

## ABSTRAK

Penelitian ini menguji perbedaan *temporal distance* dan *construal level* terhadap *attitude toward the advertising*, *expected product quality* dan *purchase intention* iklan *green cosmetics product* menggunakan uji MANOVA yang kemudian dilanjutkan dengan menggunakan uji Regresi Linear Berganda dengan aplikasi SPSS 26.0. Penelitian ini menggunakan desain faktorial 2 (*far temporal distance* vs *near temporal distance*) x 2 (*abstract construal level* vs *concrete construal level*) dan mengumpulkan data dari 160 partisipan dari kalangan mahasiswa. Stimuli penelitian ini berupa skenario yang mana alur ceritanya teh dimanipulasi. Variabel terukur *attitude toward the advertising* (6 indikator), *expected product quality* (4 indikator), dan *purchase intention* (5 indikator) diukur dengan masing-masing skala Likert 5 poin. Dalam *main effect* penelitian ini ditemukan bahwa iklan dengan format yang berbeda akan memberikan pengaruh yang berbeda pada *attitude toward advertising* dan *expected product quality*. Pengaruh perbedaan jenis *near temporal distance* juga memberikan pengaruh yang berbeda pada *attitude toward the advertising*. Serta pengaruh perbedaan jenis *near temporal distance* juga memberikan pengaruh yang berbeda pada *expected product quality*. Penelitian ini juga menunjukkan bahwa tidak terdapat efek interaksi antara *temporal distance* dan *construal level* terhadap *attitude toward the advertising*. Tetapi penelitian ini menunjukkan bahwa terdapat efek interaksi antara *temporal distance* dan *construal level* terhadap *expected product quality*. Ditemukan pula bukti bahwa *attitude toward the advertising* dan *expected product quality* berpengaruh positif terhadap *purchase intention*.

**Kata kunci:** *temporal distance*, *construal level*, *attitude toward the advertising*, *expected product quality*, dan *purchase intention*, MANOVA, Regresi Linear Berganda.

**ABSTRACT**

*This study examines the differences in temporal distance and the level of constant attitude towards advertising, the expected product quality and the intention to purchase green cosmetics product advertisements using the MANOVA test which is then continued using the Multiple Linear Regression test with the application of SPSS 26.0. This research uses factorial design 2 (long temporal distance vs. near temporal distance) x 2 (level of abstract construction vs. level of concrete construction) and collects data from 160 participants from among students. The research stimulus is in the form of scenarios where the storyline has been manipulated. The attitude of the measured variables towards advertising (6 indicators), expected product quality (4 indicators), and purchase intention (5 indicators) was measured on a 5-point Likert scale. In the main effect of this study it was found that advertisements with different formats will have different effects on attitudes towards advertising and the expected product quality. The effects of various types of temporal proximity also have different effects on attitudes towards advertising. And the effect of various types of temporal proximity also has different effects on the expected product quality. This research also shows that there is no interaction effect between temporal distance and the construal level on attitudes towards advertising. But this study shows that there is an interaction effect between the temporal distance and the construal level on the expected product quality. Also found evidence that attitudes towards advertising and product quality are expected to have a positive effect on purchase intentions.*

**Kata kunci:** *temporal distance, construal level, attitude toward the advertising, expected product quality, and purchase intention, MANOVA, Multiple Linear Regression.*