

PENGARUH *DESIGN COMPLEXITY* TERHADAP *ATTITUDES TOWARD AD*, *ATTITUDES TOWARD BRAND*, *DESTINATION IMAGE*, DAN *VISIT INTENTION* PADA DESTINASI WISATA CANDI JABUNG DI *INSTAGRAM*

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ABSTRAK

Penelitian ini menguji perbedaan *attitudes toward ad*, *attitudes toward brand*, dan *destination image* pada destinasi wisata berdasarkan strategi *design complexity low* dan *high* pada promosi destinasi wisata di Instagram menggunakan uji MANOVA, kemudian dikaitkan dengan *visit intention* konsumen menggunakan PLS. Pada penelitian ini digunakan satu...menggunakan teknik *random assignment* pada 200 partisipan mahasiswa. Sebelum dilakukan tes utama, pada penelitian ini dilakukan *pretest* untuk menentukan destinasi yang unik dan mengedukasi, kemudian dilanjutkan dengan cek manipulasi untuk memastikan bahwa partisipan memahami stimuli hasil manipulasi peneliti. Variabel terukur *attitudes toward ad* (3 indikator), *attitudes toward brand* (3 indikator) dan *destination image* (3 indikator) yang diukur dengan skala Likert 5 poin. Dalam penelitian ini, *main effect* ditemukan bahwa strategi *design complexity* yang berbeda baik *low* maupun *high* tidak menghasilkan perbedaan signifikan terhadap *attitudes toward ad*, *attitudes toward brand*, dan *destination image*. Kemudian, pada penelitian ini terbukti *attitudes toward ad* memiliki pengaruh terhadap *attitudes toward brand*, dan *attitudes toward ad*, *attitudes toward brand*, serta *destination image* berpengaruh positif terhadap *visit intention*.

Kata kunci: *design complexity*, *attitudes toward ad*, *attitudes toward brand*, *destination image*, *visit intention*, MANOVA, SEM.

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ABSTRACT

This research aims to test the different attitudes toward ad, attitudes toward brand, and destination image on destination object based on design complexity low and high strategy in Instagram advertisement by using MANOVA test then associated with consumer visit intention using SEM. This research collected data from 200 college students participants using random assignment technique. Before the main test was conducted, there were pretest to decide which destination is unique and educating, then manipulation check to ensure the participants understand about stimuli. Measurable variables of attitudes toward ad (3 indicators), attitudes toward brand (3 indicators), destination image (3 indicators), and visit intention (3 indicators) were measured with each 5 point Likert scale. Main effect of this research found that different strategy of design complexity result didn't significant different in attitudes toward ad, attitudes toward brand, and destination image. In the interaction effect found attitudes toward ad have positive effect on attitudes toward brand, then attitudes toward ad, attitudes toward brand, and destination image have positive effect on visit intention.

Keywords: design complexity, attitudes toward ad, attitudes toward brand, destination image, visit intention, MANOVA, SEM.