

# Pengaruh karakteristik audience terhadap brand attitude dan purchase intention pada product placement dalam video musik = The impact of audience characteristics on brand attitude and purchase intention on product placement in music video

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20493646&lokasi=lokal>

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## Abstrak

Di era digital saat ini, semakin banyak pilihan alat pemasaran yang menguntungkan dan efektif guna menyasar konsumen, salah satunya melalui product placement. Praktik product placement yang baik harus meliputi faktor-faktor yang berkaitan dengan karakteristik audience. Selain melalui brand recall, efektifitas product placement dapat dinilai lebih jauh lagi melalui brand attitude dan purchase intention yang dihasilkan. Penelitian ini bertujuan untuk mengeksplorasi pengaruh karakteristik audience terhadap sikap merek dan intensi pembelian bagi audience yang mampu mengingat adanya merek dalam video musik. Penelitian ini menguji pengaruh dari variabel-variabel yang menjadi karakteristik audience seperti pleasure, arousal, cognitive effort, star liking, identification with characters terhadap sikap merek dan intensi pembelian. Desain penelitian yang digunakan adalah konklusif-deskriptif dan bersifat single cross sectional. Data yang diperoleh dari 201 responden, yang mampu mengingat adanya merek yang disisipkan dalam video musik, diolah menggunakan Partial Least Square-Sequential Equation Modeling (PLS-SEM) di SmartPLS. Hasil penelitian menunjukkan bahwa hanya karakteristik cognitive effort saja yang memiliki pengaruh langsung terhadap brand attitude dan purchase intention. Karakteristik audience lainnya memiliki pengaruh secara tidak langsung terhadap brand attitude dan purchase intention jika melalui identification with characters terlebih dahulu. Variabel tersebut berperan penting dalam keberhasilan efektifitas product placement dalam video musik.

.....In the current digital era, there are more choices of profitable and effective marketing tools to targeting consumers. Product placement is one form of its. A good product placement practice must include the factors related to audience characteristics. The purpose of this study is to explore the influence of audience characteristics on brand attitude and purchase intention for audience who were able to recall brands in the music video. This study examines the effect of variables that are characteristic of audiences such as pleasure, arousal, cognitive effort, star liking, identification with characters on brand attitudes and purchase intentions. This study used conclusive-descriptive and single-cross sectional research design. Data obtained from 201 respondents, who were able to recall the brands inserted in a music video, were processed using Partial Least Square- Sequential Equation Modeling (PLS-SEM) in SmartPLS. The results demonstrate that only cognitive effort has a direct influence on brand attitude and brand recall. The other audience characteristics have an indirect influence on brand attitude and purchase intention through identification with characters. That variable plays a significant role in the effectiveness of product placement.