

**PENGARUH DAYA TARIK EMOSIONAL IKLAN KOSMETIK
TERHADAP NIAT MEMBELI MELALUI SIKAP TERHADAP IKLAN
DAN SIKAP TERHADAP MEREK PADA PEREMPUAN REMAJA
AKHIR**

Monika Dika Praba Novintasari

ABSTRAK

Penelitian ini bertujuan untuk meneliti (1) pengaruh iklan kosmetik yang memiliki daya tarik emosional terhadap niat perempuan remaja akhir untuk membeli produk kosmetik melalui sikap terhadap iklan dan sikap terhadap merek (2) menguji peran sikap terhadap iklan dan sikap terhadap merek sebagai variabel mediator. Hipotesis yang diajukan dalam penelitian ini yaitu (1) ada perbedaan pengaruh daya tarik emosional iklan terhadap niat membeli. Daya tarik emosional positif akan memberikan pengaruh yang lebih besar daripada tanpa daya tarik emosional. Daya tarik emosional negatif akan memberikan pengaruh yang lebih kecil daripada tanpa daya tarik emosional. (2) sikap terhadap iklan dan merek merupakan variabel mediator antara daya tarik emosional iklan kosmetik terhadap niat membeli produk kosmetik. Subjek penelitian ini adalah mahasiswi angkatan 2011 Fakultas Psikologi Universitas Sanata Dharma, yang termasuk dalam tahap perkembangan remaja akhir, berjumlah 81 orang. Bentuk penelitian ini adalah eksperimen dengan *between subject design*, sehingga masing-masing subjek hanya mendapatkan satu perlakuan. Data dianalisis menggunakan SEM dengan bantuan LISREL 8.8. Hasil analisis data untuk uji model III diterima. Hal ini menunjukkan bahwa ada pengaruh daya tarik emosional iklan terhadap niat membeli dan ada mediasi sikap terhadap iklan dan sikap terhadap merek yang tidak dominan. Selain itu, pada hasil analisis didapatkan $\bar{X}_{\text{positif}} = 5.11$; $\bar{X}_{\text{negatif}} = 1.81$; $\bar{X}_{\text{non emsl}} = 2.85$. Ini berarti daya tarik emosional positif memberikan pengaruh yang lebih besar daripada tanpa daya tarik emosional dan daya tarik emosional negatif memberikan pengaruh yang lebih kecil daripada tanpa daya tarik emosional.

Kata kunci : daya tarik emosional, iklan, niat membeli, mediasi sikap

**THE INFLUENCE OF EMOTIONAL APPEAL OF COSMETIC'S
ADVERTISING ON BUYING INTENTION THROUGH ATTITUDE
TOWARD ADVERTISING AND ATTITUDE TOWARD BRAND IN LATE
FEMALE ADOLESCENT**

Monika Dika Praba Novintasari

ABSTRACT

Current research is aimed to investigate (1) the effect of emotional appeal of cosmetic's advertising on buying intention in late female adolescent through attitude toward advertising and attitude toward brand, (2) to examine the role of attitude toward advertising and attitude toward brand as mediator variable. The proposed hypotheses were (1) there were differences of the effect of emotional appeal of cosmetic's advertising to buying intention in late female adolescent. A positive emotional appeal had a bigger effect than non emotional appeals. A negative emotional appeal had a smaller effect than non emotional appeals, and (2) Attitude toward advertising and attitude toward brand were mediators between emotional appeals of cosmetic's advertising and buying intention. The subject of this research were first year students 2011 of psychology department in Sanata Dharma University, who were late female adolescent. The amount of subject were 81 people. This research used an experimental design called between subject designs, in that every subject only gets one treatment in one condition. The data was analyzed uses Structural Equation Modeling by LISREL 8.8. The results shown that model III was accepted. It means there were effect of emotional appeal of cosmetic's advertising on buying intention in late female adolescent and also there were mediation of attitude toward advertising and attitude toward brand. Both were not considered as having dominant mediation. The result also shown that $\bar{X}_{\text{Positive}} = 5.11$; $\bar{X}_{\text{negative}} = 1.81$; $\bar{X}_{\text{non emsl}} = 2.85$. It means that a positive emotional appeal has a bigger effect than non emotional appeal, and a negative emotional appeal has a smaller effect than non emotional appeal.

Keyword : emotional appeal, advertising, buying intention, mediation of attitude