

Efektifkah mempersuasi konsumen melalui cerita? peran empati sebagai mediator pada pengaruh jenis short brand story terhadap intensi membeli = Is It effective to persuade consumers through stories? the role of empathy as mediator on the effect of short brand story types on purchase intention

Shania Yara Salsabila, author

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Abstrak

Banyak cara yang dapat dilakukan untuk mempersuasi konsumen dalam membeli produk, salah satunya dengan teknik bercerita. Penelitian ini bertujuan untuk melihat peran empati sebagai mediator pada pengaruh jenis short brand story (company-generated VS consumer-generated) terhadap intensi membeli konsumen. Penelitian ini merupakan penelitian eksperimen, between subject design dan posttest only yang dilakukan secara daring kepada 859 partisipan yang berusia 18-26 tahun. Partisipan dibagi secara acak kedalam salah satu dari dua kelompok penelitian, lalu partisipan akan ditunjukkan sebuah gambar yang berisi kemasan produk dan manipulasi dari short brand story. Short brand story yang digunakan dalam penelitian ini merupakan hasil manipulasi dan modifikasi dari brand story pada produk East Bali Cashews. Hasil analisis menunjukkan bahwa empati tidak memediasi hubungan antara short brand story dengan intensi membeli ($ab = -0,38$, $p < 0.01$, 95% CI [-0,53, -0,26]).

.....There are many ways that can be done to persuade consumers to buy products, one of which is by using storytelling techniques. This study aims to examine the role of empathy as a mediator on the effect of the type of short brand story (company-generated VS consumer-generated) on consumer buying intentions. This study was an experimental study, between subject design and posttest only, which was conducted online with 859 participants aged 18-26 years. Participants were randomly divided into one of the two research groups, then participants were shown a picture containing the product packaging and the manipulation of the short brand story. The short brand story used in this study is the result of manipulation and modification of the brand story on East Bali Cashews products. The results of the analysis showed that empathy did not mediate the relationship between short brand stories and purchase intention ($ab = -0.38$, $p < 0.01$, 95% CI [-0.53, -0.26]).