

**DAFTAR ISI**

|                                      | Halaman |
|--------------------------------------|---------|
| <b>HALAMAN JUDUL</b> .....           | i       |
| <b>LEMBAR PENGESAHAN</b> .....       | ii      |
| <b>PERNYATAAN</b> .....              | iii     |
| <b>DECLARATION</b> .....             | iv      |
| <b>KATA PENGANTAR</b> .....          | v       |
| <b>ABSTRAK</b> .....                 | viii    |
| <b>ABSTRACT</b> .....                | ix      |
| <b>DAFTAR ISI</b> .....              | x       |
| <b>DAFTAR TABEL</b> .....            | xv      |
| <b>DAFTAR GAMBAR</b> .....           | xvii    |
| <b>DAFTAR LAMPIRAN</b> .....         | xviii   |
| <b>BAB I PENDAHULUAN</b> .....       | 1       |
| 1.1 Latar Belakang Masalah .....     | 1       |
| 1.2 Rumusan Masalah .....            | 12      |
| 1.3 Tujuan Penelitian .....          | 13      |
| 1.4 Manfaat Penelitian .....         | 14      |
| 1.5 Sistematika Penulisan .....      | 14      |
| <b>BAB II TINJAUAN PUSTAKA</b> ..... | 16      |
| 2.1 Landasan Teori .....             | 16      |
| 2.1.1 Pemasaran .....                | 16      |

|       |                                                                                                                                                              |    |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 2.1.2 | Komunikasi Pemasaran .....                                                                                                                                   | 17 |
| 2.1.3 | Iklan.....                                                                                                                                                   | 18 |
| 2.1.4 | <i>Visual Aesthetics</i> .....                                                                                                                               | 21 |
| 2.1.5 | <i>Presentation Modality</i> .....                                                                                                                           | 23 |
| 2.1.6 | <i>Information Credibility</i> .....                                                                                                                         | 25 |
| 2.1.7 | <i>Consumer Trust</i> .....                                                                                                                                  | 27 |
| 2.1.8 | <i>Purchase Intention</i> .....                                                                                                                              | 28 |
| 2.2   | Penelitian Terdahulu .....                                                                                                                                   | 29 |
| 2.2.1 | <i>Aesthetic and Credibility in Web Site Design</i> .....                                                                                                    | 29 |
| 2.2.2 | <i>Can the Media Richness of a Privacy Disclosure Enhance Outcome? A Multifaceted View of Trust in Rich Media Environments</i> .....                         | 30 |
| 2.2.3 | <i>A Picture is Worth a Thousand Words: Source Credibility Theory Applied to Logo and Website Design for Heightened Credibility and Consumer Trust</i> ..... | 31 |
| 2.3   | Hubungan Antar Variabel .....                                                                                                                                | 32 |
| 2.3.1 | Hubungan <i>Visual Aesthetics</i> dan <i>Information Credibility</i> .....                                                                                   | 32 |
| 2.3.2 | Hubungan <i>Visual Aesthetics</i> dan <i>Consumer Trust</i> .....                                                                                            | 35 |
| 2.3.3 | Hubungan <i>Presentation Modality</i> dan <i>Information Credibility</i> .....                                                                               | 37 |

|                                                                                   |    |
|-----------------------------------------------------------------------------------|----|
| 2.3.4 Hubungan <i>Presentation Modality</i> dan <i>Consumer Trust</i> .....       | 38 |
| 2.3.5 Hubungan <i>Information Credibility</i> dan <i>Consumer Trust</i> .....     | 40 |
| 2.3.6 Hubungan <i>Information Credibility</i> dan <i>Purchase Intention</i> ..... | 41 |
| 2.3.7 Hubungan <i>Consumer Trust</i> dan <i>Purchase Intention</i> ....           | 42 |
| 2.4 Kerangka Konseptual .....                                                     | 43 |
| <b>BAB III METODE PENELITIAN</b> .....                                            | 44 |
| 3.1 Pendekatan Penelitian .....                                                   | 44 |
| 3.2 Desain Penelitian.....                                                        | 45 |
| 3.2.1 Desain Penelitian Eksperimen.....                                           | 45 |
| 3.2.2 Stimuli Penelitian .....                                                    | 47 |
| 3.3 Identifikasi Variabel.....                                                    | 49 |
| 3.3.1 Variabel Eksogen .....                                                      | 49 |
| 3.3.2 Variabel Endogen.....                                                       | 49 |
| 3.4 Definisi Operasional.....                                                     | 49 |
| 3.4.1 <i>Visual Aesthetics</i> .....                                              | 49 |
| 3.4.2 <i>Presentation Modality</i> .....                                          | 50 |
| 3.4.3 <i>Information Credibility</i> .....                                        | 50 |
| 3.4.4 <i>Consumer Trust</i> .....                                                 | 51 |
| 3.4.5 <i>Purchase Intention</i> .....                                             | 51 |
| 3.5 Jenis dan Sumber Data .....                                                   | 52 |

