

**PENGARUH DIMENSI *MARKETING COMMUNICATION ADVERTISING* TERHADAP *PERCEIVED ADVERTISING VALUE* IKLAN TOKOPEDIA DI MEDIA SOSIAL
(Studi Pada Generasi Z di Kota Padang)**

Skripsi

*Diajukan Untuk Memenuhi Salah Satu Syarat Guna
Memperoleh Gelar Sarjana Manajemen*



Oleh:

ARIF SUCIPTO
1810011211235

**JURUSAN MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BUNG HATTA
PADANG
2022**

TANDA PERSETUJUAN SKRIPSI

Dengan ini Pembimbing Skripsi dan Dekan Fakultas Ekonomi dan Bisnis Universitas Bung Hatta menyatakan :

Nama : Arif Sucipto

Npm : 1810011211235

Program Studi : Strata Satu (S1)

Jurusan : Manajemen

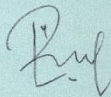
Judul Skripsi : Pengaruh Dimensi *Marketing Communication Advertising* Terhadap *Perceived Advertising Value* Iklan Tokopedia di Media Sosial (Studi Pada Generasi Z di Kota Padang)

Telah disetujui Skripsinya sesuai dengan prosedur, ketentuan dan kelaziman yang berlaku yang telah diuji dan dinyatakan **LULUS** dalam ujian komprehensif pada hari Selasa, 26 Juli 2022.

Disetujui oleh,

Pembimbing

Dekan Fakultas Ekonomi dan Bisnis
Universitas Bung Hatta



Purbo Jadmiko, S.E., M.Sc



Dr. Gwi Febrina Harahap, SE., M.Si

**PENGARUH DIMENSI *MARKETING COMMUNICATION ADVERTISING*
TERHADAP *PERCEIVED ADVERTISING VALUE* IKLAN
TOKOPEDIA DI MEDIA SOSIAL
(Studi Pada Generasi Z Di Kota Padang)**

Arif Sucipto¹, Purbo Jadmiko, S.E., M.Sc²
Prodi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Bung Hatta
E-mail: arifsucipto735@gmail.com , purbojadmiko@bunghatta.ac.id

ABSTRAK

Penelitian ini bertujuan untuk membuktikan dan menganalisis pengaruh dimensi *marketing communication advertising* terhadap *perceived advertising value* iklan Tokopedia di Media Sosial. Penelitian ini dilakukan pada generasi Z di Kota Padang. Pada penelitian ini digunakan beberapa orang generasi Z yang berdomisili di Kota Padang. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner secara langsung kepada generasi Z yang pernah berbelanja melalui *platform* Tokopedia. Metode analisis data yang digunakan adalah regresi berganda dan pengujian t-statistik yang diolah dengan bantuan program SPSS, Berdasarkan hasil pengujian hipotesis pertama ditemukan Dimensi *marketing communication advertising* yang diukur dengan *informativeness* berpengaruh positif terhadap *perceived advertising value* Iklan Tokopedia melalui media sosial menurut penilaian generasi Z di Kota Padang. Pada pengujian hipotesis kedua ditemukan Dimensi *marketing communication advertising* yang diukur dengan *entertainment* berpengaruh positif terhadap *perceived advertising value* Iklan Tokopedia melalui media sosial menurut penilaian generasi Z di Kota Padang sedangkan pada pengujian hipotesis ketiga ditemukan Dimensi *marketing communication advertising* yang diukur dengan *credibility* tidak berpengaruh terhadap *perceived advertising value* Iklan Tokopedia melalui media sosial menurut penilaian generasi Z di Kota Padang.

Kata Kunci : *Marketing Communication Advertising, Perceived Advertising Value.*

**THE EFFECT OF MARKETING COMMUNICATION ADVERTISING
DIMENSIONS ON PERCEIVED ADVERTISING VALUE
TOKOPEDIA ON SOCIAL MEDIA
(Study on Generation Z in Padang City)**

Arif Sucipto¹, Purbo Jadmiko, S.E., M.Sc²
**Management Study Program, Faculty of Economics and Business, Bung
Hatta University**

E-mail: arifsucipto735@gmail.com , purbojadmiko@bunghatta.ac.id

ABSTRACT

This study aims to prove and analyze the influence of the marketing communication advertising dimensions on the perceived advertising value of Tokopedia advertisements on social media. This research was conducted on Generation Z in Padang City. In this study, several generation Z people who live in the city of Padang were used. The data used is primary data obtained through distributing questionnaires directly to Generation Z who have shopped through the Tokopedia platform. The data analysis method used is multiple regression and t-statistical testing which is processed with the help of the SPSS program. Based on the results of the first hypothesis testing, it was found that the dimensions of marketing communication advertising as measured by informativeness have a positive effect on Tokopedia's perceived advertising value through social media according to the assessment of Generation Z in the City. field. In testing the second hypothesis, it was found that the dimensions of marketing communication advertising as measured by entertainment had a positive effect on Tokopedia's perceived advertising value through social media according to the assessment of Generation Z in Padang City, while in testing the third hypothesis it was found that the dimensions of marketing communication advertising as measured by credibility had no effect on perceived advertising value. Tokopedia through social media according to the assessment of Generation Z in the City of Padang.

Keywords : Marketing Communication, Perceived Advertising Value.

