

Efektif implementasi digital marketing melalui location based advertising terhadap intensi pembelian pelanggan = The effect of digital marketing implementation through location based advertising on customer's purchase intention / Ivan Wibisurya

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Abstrak

ABSTRAK

Tesis ini membahas mengenai pengaruh unsur location based advertising yaitu: content appeal, interactivity, control, attitude toward advertising in general, customization, dan intrusiveness terhadap attitude toward location based advertising dan pengaruhnya terhadap purchase intention pelanggan. Penelitian ini merupakan penelitian konklusif dengan desain deskriptif. Pengumpulan data dilakukan melalui survey secara tatap muka dan memperoleh responden sebanyak 160 data. Hasil penelitian menunjukkan bahwa unsur content appeal, control, dan customization berpengaruh positif secara signifikan terhadap attitude toward location based advertising pelanggan. Attitude toward location based advertising juga berpengaruh positif secara signifikan terhadap purchase intention pelanggan. Moderasi timing memperkuat pengaruh positif customization terhadap attitude toward location based advertising. Moderasi timing juga memperkuat pengaruh attitude toward location based advertising terhadap purchase intention.

ABSTRACT

This study discusses the effect that features location based advertising which are content appeal, interactivity, control, attitude toward advertising in general, customization, and intrusiveness on attitude toward location based advertising and its effect on customer's purchase intention. This study is a conclusive research with descriptive design. Data collection was done through offline survey resulted in 160 respondent's data. The study result shows content appeal, control, and customization significantly have positive effects on attitude toward location based advertising. Attitude toward location based advertising also significantly has positive effect on customer's purchase intention. Timing moderation enhances customization's positive effect on attitude toward location based advertising. Timing moderation also enhances attitude toward location based advertising's positive effect on purchase intention.