempengaruhi sikap konsumen terhadap niat pembelian produk yang diiklankan melalui SMS LBA.

Penelitian ini melibatkan 229 responden dari seluruh Indonesia yang pernah mendapatkan SMS LBA dari Krispy Kreme. Data diolah menggunakan metode Structural Equation Modelling SEM. Hasil penelitian ini menunjukkan bahwa extrinsic dan intrinsic motivation dapat meningkatkan attitude toward SMS LBA yang selanjutnya dapat mendorong purchase intention. Selain itu ditemukan pula bahwa pengaruh ini di moderasi oleh brand familiarity.

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SMS LBA is a promotion advertising through SMS that uses information of mobile phone rsquo s location in order to increase sales. This study aims to analyze the effect of extrinsic and intrinsic motivation on the establishment of attitude toward SMS location based advertising and its impacts on purchase intention in foodservice area. There is a test of brand familiarity as a moderating variable to find out whether the level of consumer rsquo s brand familiarity affect attitude toward SMS LBA on intention to purchase a product that advertised through SMS LBA.

The data for this research were collected from 229 respondents from all over Indonesia who had received SMS LBA from Krispy Kreme. They were then analyzed using Structural Equation Modelling SEM. The result of this research shows that extrinsic and intrinsic motivation increases attitude toward SMS LBA that further leads to increase in purchase intention. Furthermore, the result shows that brand familiarity does moderate attitude toward SMS LBA on purchase intention.