

Pengaruh reciprocity terhadap respon penerima sampel produk dari situs penyedia sampel home tester club = The effect of reciprocity on the product sample receivers response from the sample provider site home tester club

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Abstrak

ABSTRACT

Penelitian ini membahas hubungan konsep reciprocity dengan pemberian sampel produk gratis, khususnya pemberian sampel produk gratis secara online melalui situs Home Tester Club. Konsep reciprocity dalam penelitian ini diturunkan kembali menjadi tiga variabel yaitu generosity, menghindari pesan penjualan avoid sales message, dan giving gift. Penelitian ini adalah penelitian kuantitatif. Hasil penelitian menyarankan bahwa terdapat hubungan antara reciprocity dengan respon penerima sampel gratis secara online, terutama respon secara langsung direct reciprocity. Meskipun begitu, tidak semua usaha yang dilakukan untuk memicu reciprocity mendatangkan dampak yang sesuai dengan keinginan. Dari penelitian diketahui bahwa usaha untuk mengurangi paparan pesan penjualan tidak berpengaruh dalam memicu reciprocity.

ABSTRACT

This study discusses the relationship between reciprocity concept and free product sample, especially free online product sampling through Home Tester Club website. The concept of reciprocity in this study is reversed into three variables namely generosity, avoid sales messages, and giving gift. This research is quantitative research. The results suggest that there is a correlation between reciprocity with free sample recipient response online, especially direct response direct reciprocity. However, not all attempts made to trigger reciprocity bring the desired effect. From the research note that efforts to reduce exposure to sales messages have no effect in triggering reciprocity.