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**PENGARUH *MOBILE WEBSITE* DAN *ADVERTISING RECOGNITION* TERHADAP *ONLINE WILLINGNESS TO BUY* PRODUK LOKAL GEOFF MAX**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana Pendidikan Pada Program Studi Pendidikan Bisnis



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**2023**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana  
Pendidikan pada Program Studi Pendidikan Bisnis  
Fakultas Pendidikan Ekonomi dan Bisnis  
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**PENGARUH MOBILE WEBSITE DAN ADVERTISING  
RECOGNITION TERHADAP ONLINE WILLINGNESS TO BUY  
PRODUK LOKAL GEOFF MAX  
(Survei pada Followers Instagram local.communion)**

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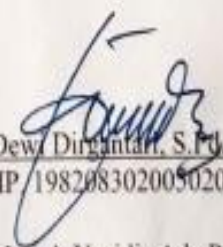
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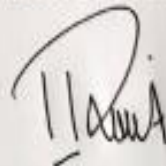
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## PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh *Mobile Website* dan *Advertising Recognition* Terhadap *Online willingness to buy* Produk Lokal Geoff Max (Survei pada *Followers Instagram local.communio*)**" beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

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

Bandung, Maret 2023

Yang membuat pernyataan,



Reza Ahmad Ferdiansyah

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## ABSTRAK

Reza Ahmad Ferdiansyah (1806716) “**Pengaruh *Mobile Website* dan *Advertising Recognition* Terhadap *Online Willingness To Buy* Produk Lokal Geoff Max**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *mobile website* dan *advertising recognition* terhadap *online willingness to buy* produk lokal Geoff Max. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 68.500 dengan sampel berjumlah 200 responden yang merupakan *followers* instagram local.communion dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *mobile website* dan *advertising recognition* memiliki pengaruh positif dan signifikan terhadap *online willingness to buy*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *mobile website* dan *advertising recognition* terhadap *online willingness to buy* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *mobile website* dan *advertising recognition* akan semakin baik juga *online willingness to buy* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *mobile website* paling tinggi dalam membentuk *online willingness to buy* adalah *trust* dan dimensi *mobile website* paling rendah dalam membentuk *online willingness to buy* adalah *attachment*. Dimensi *advertising recognition* yang memiliki kontribusi paling tinggi dalam membentuk *online willingness to buy* adalah *impact* serta yang paling rendah membentuk *online willingness to buy* adalah *emphaty*.

Kata kunci: *Mobile Website, Advertising Recognition, Online Willingness To Buy.*

## ABSTRACT

Reza Ahmad Ferdiansyah (1806716) "*The Influence of Mobile Website and Advertising Recognition on Online Willingness To Buy Geoff Max Local Products*" under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

*This study aims to obtain an overview and influence of mobile websites and advertising recognition on online willingness to buy local products Geoff Max's. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 68.500 with a sample of 200 respondents who were local.communio Instagram followers using a simple random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that mobile websites and advertising recognition have a positive and significant influence on online willingness to buy, this is indicated by the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between the mobile website and advertising recognition variables. on online willingness to buy simultaneously. It can be assumed that the better the company pays attention to mobile websites and advertising recognition, the better the online willingness to buy that appears to consumers for these companies. The highest contribution given by the mobile website variable in forming online willingness to buy is trust and the lowest mobile website dimension in forming online willingness to buy is attachment. The dimension of advertising recognition that has the highest contribution in shaping online willingness to buy is impact and the lowest in forming online willingness to buy is empathy.*

*Keywords: Mobile Website, Advertising Recognition, Online Willingness To Buy.*

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