

**PENGARUH SIKAP TERHADAP IKLAN PADA SIKAP TERHADAP PERCOBAAN
DAN NIAT UNTUK MENCoba BELI PRODUK BARU BERDASAR TEORI
PERILAKU MENCoba BELI**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya kekhawatiran akan rendahnya tingkat penerimaan produk baru di kalangan konsumen. Beberapa studi membuktikan bahwa konsumen cenderung ragu untuk menerima produk dengan kualitas yang belum jelas. Di dalam penelitian ini, peneliti menggunakan Teori Perilaku Mencoba-beli (Bagozzi dan Warshaw, 1990) sebagai teori dasar yang mampu menjelaskan proses pembentukan niat konsumen untuk mencoba beli produk baru. Tidak hanya itu, peneliti juga mengusulkan konsep sikap terhadap iklan sebagai penjelas tambahan dalam menjelaskan pembentukan sikap seseorang terhadap percobaan beli produk baru. Besaran sampel yang digunakan dalam penelitian ini sejumlah 614 responden. Hasil penelitian menunjukkan bahwa variabel-variabel dalam Teori Perilaku Mencoba-beli mampu menjelaskan proses pembentukan niat seseorang untuk mencoba beli produk baru. Adapun demikian, konsep sikap terhadap iklan juga terbukti menjadi faktor pendukung dalam pembentukan sikap dan niat seseorang untuk mencoba beli produk baru. Secara tidak langsung penelitian ini menunjukkan bahwa iklan masih dianggap penting untuk digunakan dalam praktik penjualan bisnis.

Keywords: theory of trying, advertising, intention, new product

THE ROLE OF ADVERTISING IN TRYING TO BUY A NEW PRODUCT: A STUDY BASED ON THEORY OF TRYING

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ABSTRACT

This research is conducted based on marketer's concern about whether a new products offered by a company would be acceptable by its existing customers or not. These concerns arise since generally consumers tend to doubt the quality of a new product which is unobvious. Despite the overabundant and saturating advertising in today's market, this research tries to prove that advertising is still considered effective in strengthening consumers' intention to try a new product offered by a particular company. The most popular skin clinic in Indonesia named Natasha Skin Care was chosen to be the object of this research. The topic in this research is then discussed based on Theory of Trying developed by Bagozzi and Warshaw (1990), a theory that is still quite under-researched compared to the previous theory explaining about human actions such as Theory of Planned Behavior. By using the theory, consumer's motivation to achieve a specific goal will be tested simultaneously with attitude towards advertising in order to see their effects on attitude towards trying and their intention to buy the new products. Samples are 614 customers of Natasha Skin Care who have been using Natasha products, other than the new hair products, for at least 6 months. Results show that customers would have the intention to buy the new product if only they have a strong motivation to achieve a particular goal, in this case, try to get a good hair. In fact, advertising also becomes the important determinant to strengthen consumers' attitude toward trying a new product offered by the company, and also strengthening their intention to try. Recommendations from the study are that the content of advertising should be emphasized on elevating consumers' willingness to achieve a particular goal, and encouraging the consumers to think that the goal would be crucial for them in the future.

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