ABSTRAK

Penelitian ini menguji efektivitas iklan berdasarkan perbedaan status merek dan model iklan dari produk *fashion* kepada *perceived quality* produk *fashion* menggunakan uji *Two Way ANOVA*, lalu dikaitkan dengan niat beli konsumen menggunakan uji regresi. Penelitian ini menggunakan desain faktorial 2(status merek) x2(*endorser*) x2(jenis produk) dan menggunakan teknik *random sampling* untuk mengumpulkan data dari 280 partisipan. Stimuli dibentuk melalui 3 proses yaitu pemilihan produk *fashion*, pemilihan *endorser*, dan pemilihan merek yang digunakan. Variabel terukur *perceived quality* dan niat beli diukur menggunakan masing-masing 5 indikator dengan skala Likert 5 poin. Di dalam penelitian ini, ditemukan bahwa terdapat perbedaan *perceived quality* pada status merek dan ukuran tubuh model iklan yang berbeda yang mana merek mewah dan *endorser* kurus memiliki *perceived quality* yang lebih baik daripada merek nonmewah dan *endorser* gemuk. Hal ini sejalan dengan penelitian sebelumnya yang menjelaskan bahwa merek mewah memiliki *perceived quality* yang lebih tinggi daripada merek nonmewah. Selain itu, perbedaan *perceived quality* pada *endorser* terbukti sesuai dengan teori *match up hypothesis* yang mana *perceived quality* produk *fashion* lebih baik jika diiklankan oleh *endorser* kurus. Selain itu, partisipan dengan mayoritas BMI normal cenderung kurus menyebabkan *endorser* kurus memiliki *perceived quality* yang lebih baik. Terlepas dari produk *fashion* apapun yang diiklankan, *perceived quality* produk tidak memiliki perbedaan apapun antarproduk karena kualitas produk tidak dapat berdiri sendiri, melainkan dipengaruhi oleh *extrinsic* dan *intrinsic cues* dari produk tersebut. Selanjutnya, *perceived quality* terbukti berpengaruh positif terhadap niat beli, sesuai dengan penelitian sebelumnya.

Kata kunci: *endorser*, *brand status*, *fashion*, *perceived quality*, *purchase intention*, *ANOVA*, *regression, match up hypothesis*

ABSTRACT

The present research is conducted to test the effectiveness of advertising based on the differences of brand status and endorser to perceived quality using a TwoWay ANOVA test and the effect of perceived quality to purchase intention using a simple linear regression test. A factorial design 2(brand status) x 2(endorser) x 2(product type) is drawn to create 8 stimulus. Data collection is made through random assignment technique to 280 students in a university in Indonesia as participants. Measured variables are perceived quality and purchase intention in which they are consisted of 5 questions each using 5 points Likert scale. The key finding of this research shows that there is a difference in perceived quality based on brand status and endorser used in advertising. Luxury brand and thin endorser have a higher perceived quality than nonluxury brand and fat endorser. It supports previous researches that luxury brand has a higher perceived quality than nonluxury brand. Moreover, based on the match up hypothesis theory, fashion products are better perceived when endorsed by a thin endorser. It also relates to the BMI of participants which is normal to thin in majority. Despite the differences of products advertised, the perceived quality is same because quality is assessed based on the extrinsic and intrinsic cues of the product, not the product itself. Besides, the regression test proves that perceived quality has a positive effect to purchase intention. Therefore, a better perceived quality product will be more likely to be purchased by consumers.

Keywords: endorser, brand status, fashion, perceived quality, purchase intention, ANOVA, regression, match up hypothesis