

BM62G3 – PERILAKU KONSUMEN

# ATTITUDES AND INFLUENCING ATTITUDES

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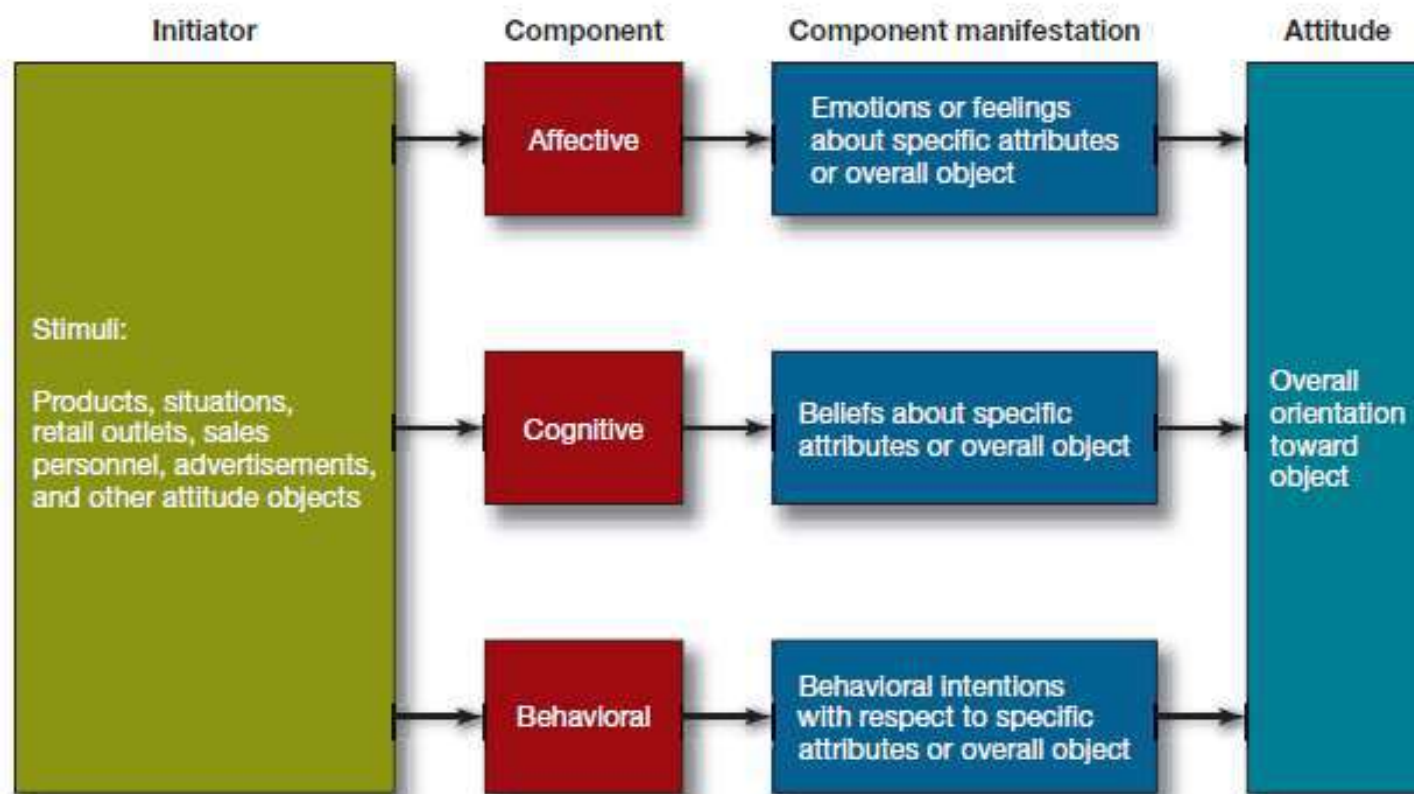
# Tujuan Pembelajaran

1. Memahami apa itu sikap dan bagaimana sikap berfungsi,
2. Mengetahui komponen sikap (kognitif, afektif, dan perilaku),
3. Memahami cara pengukuran sikap menggunakan multi-attribute attitude model.



Attitude Components and Manifestations

FIGURE





# SIKAP

Cara kita berpikir,  
merasakan dan  
bertindak terhadap  
beberapa objek atau  
aspek di lingkungan  
kita

1

## KOGNITIF

kepercayaan konsumen tentang  
suatu objek

2

## AFEKTIF

perasaan atau reaksi emosional  
terhadap suatu objek

3

## PERILAKU

kecenderungan seseorang  
untuk merespons dengan  
cara tertentu terhadap suatu  
objek atau aktivitas

# Pengukuran Kognitif

Menggunakan Multiattribute Attitude Model (produk: Diet Coke)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Low price	_____	_____	_____	_____ X	_____	_____	_____	High price
Sweet taste	_____	_____	_____	_____	_____	_____ X	_____	Bitter taste
High status	_____	_____	_____	_____	_____ X	_____	_____	Low status
Low calories	_____ IX	_____	_____	_____	_____	_____	_____	High calories

Attribute	Importance
Price	10
Taste	30
Status	20
Calories	40
	<u>100 points</u>

# Pengukuran Afektif

Menggunakan Multiattribute Attitude Model (produk: Diet Coke)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Good	_____	_____	_____	_____	_____	_____	_____	Bad
Like	_____	_____	_____	_____	_____	_____	_____	Dislike
Happy	_____	_____	_____	_____	_____	_____	_____	Sad
Pleasant	_____	_____	_____	_____	_____	_____	_____	Unpleasant

# Pengukuran Perilaku

Menggunakan Multiattribute Attitude Model (produk: Diet Coke)

*How likely it is that you will buy Diet Coke the next time you purchase a soft drink (put an X in the appropriate space)?*

Definitely Will	Probably Will	Might	Probably Will Not	Definitely Will Not
_____	_____	_____	_____	_____

## Measuring the Three Attitude Components

As we discussed in Chapter 11, attitude can be broken into its cognitive, affective, and behavioral components. Table A-3 provides a detailed set of items for each attitude component.

