

# Variabel Anteseden pada Attitude Toward Femvertising dan Konsekuensinya terhadap Attitude Toward Brand, Purchase Intention serta e-WOM Intention = Attitude Toward Femvertising: Antecedents & Consequences

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## Abstrak

Femvertising (iklan yang menampilkan perempuan dengan citra positif dan memberdayakan) merupakan strategi pemasaran yang saat ini cukup marak digunakan oleh perusahaan. Dengan femvertising, diharapkan perusahaan akan terhubung dengan lebih baik dengan target konsumen dan mendapatkan sikap yang positif terhadap brand mereka. Penelitian ini bertujuan untuk menganalisis variabel anteseden dari attitude toward femvertising yaitu perceived congruence, perceived authenticity, public self-consciousness, social anxiety dan need for emotion dan bagaimana pengaruh sikap terhadap femvertising pada brand attitude, purchase intention dan e-WOM intention. Penelitian dilakukan dengan menyebarkan kuesioner pada 294 sampel, data diolah untuk kemudian dianalisis menggunakan SEM dan aplikasi AMOS. Hasil analisis menunjukkan bahwa perceived congruence, perceived authenticity dan public self-consciousness berpengaruh positif terhadap attitude toward femvertising, sedangkan social anxiety tidak berpengaruh secara signifikan dan need for emotion berpengaruh signifikan namun tidak secara positif. Ditemukan juga bahwa attitude toward femvertising berpengaruh positif secara signifikan terhadap brand attitude, purchase intention dan e-WOM intention. Penelitian ini memberikan kontribusi secara akademik dan implikasi manajerial mengenai strategi pemasaran dan periklanan dengan menggunakan isu pemberdayaan perempuan dan kesetaraan gender untuk menciptakan sikap yang positif sehingga berujung pada niat membeli.

.....Femvertising (ads that present women with an empowered and positive image) is a marketing strategy that is currently being widely used by companies. With femvertising, it is hoped that companies will better connect with target consumers and gain a positive attitude towards their brand. This study aims to analyze the antecedent variables of attitudes towards femvertising, namely perceived congruence, perceived authenticity, public self-consciousness, social anxiety and need for emotion and how attitudes towards femvertising influence brand attitudes, purchase intentions and e-WOM intentions. The research was carried out by distributing questionnaires to 294 samples, then the data was processed and analyzed using SEM and the AMOS application. The results show that perceived congruence, perceived authenticity and public self-consciousness have a positive effect on attitudes towards femvertising, while social anxiety has no significant effect and need for emotion has a significant but not positive effect. It was also found that attitudes towards femvertising has a significant positive effect on brand attitudes, purchase intentions and e-WOM intentions. This research contributes academically and has managerial implications regarding marketing and advertising strategies by using the issue of women's empowerment and gender equality to create positive attitudes that lead to purchase intentions.