

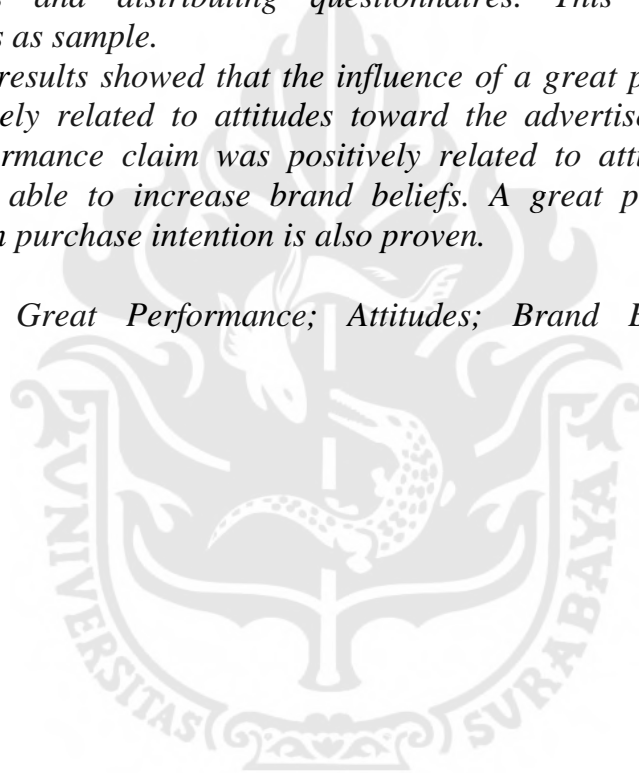
ABSTRACT

This study aims to identify and analyze the impact of an environmentally friendly advertising claim vs great performance claim on purchase intentions of lamps with Philips brand in Surabaya.

Data processing is performed by using Manova, one way Anova, and independent sample t-test with SPSS 18.0 software for Windows. This research hypothesis testing aims to see significance value from one way ANOVA test. Data obtained directly from participants who meet the characteristics of the population that is determined by conducting experiments and distributing questionnaires. This study used 134 participants as sample.

The results showed that the influence of a great performance claim was positively related to attitudes toward the advertisement. Further, a great performance claim was positively related to attitudes toward the brand and able to increase brand beliefs. A great performance claim influence on purchase intention is also proven.

Keywords: Great Performance; Attitudes; Brand Beliefs; Purchase Intention



INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis dampak dari iklan dengan klaim pemasaran ramah lingkungan vs kinerja hebat terhadap niat beli lampu merek Philips di Surabaya.

Pengolahan data dilakukan dengan menggunakan Manova, *one way Anova*, dan *independent t-test* dengan *software SPSS 18.0 for Windows*. Pengujian hipotesis penelitian ini melihat nilai signifikansi dari uji *one way Anova*. Data diperoleh secara langsung dari partisipan yang memenuhi karakteristik populasi yang ditentukan dengan melakukan eksperimen dan membagikan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 134 partisipan.

Hasil penelitian ini menunjukkan adanya pengaruh *A great performance claim* memiliki hubungan positif terhadap *attitudes toward the advertisement*. Selanjutnya *A great performance claim* memiliki hubungan positif terhadap *attitudes toward the brand* yang dapat meningkatkan *brand beliefs*. Selibuhnya, *A great performance claim* berpengaruh terhadap *purchase intention* juga terbukti.

Kata kunci: *Great Performance; Attitudes; Brand Beliefs; Purchase Intention*