

ABSTRACT

Tabitha Ruth Immanuel (00000002000)

CUSTOMERS' COGNITIVE PROCESSING ROUTE ON PERSUASIVE MESSAGES ABOUT RESIDENTIAL PROPERTIES

(xiv + 85 pages; 3 pictures; 35 table; 3 attachments)

Keywords: Cognitive Process, Elaboration Likelihood Model

The need for shelter had been one of the main concerns of human beings. As the growth of economy increases, residential property developers started to be established. These developers compete against each other, marketing their product as intensely as they could to the customers. Recently, one of the most popular ways to persuade potential buyers is by inviting them to an event called customer gathering. As customers receive the persuasive messages conveyed during customer gatherings, they will process the message cognitively either through Central Route or Peripheral Route, as stated by the Elaboration Likelihood Model.

This research aims to find out the cognitive route that customers take to process the persuasive message they attained during customer gatherings. This research uses the quantitative approach. Data collection is carried out through questionnaires distributed to customers attending customer gatherings.

From the research, it was concluded that customers process the persuasive message they attained during customer gatherings through both of the cognitive route stated by Elaboration Likelihood Model, which are the Central Route and Peripheral Route.

Reference: 44 (1943-2016)

ABSTRAK

Tabitha Ruth Immanuel (00000002000)

JALUR PROSES KOGNITIF PELANGGAN DALAM MEMPROSES PESAN PERSUASI MENGENAI PROPERTI RESIDENSI

(xiv + 85 halaman; 3 gambar; 35 tabel; 3 lampiran)

Kata kunci: Proses Kognitif, *Elaboration Likelihood Model*

Kebutuhan untuk tempat tinggal telah lama menjadi hal yang penting bagi manusia. Selaku perkembangan ekonomi, pengembang properti residensi juga ikut berkembang. Pengembang-pengembang tersebut terus bersaing, memasarkan produk mereka segencar-gencarnya. Belakangan ini, salah satu cara yang paling popular untuk meyakinkan pembeli adalah dengan mengundang mereka ke acara *customer gathering*. Seraya pelanggan menerima pesan persuasi yang disampaikan selama *customer gathering*, mereka akan memproses pesan tersebut secara kognitif, antara melalui *Central Route* atau *Peripheral Route* seperti yang dijelaskan oleh *Elaboration Likelihood Model*.

Penelitian ini bertujuan untuk mencari tahu proses kognitif pelanggan saat menerima pesan persuasi selama *customer gathering*. Penelitian ini menggunakan pendekatan kuantitatif, dengan pengumpulan data yang dilakukan melalui pembagian kuisioner kepada pelanggan yang hadir di *customer gathering*.

Dari penelitian ini, dapat disimpulkan bahwa pelanggan memproses pesan persuasi yang mereka terima selama *customer gathering* melalui kedua jalur kognitif yang terdapat dalam *Elaboration Likelihood Model*, yaitu *central route* dan *peripheral route*.

Referensi: 44 (1943-2016)