DAFTAR ISI

HALAMAN PENGESAHAN.....	iii
ABSTRAK.....	iii
ABSTRACT.....	iv
KATA PENGANTAR.....	iv
DAFTAR ISI.....	vii
DAFTAR GAMBAR.....	ix
DAFTAR TABEL.....	8
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Masalah.....	Error! Bookmark not defined.
1.2 Perumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA DAN PENGEMBANGAN HIPOTESIS	Error!
Bookmark not defined.	
2.1 <i>E-Marketing</i>	Error! Bookmark not defined.
2.1 Generasi Z.....	12
2.3 <i>Perceived Advertising Value</i>	Error! Bookmark not defined.
2.3.1 Definisi <i>Perceived Advertising Value</i> .	Error! Bookmark not defined.
2.3.2 Faktor Faktor yang Mempengaruhi <i>Perceived Advertising Value</i>	Error! Bookmark not defined.
2.4 <i>Marketing Communication Advertising</i>	Error! Bookmark not defined.
2.4.1 Definisi <i>Marketing Communication Advertising</i> ..	Error! Bookmark not defined.
2.4.2 Strategi Melaksanakan <i>Marketing Communication Advertising</i>	Error!
2.4.3 Dimensi <i>Marketing Communication Advertising</i> .	Error! Bookmark not defined.
2.5 Pengembangan Hipotesis.....	Error! Bookmark not defined.
2.5.1 Pengaruh <i>informativeness</i> Terhadap <i>Perceived Advertising Value</i>	Error! Bookmark not defined.

2.5.2	Pengaruh <i>Entertainment</i> Terhadap <i>Perceived Advertising Value</i>	Error! Bookmark not defined.
2.5.3	Pengaruh <i>Credibility</i> Terhadap <i>Perceived Advertising Value</i>	Error! Bookmark not defined.
2.6	Kerangka Konseptual	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Jenis Penelitian	Error! Bookmark not defined.
3.2	Populasi dan Sampel	Error! Bookmark not defined.
3.2.1	Populasi	Error! Bookmark not defined.
3.2.2	Sampel	Error! Bookmark not defined.
3.3	Teknik Pengambilan Sampel	Error! Bookmark not defined.
3.4	Jenis dan Sumber Data	Error! Bookmark not defined.
3.5	Definisi Operasional Variabel dan Pengukuran Variabel	Error! Bookmark not defined.
3.6	Skala Pengukuran	Error! Bookmark not defined.
3.7	Uji Instrumen	Error! Bookmark not defined.
3.7.1	Uji Validitas	Error! Bookmark not defined.
3.7.2	Uji Reliabilitas	Error! Bookmark not defined.
3.8	Metode Analisis Data	Error! Bookmark not defined.
3.8.1	Uji Normalitas	Error! Bookmark not defined.
3.8.2	Analisis Model Regresi Linear Berganda	Error! Bookmark not defined.
3.9	Pengujian Hipotesis (Uji t-statistik)	Error! Bookmark not defined.
BAB IV ANALISIS HASIL DAN PEMBAHASAN		Error! Bookmark not defined.
4.1	Demografis Responden	Error! Bookmark not defined.
4.2	Uji Instrumen	Error! Bookmark not defined.
4.2.1	Hasil Pengujian Validitas	Error! Bookmark not defined.
4.2.2	Hasil Pengujian Reliabilitas	Error! Bookmark not defined.
4.3	Statistik Deskriptif	Error! Bookmark not defined.
4.5	Pembahasan	Error! Bookmark not defined.

4.5.1 Pengaruh *Informativeness* Terhadap *Perceived Advertising Value* Iklan Tokopedia Pada Generasi Z di Kota Padang **Error! Bookmark not defined.**

4.5.2 Pengaruh *Entertainment* Terhadap *Perceived Advertising Value* Iklan Tokopedia Pada Generasi Z di Kota Padang **Error! Bookmark not defined.**

4.5.3 Pengaruh *Credibility* Terhadap *Perceived Advertising Value* Iklan Tokopedia Pada Generasi Z di Kota Padang **..Error! Bookmark not defined.**

BAB V PENUTUP Error! Bookmark not defined.

5.1 Kesimpulan **Error! Bookmark not defined.**

5.2 Implikasi **Error! Bookmark not defined.**

5.3 Keterbatasan Penelitian **Error! Bookmark not defined.**

5.4 Saran **Error! Bookmark not defined.**

DAFTAR PUSTAKA Error! Bookmark not defined.

LAMPIRAN Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1 *Top Brand Website* Online Indonesia Tahun 2018 – 2020.. **Error! Bookmark not defined.**

Gambar 2.1 Kerangka Konseptual..... **Error! Bookmark not defined.**

DAFTAR TABEL

- Tabel 3.1 Definisi Operasional dan Pengukuran Variabel **Error! Bookmark not defined.**
- Tabel 3.2 Skala Pengukuran..... **Error! Bookmark not defined.**
- Tabel 3.3 Kriteria *Factor Loading*..... **Error! Bookmark not defined.**
- Tabel 4.1 Prosedur Penyebaran Kuesioner..... **Error! Bookmark not defined.**
- Tabel 4.2 Demografis Responden..... **Error! Bookmark not defined.**
- Tabel 4.3 Pengujian Validitas *Perceived Advertising Value* **Error! Bookmark not defined.**
- Tabel 4.4 Pengujian Validitas Variabel *Informativeness* **Error! Bookmark not defined.**
- Tabel 4.5 Pengujian Validitas Variabel *Entertainment* **Error! Bookmark not defined.**
- Tabel 4.6 Pengujian Validitas Variabel *Credibility* **Error! Bookmark not defined.**
- Tabel 4.7 Hasil Pengujian Reliabilitas..... **Error! Bookmark not defined.**
- Tabel 4.8 Statistik Deskriptif Variabel..... **Error! Bookmark not defined.**
- Tabel 4.9 Hasil Pengujian Hipotesis..... **Error! Bookmark not defined.**