

ABSTRAK

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PENGARUH STIMULUS DAN *ORGANISM* TERHADAP *INTENTION TO INTERACT* DAN *INTENTION TO CONSUME HEALTHY FOOD*

(xiii + 165 halaman; 8 gambar; 35 tabel; 3 grafik, 6 lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh stimulus dan *organism* terhadap *intention to interact* dan *intention to consume healthy food*. Paradigma yang digunakan dalam penelitian adalah positivisme. Pendekatan yang digunakan pada penelitian yaitu kuantitatif. Penelitian ini menggunakan desain kausal karena ingin meneliti pengaruh antar variabel. Subjek penelitian yang digunakan pada penelitian ini yaitu responden yang berusia 17 tahun ke atas, mempunyai akun media sosial dan menggunakan akun media sosial dalam satu tahun terakhir serta aktif mencari informasi di internet melalui media sosial mengenai makanan sehat. Unit analisis yang digunakan pada penelitian ini yaitu individu yang akan menjadi representasi dari populasi subjek yang diteliti. Pada penelitian ini, skala *Likert* 1-5 akan digunakan sebagai metode pengukuran interval dan peneliti menggunakan kuesioner *online* untuk mengumpulkan data kuantitatif. Pada penelitian ini, populasi yang dituju adalah seluruh individu pengguna media sosial di Indonesia yang aktif berinteraksi dengan konten media sosial. Dalam penelitian ini, pengumpulan data dilakukan dengan menyebarkan kuesioner secara luas melalui *Google Forms*. Hasil penelitian menunjukkan bahwa *Informativeness* berpengaruh positif terhadap *social media advertising value*. *Entertainment* berpengaruh positif terhadap *social media advertising value*. *Credibility* berpengaruh positif terhadap *social media advertising value*. *Irritation* berpengaruh negatif terhadap *social media advertising value*. *Perceived ads personalization* berpengaruh positif terhadap *social media advertising value*. *Incentives* berpengaruh positif terhadap *social media advertising value*. *Social media advertising value* berpengaruh positif terhadap *attitude towards social media ads*. *Utilitarian eating value* berpengaruh positif terhadap *attitude towards social media ads*. *Hedonic eating value* tidak berpengaruh terhadap *attitude towards social media ads*. *Attitude towards social media ads* berpengaruh positif terhadap *intention to consume healthy food*. *Attitude towards social media ads* berpengaruh positif terhadap *intention to interact with social media ads*. *Attitude towards social media ads* berpengaruh positif terhadap *intention to buy healthy food product*. *Intention to consume healthy food* berpengaruh positif terhadap *intention to interact with social media ads*. *Intention to consume healthy food* berpengaruh positif terhadap *intention to buy healthy food product*.

Kata kunci : *informativeness*, *social media advertising value*, *attitude towards social media ads*, *utilitarian eating value*, *intention to consume healthy food*, *intention to interact with social media ads*, *intention to buy healthy food product*

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ABSTRACT

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THE EFFECT OF STIMULUS AND ORGANISM ON INTENTION TO INTERACT AND INTENTION TO CONSUME HEALTHY FOOD

(xiii + 165 pages; 8 figures; 35 tables; 3 graphs, 6 appendices)

This study aims to examine the influence of stimulus and organism on intention to interact and intention to consume healthy food. The paradigm used in the study is positivism. The approach used in the study is quantitative. This study uses a causal design because it wants to examine the influence between variables. The research subjects used in this study were respondents aged 17 years and over, had social media accounts and used social media accounts in the past year and were actively searching for information on the internet through social media about healthy food. The unit of analysis used in this study is the individual who will be a representation of the population of subjects studied. In this study, the Likert scale 1-5 will be used as an interval measurement method and researchers use online questionnaires to collect quantitative data. In this study, the target population is all individual social media users in Indonesia who actively interact with social media content. In this study, data collection was carried out by distributing questionnaires widely through Google Forms. The results showed that Informativeness has a positive effect on social media advertising value. Entertainment has a positive effect on social media advertising value. Credibility has a positive effect on social media advertising value. Irritation has a negative effect on social media advertising value. Perceived ads personalization has a positive effect on social media advertising value. Incentives have a positive effect on social media advertising value. Social media advertising value has a positive effect on attitude towards social media ads. Utilitarian eating value has a positive effect on attitude towards social media ads. Hedonic eating value has no effect on attitude towards social media ads. Attitude towards social media ads has a positive effect on intention to consume healthy food. Attitude towards social media ads has a positive effect on intention to interact with social media ads. Attitude towards social media ads has a positive effect on intention to buy healthy food products. Intention to consume healthy food has a positive effect on intention to interact with social media ads. Intention to consume healthy food has a positive effect on intention to buy healthy food products.

Key words : informativeness, social media advertising value, attitude towards social media ads, utilitarian eating value, intention to consume healthy food, intention to interact with social media ads, intention to buy healthy food product

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