|               |                                                                  |    |
|---------------|------------------------------------------------------------------|----|
| 3.6           | Partisipan Penelitian.....                                       | 52 |
| 3.7           | Prosedur Pengambilan Data .....                                  | 54 |
| 3.8           | Teknik Analisis .....                                            | 55 |
| 3.8.1         | Uji MANOVA.....                                                  | 55 |
| 3.8.2         | Uji SEM .....                                                    | 57 |
| 3.8.2.1       | Uji Validitas dan Uji Realibilitas .....                         | 57 |
| 3.8.2.2       | <i>Structural Equation Model (SEM)</i> .....                     | 58 |
| 3.8.2.3       | Kecocokan Keseluruhan Model ( <i>Overall Model Fit</i> ).....    | 60 |
| 3.8.2.4       | <i>Structural Model Fit</i> .....                                | 62 |
| <b>BAB IV</b> | <b>ANALISIS DATA DAN PEMBAHASAN</b> .....                        | 63 |
| 4.1           | Gambaran Umum Objek Penelitian .....                             | 63 |
| 4.2           | <i>Pre – Eliminary Test</i> .....                                | 64 |
| 4.3           | Gambaran Umum Responden .....                                    | 67 |
| 4.4           | Analisis Deskripsi .....                                         | 72 |
| 4.4.1         | Variabel <i>Information Credibility</i> .....                    | 73 |
| 4.4.2         | Variabel <i>Consumer Trust</i> .....                             | 74 |
| 4.4.3         | Variabel <i>Purchase Intention</i> .....                         | 75 |
| 4.5           | Analisis <i>Multivariate Analysis of Variance (MANOVA)</i> ..... | 76 |
| 4.5.1         | Uji Asumsi MANOVA .....                                          | 76 |
| 4.5.2         | Uji Perbedaan MANOVA .....                                       | 79 |
| 4.6           | Analisis <i>Sructural Equation Modelling (SEM)</i> .....         | 83 |
| 4.6.1         | <i>Measurement Model</i> .....                                   | 83 |

|                       |                                                                                                                            |     |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------|-----|
| 4.6.2                 | <i>Structural Model</i> .....                                                                                              | 85  |
| 4.6.2.1               | Uji Asumsi SEM .....                                                                                                       | 85  |
| 4.6.2.2               | Uji <i>Goodness of Fit</i> Model.....                                                                                      | 87  |
| 4.6.2.3               | Uji Kausalitas .....                                                                                                       | 89  |
| 4.7                   | Ringkasan Hasil Uji Hipotesis .....                                                                                        | 90  |
| 4.8                   | Pembahasan.....                                                                                                            | 91  |
| 4.8.1                 | Pengaruh Perbedaan <i>Visual Aesthetics</i> Terhadap<br><i>Information Credibility</i> dan <i>Consumer Trust</i> .....     | 91  |
| 4.8.2                 | Pengaruh Perbedaan <i>Presentation Modality</i> Terhadap<br><i>Information Credibility</i> dan <i>Consumer Trust</i> ..... | 92  |
| 4.8.3                 | Hubungan <i>Information Credibility</i> dan <i>Consumer<br/>Trust</i> .....                                                | 93  |
| 4.8.4                 | Hubungan <i>Information Credibility</i> dan <i>Purchase<br/>Intention</i> .....                                            | 94  |
| 4.8.5                 | Hubungan <i>Consumer Trust</i> dan <i>Purchase Intention</i> ....                                                          | 95  |
| <b>BAB V</b>          | <b>PENUTUP</b> .....                                                                                                       | 96  |
| 5.1                   | Simpulan .....                                                                                                             | 96  |
| 5.2                   | Saran.....                                                                                                                 | 97  |
| 5.2.1                 | Bagi Pihak Akademisi.....                                                                                                  | 97  |
| 5.2.2                 | Bagi Pihak Pemasar.....                                                                                                    | 98  |
| 5.3                   | Keterbatasan dan Saran Bagi Penelitian Berikutnya.....                                                                     | 99  |
| <b>DAFTAR PUSTAKA</b> | .....                                                                                                                      | 100 |
| <b>LAMPIRAN</b>       | .....                                                                                                                      | 104 |

