

ABSTRAK

Yuvi Angel (01033190022)

PENGARUH *PRODUCT PLACEMENT* TERHADAP *PURCHASE INTENTION* DENGAN *BRAND AWARENESS* SEBAGAI VARIABEL MEDIASI (STUDI EMPIRIS RESTORAN GOOBNE DALAM DRAMA KOREA “*BUSINESS PROPOSAL*”)

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(xiii + 82 halaman; 7 gambar; 23 tabel; 2 lampiran)

Dalam dunia sektor industri persaingan akan terus terjadi, sehingga perusahaan harus dapat menentukan strategi komunikasi pemasaran yang tepat untuk perusahaannya. Salah satu sektor industri pada bidang kuliner adalah restoran Goobne yang melakukan iklan terhadap produknya dengan strategi *product placement* dalam drama Korea “*Business Proposal*” yang rilis pada tahun 2020. Sehingga, terjadi fenomena dimana seseorang baru mengetahui Goobne dan tertarik ingin mencoba setelah menonton drama Korea tersebut, padahal restoran Goobne sudah ada di Indonesia sejak tahun 2018. Maka, perlu dilakukan penelitian yang sistematis dalam melihat pengaruh dari strategi *product placement* terhadap minat beli, serta *brand awareness*-nya. Tujuan penelitian ini adalah untuk mengetahui pengaruh dari *product placement* terhadap *purchase intention* yang dimediasi oleh *brand awareness*. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada responden yang sudah menonton drama Korea “*Business Proposal*”. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Pengolahan data dilakukan dengan menggunakan *Partial Least Square (PLS)* yang menggunakan *software SmartPLS*. Dari hasil pengujian yang telah dilakukan, maka didapatkan bahwa variabel *product placement* dan *brand awareness* memiliki pengaruh yang signifikan dan positif terhadap *purchase intention*. Variabel *product placement* memiliki pengaruh yang signifikan dan positif terhadap *brand awareness*. Sehingga, terbukti juga bahwa variabel *brand awareness* dapat memediasi hubungan antara variabel *product placement* dan variabel *purchase intention* secara signifikan dan positif.

Kata Kunci : *Product Placement, Purchase Intention, SmartPLS*

Referensi : 38 (2012-2022)

ABSTRACT

Yuvi Angel (01033190022)

THE INFLUENCE OF PRODUCT PLACEMENT ON PURCHASE INTENTION WITH BRAND AWARENESS AS A MEDIATION VARIABLE (EMPIRICAL STUDY OF GOOBNE RESTAURANT IN THE KOREA DRAMA “BUSINESS PROPOSAL”)

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In the world of the industrial sector, competition will continue to occur, so companies must be able to determine the right marketing communication strategy for their company. One of the industry sectors in the culinary field is the Goobne restaurant which advertises its products with a product placement strategy in the Korean drama "Business Proposal" which was released in 2020. Thus, there is a phenomenon where someone just knows Goobne and is interested in trying it after watching the Korean drama. , even though the Goobne restaurant has been in Indonesia since 2018. Thus, it is necessary to carry out systematic research to see the effectiveness of the product placement strategy on buying interest, as well as its brand awareness. The purpose of this study was to determine the effect of product placement on purchase intention which is mediated by brand awareness. Data collection was carried out by distributing questionnaires to respondents who had watched the Korean drama "Business Proposal". The sampling technique used is non-probability sampling with purposive sampling method. Data processing is carried out using Partial Least Square (PLS) using SmartPLS software. From the results of the tests that have been carried out, it is found that the product placement and brand awareness variables have a significant and positive influence on purchase intention. The product placement variable has a significant and positive influence on brand awareness. Thus, it is also proven that brand awareness variables can mediate the relationship between product placement variables and purchase intention variables significantly and positively.

Keywords : Product Placement, Purchase Intention, SmartPLS

Reference : 38 (2012-2022)