

Pengaruh sikap pada kreativitas iklan terhadap minat pembelian = Influences of attitudes toward advertising to purchase intention

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Abstrak

ABSTRAK

Penelitian ini membahas pengaruh sikap pada kreativitas iklan pada minat pembelian, studi kasus yang diambil adalah iklan digital dari merek es krim lokal yaitu Indo Eskrim. Kreativitas iklan diukur melalui tiga dimensi yaitu dimensi kebaruan (subskala originalitas), dimensi resolusi (subskala logis), dimensi elaborasi dan sintesis (subskala dibuat dengan baik). Penelitian ini berjenis penelitian kuantitatif. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara sikap kreativitas iklan terhadap minat pembelian, dimana subskala originalitas dan dibuat dengan baik mendominasi keseluruhan jawaban sikap terhadap iklan. Diketahui pula kreativitas iklan lebih berpengaruh terhadap perempuan dibanding laki-laki. Penelitian ini menemukan bahwa usaha kreativitas iklan menghasilkan minat pembelian dalam tingkat sedang sebesar 32.9%.

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ABSTRACT

This study is discussing about influence of attitude toward advertising creativity on purchase intention, that examined one of the local ice cream brand Indo Eskrim as a current study case. Creativity is measured through three dimensions which are novelty dimensions (originality subscale), resolution dimensions (logical subscale), and elaboration and synthesis dimensions (well-crafted subscale). This research is quantitative research. The results suggest that there is an influences between attitude toward advertising with purchase intention, where originality and well crafted subscales dominate the overall answer of attitude toward the advertising. However, advertising creativity have more influence on women than men. This study found that advertising creativity efforts generate purchase intention at 32.9% or moderate level.