## DAFTAR TABEL

| Tabel                                                                      | Halaman |
|----------------------------------------------------------------------------|---------|
| 3.1 Desain Faktorial .....                                                 | 47      |
| 3.2 Kelompok Perlakuan Desain Faktorial .....                              | 53      |
| 4.1 <i>Pre-Eliminary Test</i> Penelitian Stimuli 1 .....                   | 64      |
| 4.2 <i>Pre-Eliminary Test</i> Penelitian Stimuli 2 .....                   | 65      |
| 4.3 <i>Pre-Eliminary Test</i> Penelitian Stimuli 3 .....                   | 65      |
| 4.4 <i>Pre-Eliminary Test</i> Penelitian Stimuli 4 .....                   | 66      |
| 4.5 Profil Jenis Kelamin Responden .....                                   | 67      |
| 4.6 Profil Usia Responden.....                                             | 65      |
| 4.7 Profil Pekerjaan Responden .....                                       | 69      |
| 4.8 Profil Pendidikan Responden.....                                       | 70      |
| 4.9 Profil Penghasilan Responden.....                                      | 71      |
| 4.10 Kategori Rata-Rata Jawaban Responden .....                            | 72      |
| 4.11 Nilai <i>Mean</i> Variabel <i>Information Credibility</i> .....       | 73      |
| 4.12 Nilai <i>Mean</i> Variabel <i>Consumer Trust</i> .....                | 74      |
| 4.13 Nilai <i>Mean</i> Variabel <i>Purchase Intention</i> .....            | 75      |
| 4.14 Uji Normalitas Data .....                                             | 77      |
| 4.15 Box's M MANOVA.....                                                   | 78      |
| 4.16 <i>Levene Test</i> .....                                              | 78      |
| 4.17 <i>Multivariate Test</i> .....                                        | 79      |
| 4.18 <i>Difference Test</i> Berdasarkan <i>Visual Aesthetics</i> .....     | 80      |
| 4.19 <i>Difference Test</i> Berdasarkan <i>Presentation Modality</i> ..... | 81      |

|                                                                                                                      |    |
|----------------------------------------------------------------------------------------------------------------------|----|
| 4.20 <i>Difference Test</i> Berdasarkan Interaksi <i>Visual Aesthetics</i> dan<br><i>Presentation Modality</i> ..... | 82 |
| 4.21 Hasil Uji <i>Convergent Validity dan Reliability Latent Variable</i> dan<br><i>Discriminant Validity</i> .....  | 84 |
| 4.22 Hasil Uji <i>Multivariate Outlier</i> Menggunakan <i>Mahalanobis Distance</i> ...                               | 86 |
| 4.23 Hasil Uji <i>Normality</i> .....                                                                                | 87 |
| 4.24 Hasil Pengujian <i>Goodness of Fit</i> Pada <i>Structural Model</i> .....                                       | 88 |
| 4.25 <i>Regression Weight</i> dan <i>Standardized Regression Weight</i> .....                                        | 89 |
| 4.26 Rangkuman Uji Hipotesis .....                                                                                   | 91 |

**DAFTAR GAMBAR**

| Gambar                                                           | Halaman |
|------------------------------------------------------------------|---------|
| 1.1 <i>Classical Aesthtics &amp; Expressive Aesthetics</i> ..... | 8       |
| 2.1 Kerangka Konseptual .....                                    | 43      |
| 4.1 <i>Structural Model</i> .....                                | 88      |



**DAFTAR LAMPIRAN**

| Lampiran                                          | Halaman |
|---------------------------------------------------|---------|
| 1. Kuesioner Penelitian .....                     | 107     |
| 2. Data Penelitian .....                          | 111     |
| 3. Uji Validitas dan Reliabilitas .....           | 117     |
| 4. <i>Pre-Eliminary Test</i> .....                | 125     |
| 5. Profil Responden .....                         | 128     |
| 6. Tanggapan Responden .....                      | 130     |
| 7. <i>Multivariate Analysis of Variance</i> ..... | 146     |
| 8. <i>Structural Equational Modeling</i> .....    | 151     |