

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *Advertising of Online Gambling* dan *Compulsive Consumption* berdasarkan kategori, *Problem Gambling* pengguna situs perjudian bola di Indonesia. Penelitian ini menggunakan pendekatan *snowball sampling*, dimana sampel berupa responden yang menggunakan dan pernah melakukan perjudian bola online selama 1 tahun terakhir yang berdomisili di Indonesia. Responden penelitian ini berjumlah 250 orang. Analisis dalam penelitian ini menggunakan uji beda F (ANOVA) dan diolah menggunakan *software SPSS* versi 18.0 *for Windows*.

Hasil penelitian ini menunjukkan bahwa *Advertising of Online Gambling* dan *Compulsive Consumption* dipengaruhi kategori *Problem Gambling*. Partisipan menunjukkan dampak positif dan signifikan terhadap respon *Advertising of Online Gambling* dipengaruhi oleh kategori *Problem Gambling* dan tingkat perilaku *Compulsive Consumption* juga dipengaruhi kategori *Problem Gambling*.

Kata kunci : *Sports betting, Gambling, Problem gambling, Football, Advertising, Promotion*

## **ABSTRACT**

*This study aimed to examine the differences in response to the advertising of online gambling and compulsive consumption affected by the category of problem gambling of football betting site users in Indonesia. This study using snowball sampling approach, in which a sample of respondents who use and do betting on football betting site users within the last 1 year who lives in Indonesia. Respondents in this study amounted to 250 people. The analysis in this study used an analysis of variance F test (ANOVA) and processed using SPSS software version 18.0 for Windows.*

*These results indicate that the response to the advertising of online gambling and compulsive consumption affected by the category of problem. Participation has a positive and significant impact on response to the advertising of online gambling affected by the category of problem and also compulsive consumption.*

*Keyword : Sports betting, Gambling, Problem gambling, Football, Advertising, Promotion*