

Pengaruh penggambaran wanita dalam iklan terhadap purchase decision wanita muslim Indonesia = The influence of women's depiction in advertising on the purchase decision of Indonesian muslim women

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Abstrak

Periklanan merupakan salah satu industri terbesar di dunia. Bisnis mengetahui bahwa salah satu penentu utama keberhasilan bisnis mereka adalah efektivitas iklan yang dikeluarkan. Namun, tidak semua iklan yang dikeluarkan suatu bisnis diterima dengan baik oleh masyarakat. Penggunaan daya tarik yang dianggap menyinggung tidak jarang dilakukan oleh pemasar, walaupun penerimaan daya tarik menyinggung itu tidak bersifat universal, dan dapat berbeda untuk masing-masing negara dan masing-masing gender. Maka, penelitian ini dilakukan untuk mengetahui apakah portrayal of women in ads, cultural & social diversity, ethical judgement, dan attitude towards portrayal memiliki pengaruh terhadap purchase decision wanita muslim di Indonesia. Serta, untuk mencari tahu apakah portrayal of women in ads dan ethical judgment memiliki pengaruh terhadap attitude towards portrayal. Data dari penelitian ini diuji dengan menggunakan metode PLS-SEM. Pengambilan data dilakukan dengan menyebarkan kuesioner online dan diisi secara individu oleh responden. Data dari 247 responden wanita muslim Indonesia memberi hasil bahwa portrayal of women in ads, cultural & social diversity dan attitude towards portrayal memiliki pengaruh terhadap purchase decision wanita muslim Indonesia. Dan juga, portrayal of women in ads memiliki pengaruh terhadap attitude towards portrayal iklan wanita muslim Indonesia.

.....Advertising is one of the largest industries in the world. Businesses know that one of the key factors to achieve success is through the effectiveness of their advertisements. However, not all advertisements issued by a business are well received by the public. The use of appeals that are considered offensive by marketers is quite common, however the acceptance of offensive appeals is not universal, and can be different for various countries and each gender. Thus, this study was conducted to determine whether portrayal of women in ads, cultural & social diversity, ethical judgment, and attitude towards portrayal affect the purchase decision of muslim women in Indonesia. And also, to find out whether portrayal of women in ads and ethical judgment have any influence on their attitude towards the portrayal The data from this study was tested using the PLS-SEM method. The data was collected by spreading online questionnaires and was individually filled in by the respondents. Data from 247 Indonesian muslim women respondents revealed that portrayal of women in ads, cultural & social diversity and attitude towards portrayal have an influence on the purchase decision of Indonesian muslim women. Also, portrayal of women in ads have an influence on the attitude towards portrayal of Indonesian muslim women.