

ABSTRAK

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ANTESEDEN DARI PENGGUNAAN TEKNOLOGI INFORMASI UNTUK PROMOSI SERTA DAMPAKNYA PADA PENCAPAIAN TUJUAN PAMERAN DAGANG (STUDI PADA INDUSTRI MAKANAN DAN MINUMAN)

(Halaman;104 Gambar;8 Tabel;26 Lampiran;6)

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh variable-variabel yang terdiri dari *website design perception*, *firm-related motives for IT usage*, *customer oriented capability*, *competitor oriented capability* dan *social media use* terhadap penggunaan teknologi informasi untuk promosi dan melakukan *follow-up*. Kemudian dampak teknologi informasi untuk promosi dan melakukan *follow-up* dalam mencapai tujuan pameran dagang. Adapun model penelitian ini merupakan modifikasi dari penelitian terdahulu. Penelitian ini dilakukan di Indonesia pada 167 pelaku usaha/perusahaan yang bergerak di industri makanan dan minuman. Responden penelitian diambil dengan teknik *purposive sampling*, dimana diambil melalui instrument kuesioner yang disebarakan secara *online*. Data yang diperoleh kemudian dianalisis dengan metode PLS. Hasil temuan dari penelitian ini menunjukkan terdapat variable yang berpengaruh positif yang signifikan terhadap *IT usage for promotion and after-show follow-up* yaitu variabel *website design perception*, *firm-related motives for IT usage*, dan *social media use*. Sedangkan variabel *customer oriented capability* dan *competitor oriented capability* tidak signifikan berpengaruh positif terhadap *IT usage for promotion and after-show follow-up*. Dan *IT usage for promotion and after-show follow-up* mempunyai dampak terhadap *achievement of trade show objectives*. Temuan penelitian ini dapat memberikan implikasi manajerial bagi pelaku usaha/perusahaan makanan minuman dan dapat dikembangkan lebih lanjut pada penelitian.

Kata kunci : *website design perception*, *firm-related motives for IT usage*, *IT usage for promotion*, *achievement of trade show objectives*.

ABSTRACT

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ANTESEDEN DARI PENGGUNAAN TEKNOLOGI INFORMASI UNTUK PROMOSI SERTA DAMPAKNYA PADA PENCAPAIAN TUJUAN PAMERAN DAGANG (STUDI PADA INDUSTRI MAKANAN DAN MINUMAN)

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This study aim to analyze the influence of website design perception, firm-related motives for IT usage, customer oriented capability, competitor oriented capability dan social media use on IT usage for promotion and after-show follow-up. And then the impact of IT usage for promotion dan after-show follow-up on achievement of trade show objectives. The research model is a modification of previous research. This study was conducted in Indonesia on 167 business actors /companies which engaged in the food and beverage industry. Research respondents were taken by purposive sampling, which was taken through a questionnaire instrument distributed online. The data obtained were then analyzed with PLS method. The findings of this study indicate that there are variables that have a significant positive effect on IT usage for promotion and after-show follow-up were variabel website design perception, firm-related motives for IT usage, and social media use. furthermore variabel customer oriented capability dan competitor oriented capability not significantly have positive effect to IT usage for promotion and after-show follow-up. And IT usage for promotion dan after-show follow-up have an impact on achievement of trade show objectives. The findings of this study provide managerial implications for business actors / food and beverage companies and can be further developed in research.

Keywords : website design perception, firm-related motives for IT usage, IT usage for promotion, achievement of trade show objectives.