

**THE IMPACT OF WEBSITE ADVERTISING  
VISUAL DESIGN TOWARDS ONLINE  
PURCHASE INTENTION ON  
POMELOFASHION.COM IN SURABAYA**



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SURABAYA  
2018**

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Addressed to  
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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA  
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FACULTY OF BUSINESS  
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# APPROVAL PAGE

## THESIS

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POMELOFASHION.COM IN SURABAYA

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Surabaya, 04 Jul 2018

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The author gives thanks to Jesus Christ for His blessings, wisdom and love so that the author can finish this thesis in marketing topic titled “The Impact of Website Advertising Visual Design towards Online Purchase Intention on Pomelofashion.com in Surabaya”. This thesis is written as one of the requirements for the author to be given the title in Bachelor of Management from Business Faculty of Widya Mandala Catholic University Surabaya.

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Surabaya, 2018

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## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh Desain Visual Iklan Website pada Sikap terhadap Iklan, Sikap terhadap Merek dan Minat Beli Online pada Pomelofashion.com di kota Surabaya. Penelitian ini adalah penelitian kausal. Metode pengambilan data dalam penelitian ini adalah *purposive sampling*. Sampel yang digunakan sebanyak 160 responden wanita yang pernah melihat iklan website pada Pomelofashion.com. Alat ukur yang digunakan berupa kuesioner terbuka yang bisa disebarakan melalui media online. Teknik Analisa dalam penelitian ini adalah Structural Equation Modeling dengan penggunaan alat uji LISREL 8.8.

Penelitian ini membuktikan bahwa Desain Visual Iklan Website memiliki pengaruh positif pada Sikap terhadap Iklan, Sikap terhadap Merek dan Minat Beli Online. Saran yang diajukan adalah untuk membuat iklan website yang mengandung desain visual yang menarik. Hal ini dikarenakan kesanggupan desain visual untuk meningkatkan sikap positif terhadap iklan dan merek yang nantinya akan berpengaruh terhadap Minat Beli Online.

**Kata Kunci: Desain Visual Iklan Website, Sikap terhadap Iklan, Sikap terhadap Merek dan Minat Beli Online**



## ABSTRACT

The purpose of this research is to analyse the impact of Website Advertising Visual Design towards Attitudes toward Advertising, Attitudes toward Brand and Online Purchase Intention on Pomelofashion.com in Surabaya. This research is a causal study. The sampling technique is purposive sampling. The total number of respondents are 160 female whose have seen website advertising of Pomelofashion.com. In order to participate in this research the respondents must fill out the questionnaire given by researcher. The analysis technique is Structural Equation Modeling with LISREL 8.8 as analysis tool.

The research proved that Website Advertising Visual Design has significant impact on Attitudes toward Advertising, Attitudes toward Brand and Online Purchase Intention. The suggestion is to create a website advertising that contained attractive visual design. As it can emerge the positive attitudes which later affected Online Purchase Intention.

**Keywords: Website Advertising Visual Design, Attitudes toward Advertising, Attitudes toward Brand and Online Purchase Intention**