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

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FOREWORDS

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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Author
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER PAGE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL PAGE</td>
<td>ii</td>
</tr>
<tr>
<td>VALIDATION PAGE</td>
<td>iii</td>
</tr>
<tr>
<td>AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER</td>
<td>iv</td>
</tr>
<tr>
<td>FOREWORDS</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLE</td>
<td>xii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xiii</td>
</tr>
<tr>
<td>LIST OF APPENDIX</td>
<td>xiv</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>xv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>xvi</td>
</tr>
<tr>
<td>CHAPTER 1 INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1. Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2. Problem Statement</td>
<td>7</td>
</tr>
<tr>
<td>1.3. Research Objectives</td>
<td>8</td>
</tr>
<tr>
<td>1.4. Research Significances</td>
<td>9</td>
</tr>
<tr>
<td>1.5. Systematic of Writing</td>
<td>9</td>
</tr>
</tbody>
</table>
3.2. Variables Identification

3.3. Variables Operational Definition

3.4. Variables Measurement

3.5. Type of Data and Sources

3.6. Tools and Methods of Data Collection Method

3.7. Population, Sample and Sampling Technique

3.8. Technique of Data Analysis

3.8.1 Normality Test

3.8.2 Overall Model Fit Test

3.8.3 Validity Test

3.8.4 Reliability Test

3.8.5 Structural Equation Model Fit Test

3.8.6 Hypothesis Test

CHAPTER 4 ANALYSIS AND DISCUSSION

4.1. Respondent Characteristics

4.2. Descriptive Statistic Variables

4.2.1 Descriptive Statistic Variable of Website Advertising Visual Design

4.2.2 Descriptive Statistic Variable of Attitudes toward Advertising

4.2.3 Descriptive Statistic Variable of Attitudes toward Brand

4.2.4 Descriptive Statistic Variable of Online Purchase Intention
4.3. Structural Equation Modeling Data Analysis ............ 46
  4.3.1 Normality Test ........................................... 46
  4.3.2 Overall Model Fit Test ................................. 48
  4.3.3 Validity Test ............................................. 49
  4.3.4 Reliability Test .......................................... 50
  4.3.5 Structural Equation Model Fit Test ................. 54
  4.3.6 Hypothesis Test .......................................... 55
4.4. Discussion .................................................. 57
  4.4.1 The impact of Website Advertising Visual Design on Attitudes toward Advertising ............... 57
  4.4.2 The impact of Website Advertising Visual Design on Attitudes toward Brand ....................... 59
  4.4.3 The impact of Website Advertising Visual Design on Online Purchase Intention ...................... 60
  4.4.4 The impact of Attitudes toward Advertising on Attitudes toward Brand ............................. 61
  4.4.5 The impact of Attitudes toward Advertising on Online Purchase Intention ......................... 63
  4.4.6 The impact of Attitudes toward Brand on Online Purchase Intention .................................. 64

CHAPTER 5 CONCLUSION AND SUGGESTION ............... 66
  5.1. Conclusion .................................................. 66
  5.2. Suggestion .................................................. 69
  5.2.1 Practical Suggestion ...................................... 69
5.2.2 Theoretical Suggestion.............................. 70

REFERENCES

APPENDIX
LIST OF TABLE

| Table 2.1                                      | 11 |
| Table 4.1                                     | 39 |
| Table 4.2                                     | 39 |
| Table 4.3                                     | 40 |
| Table 4.4                                     | 41 |
| Table 4.5                                     | 41 |
| Table 4.6                                     | 43 |
| Table 4.7                                     | 44 |
| Table 4.8                                     | 45 |
| Table 4.9                                     | 46 |
| Table 4.10                                    | 47 |
| Table 4.11                                    | 48 |
| Table 4.12                                    | 49 |
| Table 4.13                                    | 50 |
| Table 4.14                                    | 51 |
| Table 4.15                                    | 52 |
| Table 4.16                                    | 53 |
| Table 4.17                                    | 53 |
| Table 4.18                                    | 55 |
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figures</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figures 1.1</td>
<td>2</td>
</tr>
<tr>
<td>Figures 2.1</td>
<td>27</td>
</tr>
</tbody>
</table>
LIST OF APPENDIX

Appendix 1a. Questionnaire
Appendix 2. Respondent’s Characteristics
Appendix 3a. Respondents’ answer on Website Advertising Visual Design variable
Appendix 3b. Respondents’ answer on Attitudes toward Advertising and Attitudes toward Brand
Appendix 3c. Respondents’ answer on Online Purchase Intention
Appendix 4a. Frequency Based On Characteristic of Respondents
Appendix 4b. Descriptive Statistics
Appendix 5. Normality Test
Appendix 6. Output LISREL
Appendix 7. Estimates Diagram
Appendix 8. Standardized Solution Diagram
Appendix 9. T-Values Diagram
ABSTRAK


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