

## Efek penggunaan hashtag dalam iklan terhadap brand knowledge, brand trust, dan purchase intention = The effect of using hashtag on advertisement toward brand knowledge, brand trust, and purchase intention

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20467908&lokasi=lokal>

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### Abstrak

Penelitian ini menjelaskan mengenai tren terkini mengenai penggunaan hashtag pada media periklanan, seperti billboard, media cetak, iklan televisi, dan alat pemasaran lainnya. Pada penelitian ini juga mengembangkan model yang kompresensif yang menggabungkan antara brand knowledge, brand trust, dan behavioural outcomes dari khalayakan. Brand knowledge meliputi kesadaran dan asosiasi terhadap merek. Sementara yang dimaksud dengan sikap yang terbentuk pada khalayak berhubungan dengan intensi pembelian setelah mendapatkan paparan dari iklan dengan hashtag. Connectedness terhadap merek juga merupakan salah satu indikasi yang memperkuat hubungan kepercayaan terhadap merek yang nantinya akan mengarahkan ke intensi pembelian. Pada penelitian ini pula menilai efek yang ditimbulkan dari iklan yang menggunakan hashtag.

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This research is explaining the current trend on advertising which is hashtag usage on advertising media, mostly on billboard, printed media, television commercial, and other marketing tools. This research will develop comprehensive model that combines brand knowledge, brand trust, and behavioral outcome of the audiences. Brand knowledge consist of awareness and association of audiences to the brand. Behavioral outcome of the audiences refer to purchase intention after seeing the advertisement with hashtag on it. First, this research examine using hashtag on advertisement relation with brand awareness and brand association. Second, both of brand awareness and association lead audiences to brand trust with connectedness as a moderation variable. Connectedness to the brand also indicate as one of the variable that leads audiences to trust the brand and finally have purchase intention. This research examines more about impact of using hashtag on advertisement to purchase intention. Practicioners could use this research for their future marketing campaign, especially if the targeted audiences are young generation. In the future, this research hopefully could develop more about kind of message that effectively affect audiences.