

PENGARUH *WEB ADVERTISING* TERHADAP *ONLINE PURCHASE INTENTION*

(Studi pada Pengunjung *Website Zilingo* di Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
Program Studi Pendidikan Bisnis



Oleh

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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2022**

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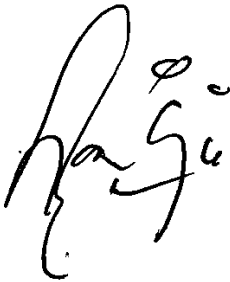
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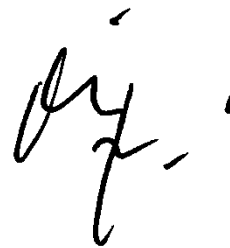
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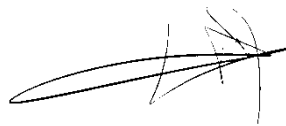
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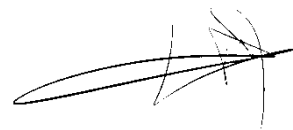
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini memyatakan bahwa skripsi dengan judul “Pengaruh *Web Advertising* terhadap *Online Purchase Intention* (Studi pada Pengunjung *Website Zilingo* di Indonesia)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

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ABSTRAK

Ilham Fathurahman (1700881), Pengaruh *Web Advertising* terhadap *Online Purchase Intention* (Studi pada Pengunjung *Website Zilingo* di Indonesia) dibawah bimbingan Prof. Dr. H. Hari Mulyadi, M.Si. dan Dr. Dita Amanah, MBA

Penelitian ini bertujuan untuk mengetahui Pengaruh *Web Advertising* terhadap *Online Purchase Intention*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu penggambaran dan pemaparan variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah *Online Purchase Intention* (Y) dan *Web Advertising* (X) sebagai variabel bebas. Populasi penelitian ini adalah pengunjung *website Zilingo* di Indonesia. Pengambilan sampel penelitian ini menggunakan metode *purposive sampling* (pengambilan sampel dengan menentukan kriteria tertentu) dengan menggunakan teknik *non-probability sampling* terhadap 400 pengunjung. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS versi 26.0 *for Windows*. Hasil temuan penelitian ini menunjukkan bahwa gambaran *Web Advertising* terhadap *Online Purchase Intention* berada pada kategori baik. Berdasarkan hasil penelitian, penulis merekomendasikan hal mengenai Pengaruh *Web Advertising* terhadap *Online Purchase Intention* yaitu *Dimensi Web Advertising* yang paling rendah tanggapan dari konsumen pengguna *Zilingo* yaitu dimensi *Content*, dan pada dimensi *Online Purchase Intention* paling rendah yaitu dimensi Ketertarikan mencari informasi tentang produk. Sehingga penulis merekomendasikan *website Zilingo* tetap mempertahankan kepercayaan pelanggannya terhadap komunikasi dua arah dan interaktif dengan konsumen, menampilkan konten-konten yang berkelas dan menarik sehingga pengunjung *website Zilingo* berkeinginan melakukan *Online Purchase Intention* pada produk-produk yang ditawarkan oleh *website Zilingo*.

Kata kunci: *Web Advertising* dan *Online Purchase Intention*

ABSTRACT

Ilham Fathurahman (170881), *The Effect of Web Advertising on Online Purchase Intention (Study on Zilingo Website Visitors in Indonesia)* under the guidance of Prof. Dr. H. Hari Mulyadi, M.Si. and Dr. Dita Amanah, MBA

This study aims to determine the effect of Web Advertising on Online Purchase Intention. The type of research used is descriptive verification, namely the description and exposure of the variables studied and then conclusions are drawn. The dependent variable in this study is Online Purchase Intention (Y) and Web Advertising (X) as independent variables. The population of this study are visitors to the Zilingo website in Indonesia. Sampling in this study used a purposive sampling method (sampling by determining certain criteria) using a non-probability sampling technique for 400 visitors. The analysis technique used is Structural Equation Modeling (SEM) analysis with IBM SPSS AMOS version 26.0 for Windows program tools. The findings of this study indicate that the description of Web Advertising on Online Purchase Intention is in the good category. Based on the results of the study, the authors recommend the influence of Web Advertising on Online Purchase Intention, namely the Web Advertising dimension with the lowest response from Zilingo consumers, namely the Content dimension, and the lowest Online Purchase Intention dimension, namely the Interest dimension in seeking information about products. So the author recommends the Zilingo website to maintain customer trust in two-way and interactive communication with consumers, displaying classy and attractive content so that Zilingo website visitors want to do Online Purchase Intentions on the products offered by the Zilingo website.

Keywords : *Web Advertising and Online Purchase Intention*

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