

Analisis faktor yang mempengaruhi attitude toward brand dan attitude toward instagram ads, serta pengaruhnya terhadap behavioral intention di media sosial instagram = Analysis of factors affecting attitudes toward brands and attitudes toward instagram ads, and their effects on behavioral intention on social media instagram

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Abstrak

ABSTRAK

Perkembangan era global dimana teknologi, sarana dan infrastruktur, hingga sistem informasi saat ini berkembang sangat pesat, dan telah merubah cara-cara tradisional yang biasa digunakan dalam melakukan pemasaran. Seiring dengan perkembangan teknologi hingga sistem informasi, kemudahan dalam mengakses suatu konten telah membawa konsumen kepada penggunaan media digital berbasis online. Dalam beberapa tahun terakhir, media sosial menjadi semakin populer sebagai alat bisnis dan komunikasi. Instagram merupakan salah satu jejaring sosial yang paling cepat perkembangannya sejak pertama kali diluncurkan, hal inilah yang membuat Instagram menjadi alat pemasaran yang efektif bagi perusahaan. Penelitian ini bertujuan untuk mengetahui attitude dan menganalisa faktor-faktor yang dapat mempengaruhi attitude pengguna Instagram terhadap aktivitas komunikasi pemasaran Instagram ads. Selain itu penelitian ini juga bertujuan untuk mengetahui pengaruh attitude toward brand dan attitude toward the Instagram ads dapat mempengaruhi behavioral intention. Penelitian ini merupakan penelitian kuantitatif dengan desain cross sectional descriptive research. Berdasarkan hasil penelitian ini, diketahui bahwa baik brand attitude maupun attitude toward instagram ads sama-sama memiliki pengaruh positif yang signifikan antara keduanya, dan untuk brand attitude dan attitude toward instagram ads yang memiliki pengaruh positif yang signifikan terhadap behavioral intention. Dan untuk model 2, diketahui bahwa Ad Perception, Ad Credibility, Informativeness, Irritation, dan Mood memiliki pengaruh yang signifikan terhadap attitude toward the ads pada media sosial instagram.

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The development of the global era where technology, facilities and infrastructure, to information systems is currently developing very rapidly, and has changed the traditional ways commonly used in marketing. Along with the development of technology to information systems, the ease of accessing a content has brought consumers to the use of online-based digital media. In recent years, social media has become increasingly popular as a business and communication tool. Instagram is one of the fastest growing social networks since it was first launched, this is what makes Instagram an effective marketing tool for the company. This study aimed to determine attitude and analyze the factors that can influence the attitude of Instagram users towards Instagram ads marketing communication activities. Moreover, this study also aimed to determine the effect of attitude towards the brand and attitude towards Instagram ads may affect behavioral intention. This is a quantitative research with cross sectional descriptive research design. Based on the results of this study, it is known that both brand attitudes as well as attitude towards Instagram ads have a significant positive effect between the two, and that brand attitude and attitude towards Instagram ads have a significant, positive effect on behavioral intention. And for model 2, it is known that Ad Perception,

Ad Credibility, Information, Irritation, and Mood have a significant influence on attitude toward the ads on social media instagram