### Cognitive Component (Measuring Beliefs about Specific Attributes Using the Semantic Differential Scale)

Diet Coke	
Strong taste	Mild taste
Low priced	High priced
Caffeine free	High in caffeine
Distinctive in taste	Similar in taste to most

### Affective Component (Measuring Feelings about Specific Attributes or the Overall Brand Using Likert Scales)

	Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
I like the taste of Diet Coke.					
Diet Coke is overpriced.					
Caffeine is bad for your health.					
I like Diet Coke.					

### Behavioral Component (Measuring Actions or Intended Actions)

The last soft drink I consumed was a _____	
I usually drink _____ soft drinks.	
What is the likelihood you will buy Diet Coke the next time you purchase a soft drink?	_____ Definitely will buy
	_____ Probably will buy
	_____ Might buy
	_____ Probably will not buy
	_____ Definitely will not buy



# Multiattribute Attitude Model

**Noncomparative Rating Scale** Noncomparative rating scales require the consumer to evaluate an object or an attribute of the object without directly comparing it to another object. An example would be:

*“How do you like the taste of Diet Pepsi?”*

Like it very much

Like it

Dislike it

Strongly dislike it



# Multiattribute Attitude Model

**Comparative Rating Scale** Comparative rating scales provide a direct comparison point (a named competitor, “your favorite brand,” “the ideal brand”). An example would be:  
*“How do you like the taste of Tom’s of Maine compared with Ultra Bright?”*

Like it much more

Like it more

Like it about the same

Like it less

Like it much less

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Multiattribute Attitude Model

**Semantic Differential Scale** The semantic differential scale requires the consumer to rate an item on a number of scales bounded at each end by one of two bipolar adjectives. For example:

*“Rate the Honda Accord on the following attributes.”*

Fast \_\_\_\_\_ Slow  
Fancy \_\_\_\_\_ Plain

# Multiattribute Attitude Model

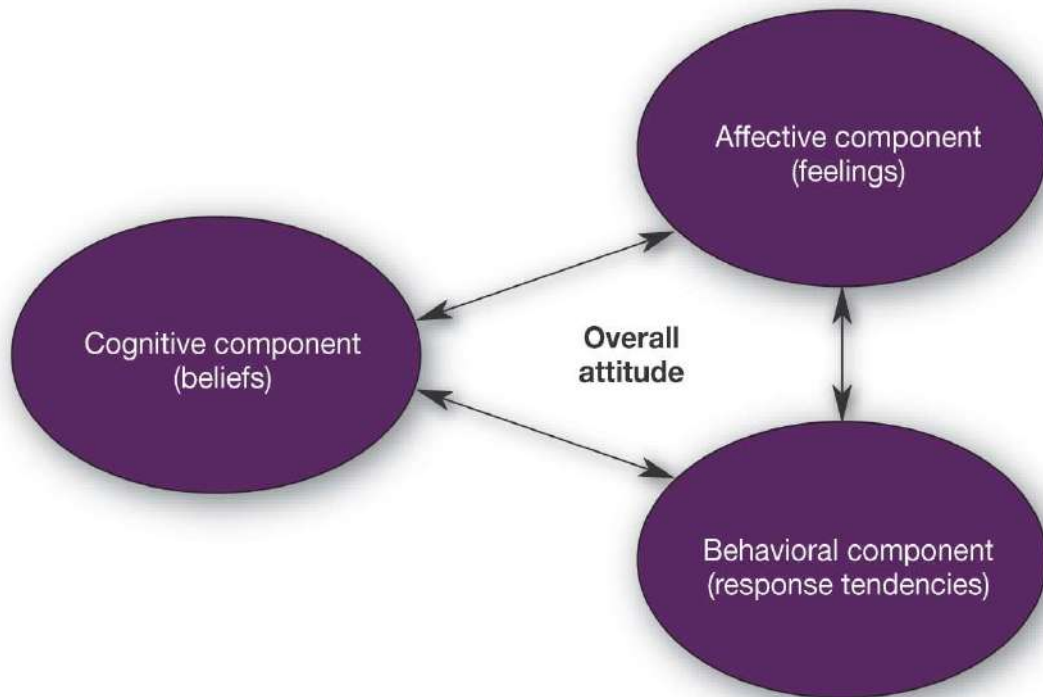
**Likert Scale** Likert scales ask consumers to indicate a degree of agreement or disagreement with each of a series of statements related to the attitude object, such as the following:

1. *Macy's is one of the most attractive stores in town.*

Strongly agree      Agree      Neither agree nor disagree      Disagree      Strongly disagree  
\_\_\_\_\_


2. *The service at Macy's is not satisfactory.*

Strongly agree      Agree      Neither agree nor disagree      Disagree      Strongly disagree  
\_\_\_\_\_



# Attitude Component Consistency





# Strategi Perubahan Sikap

1

Change the **cognitive** component:

- change beliefs
- shift importance
- add beliefs
- change ideal

2

Change the **affective** component:

- classical conditioning
- affect toward the ad
- mere exposure

3

Change the **behavioral** component:

- operant conditioning

**TERIMA KASIH**

