

Pengaruh dari iklan komparatif terhadap brand attitude dan brand image pada merek mobil mewah = The effect of comparative advertising towards the brand attitude and brand image of luxury cars

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Abstrak

ABSTRAK

Makalah ini memperluas efek dari Iklan Komparatif terhadap Merek Mobil Mewah. Penelitian sebelumnya telah menunjukkan bahwa iklan komparatif untuk merek baru menghasilkan niat beli yang lebih baik daripada iklan non-komparatif ketika keterlibatan tinggi diaktifkan dan sumber kredibilitas yang lebih tinggi ditanamkan dalam iklan. Penelitian ini memberikan kesimpulan konklusif di mana iklan komparatif menambah efek persuasif dari iklan untuk mobil mewah. Setelah studi literatur dilakukan, kuesioner dibagikan kepada 200 responden yang akrab dengan Merek Mobil Mewah, data dianalisis dengan menggunakan Metode Multiple Regression dan ANOVA menggunakan SPSS. Hasil penelitian menunjukkan bahwa Attack Advertising dan Direct Comparative Advertising memberikan dampak positif terhadap Attitude towards the Ad dan Attitude towards the Brand dari yang mensponsori iklan tersebut yang kemudian berdampak positif terhadap Citra Merek namun tidak demikian terhadap Indirect Comparative Advertising. Yang menarik, penelitian ini juga menemukan pengaruh terbalik terhadap Merek pesaing. Penelitian di atas terbatas pada persepsi merek mobil mewah yang merupakan pembelanjaan terbesar nomor 3 untuk produk mewah. Peneliti menyarankan untuk juga mempelajari efek pada produk lain seperti produk retail, perhotelan, dan pariwisata mewah.

ABSTRACT

This paper extends the effect of Comparative Advertising towards Luxury Cars Brands. Previous studies have indicated that comparative advertising for a new brand resulted in a better chance of purchase intentions than non comparative advertising when intense involvement is activated and a source of higher credibility are inserted in the advertisement. This research attempts to provide readers with conclusive results where comparative advertising augments the persuasive effect of the advertising for luxury cars. Once an extensive literature study has been done, questionnaires were distributed to 200 respondents who are familiar with Luxury Car Brand, data were then analyzed using Multiple Regression Method and ANOVA using SPSS. Result of the study indicates that Attack Advertising and Direct Comparative Advertising has a positive impact towards Attitude towards the Ad and Brand Attitude of the Sponsoring Brand which is then carried towards a positive result in the Brand Image but not so in Indirect Comparative Advertising. Interestingly enough, the study also found a reversed affect towards the competitor's Brand. The above research are limited into the perception of luxury car brand which sits on number 3 of most spending on luxury products. It is recommended to also study the effect on other products such as Personal Goods and Luxury Hospitality.