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PENGARUH *SHORT VIDEO MARKETING* DAN *BRAND PERCEPTION* TERHADAP *BRAND ATTITUDE*
(Survei Pengikut pada Akun TikTok Wonderful Indonesia)

SKRIPSI

Diajukan untuk Memenuhi salah satu syarat
Memperoleh Gelar Sarjana Pendidikan



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PROGRAM STUDI PENDIDIKAN BISNIS
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UNIVERSITAS PENDIDIKAN INDONESIA
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Pendidikan pada Program Studi Pendidikan Bisnis

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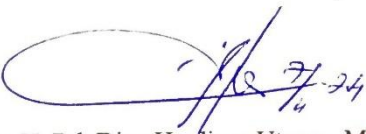
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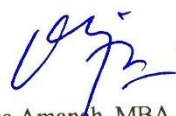
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TERHADAP BRAND ATTITUDE
(Survei Pengikut pada Akun TikTok Wonderful Indonesia)**

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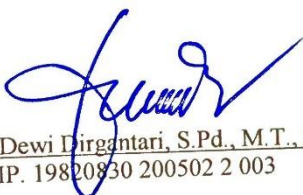
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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul "**Pengaruh Short Video Marketing dan Brand Perception Terhadap Brand Attitude (Survei Pengikut pada Akun TikTok Wonderful Indonesia)**" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, November 2024

Yang membuat pernyataan,



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ABSTRAK

Anisa Firdaus (2007486) “**Pengaruh *Short Video Marketing* dan *Brand Perception* Terhadap *Brand Attitude* (Survei Pengikut pada Akun TikTok Wonderful Indonesia)**” di bawah bimbingan Dr. H. Rd. Dian Herdiana Utama, M.Si. Dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan besaran pengaruh *short video marketing* dan *brand perception* terhadap *brand attitude* pada Pengikut Akun TikTok Wonderful Indonesia. Jenis penelitian yang digunakan deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 495.600 dengan sampel 348 responden yang merupakan pengikut Akun TikTok Wonderful Indonesia menggunakan teknik pengambilan sampel yaitu *simple random sampling*. Data diolah secara statistik menggunakan analisis linier berganda dengan bantuan software SPSS 29.0 for Windows. Hasil penelitian diketahui bahwa gambaran *short video marketing*, *brand perception*, dan *brand attitude* berada pada kategori baik. *Short video marketing* secara parsial memiliki pengaruh positif terhadap *brand attitude* dan *brand perception* memiliki pengaruh positif terhadap *brand attitude*. Sementara itu, secara simultan kedua variabel memiliki pengaruh positif terhadap *brand attitude*. Temuan pada penelitian ini menegaskan keberadaan *short video marketing* dan *brand perception* pada akun TikTok wonderful Indonesia mampu menaikkan tingkat *brand attitude*.

Kata kunci : *Short Video Marketing, Brand Perception, Brand Attitude*

ABSTRACT

Anisa Firdaus (2007486) "***The Influence of Short Video Marketing and Brand Perception on Brand Attitude (Survey of Followers on the Wonderful Indonesia TikTok Account)***" under the guidance of of Dr. H. Rd. Dian Herdiana Utama, M.Si. Dan Dr. Dita Amanah, MBA.

This research aims to obtain an overview and magnitude of the influence of short video marketing and brand perception on brand attitudes among followers of the Wonderful Indonesia TikTok account. The type of research used is descriptive and verification with a quantitative approach. The population in this study was 495,600 with a sample of 348 respondents who were followers of the Wonderful Indonesia TikTok account using a sampling technique, namely simple random sampling. The data was processed statistically using multiple linear analysis with the help of SPSS 29.0 for Windows software. The research results show that short video marketing descriptions, brand perceptions and brand attitudes are in the good category. Short video marketing partially has a positive influence on brand attitude and brand perception has a positive influence on brand attitude. Meanwhile, simultaneously both variables have a positive influence on brand attitude. The findings in this study confirm its existence. Short video marketing and brand perception on the TikTok Wonderful Indonesia account are able to increase the level of brand behavior.

Keywords: Short Video Marketing, Brand Perception, Brand Attitude

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Skripsi ini dibuat secara optimal dan sebaik mungkin yang diharapkan mampu memberikan sumbangsih di bidang pemasaran untuk para pembaca. Penulis menyadari masih banyak sekali kesalahan dalam penulisan maupun informasi yang disampaikan dalam skripsi ini. Untuk itu, penulis meminta saran dan kritik kepada semua pihak yang membaca agar kedepannya dapat lebih baik.

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