

Analisis consumer attitude & behavior terhadap manga scanlations dan purchase intention: the reasoned action approach = An analysis on consumer attitude & behavior towards manga scanlations and purchase intention: the reasoned action approach

Gabriela Christie, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20475384&lokasi=lokal>

Abstrak

ABSTRAK

Manga Scanlations dalam tahun-tahun terakhir ini telah menjadi momok dalam Industri Manga, Industri Manga bersikeras menyatakan penurunan penjualan Manga disebabkan oleh Manga Scanlations, sedangkan dilain pihak sebagian penggemar sangat vokal menyatakan dukungannya terhadap Manga Scanlations terutama disebabkan oleh Manga Scanlations berperan besar dalam Globalisasi Manga. Penelitian ini bertujuan untuk mencari tahu bagaimana hubungan dan pengaruh antara Consumer Attitude terhadap Manga Scanlations dan Purchase Intention Manga dengan pendekatan Model Attitude-Intention dengan melibatkan pertimbangan etikal dalam proses pembuatan keputusan konsumen. Hasil penemuan menunjukkan bahwa Attitude terhadap Manga Scanlations berpengaruh negatif terhadap Intensi Pembelian Manga.

ABSTRACT

Manga Scanlations in recent years has been a scourge in Manga Industry. Manga Industry insists on declaring a decrease in Manga sales due to Manga Scanlations, while on the other hand, some fans are very vocal expressing their support for Manga Scanlations especially since Manga Scanlations playing a major role in Manga Globalization. This study aims to find out the relationship and influence between Consumer Attitude to Manga Scanlations and Manga Purchase Intention with Attitude Intention Model approach by involving ethical considerations in consumer decision making process. The findings show that Attitude to Manga Scanlations negatively affects the Manga Purchase Intention.