

Pengaruh Banner Advertising Terhadap Brand Awareness dan Purchase Intention (Studi pada Pengguna Perangkat Mobile di DKI Jakarta) = The Effect of Banner Advertising toward Brand Awareness and Purchase Intention (Study on Mobile Device User in DKI Jakarta)

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20525281&lokasi=lokal>

Abstrak

Pesatnya perkembangan Information Communication Technology (ICT) memudahkan akses informasi dan komunikasi masyarakat. Hal ini dimanfaatkan perusahaan dalam pelaksanaan Integrated Marketing Communication (IMC) untuk menempatkan keterjangkauan informasi bagi konsumen. Salah satu media yang digunakan dalam pemasaran yaitu mobile advertisement berbentuk banner. Dalam memasang iklan banner ini diperlukan strategi yang baik seperti membuat konten banner yang bersifat informatif, menghibur, agar menciptakan kesadaran merk dan niat beli bagi konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh dimensi mobile banner advertisement terhadap advertising value dan menganalisis pengaruh advertising value terhadap brand awareness dan purchase intention. Metode penelitian ini ialah kuantitatif dengan penyebaran data dilakukan melalui penyebaran kuesioner kepada 156 responden yang merupakan pengguna laptop, smartphone, tablet yang memiliki pengalaman melihat mobile banner advertisement produk smartphone Samsung serta data dianalisa menggunakan Path Analysis-SPPS. Hasil penelitian ini yaitu dimensi mobile banner advertisement seperti credibility dan entertainment berpengaruh positif dan kuat terhadap advertising value, sedangkan informativeness, irritation, dan customization berpengaruh positif dan memiliki kekuatan yang sedang terhadap advertisement value. Di samping itu, advertising value berpengaruh positif dan kuat terhadap brand awareness dan purchase intention

.....The rapid development of Information Communication Technology (ICT) facilitates access to information and public communication. This is used by companies in the implementation of Integrated Marketing Communication (IMC) to place information affordability for consumers. One of the media used in marketing is a mobile advertisement in the form of a banner. In placing this banner ad, a good strategy is needed such as creating banner content that is informative, entertaining, in order to create brand awareness and purchase intention for consumers. This study aims to analyze the effect of the dimensions of the mobile banner advertisement on advertising value and analyze the effect of advertising value on brand awareness and purchase intention. This research method is quantitative with the distribution of data by distributing questionnaires to 156 respondents who are laptop, smartphone, tablet users who have experience viewing mobile banner advertisements for Samsung smartphone products and the data is analyzed using Path Analysis-SPPS. The result of this research is that the dimensions of mobile banner advertisement such as credibility and entertainment have a positive and strong effect on advertising value, while informativeness, irritation, and customization have a positive and moderate effect on advertisement value. In addition, advertising value has an effect on brand awareness and purchase intention