



ABSTRACT

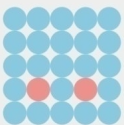
The Effectiveness of Cassette as Business Message Conveyor in Forming The Behavior Intention of Message Receiver

(Case Study of Using Contact Material in Business of Amway with TwentyOne Network System in Bogor City)

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The purpose of this study were (1) to analyze effectivity of cassette as contact material as message conveyor of Amway business with Network-21 system" in forming behavior intention of prospect as message receiver to prospect behavior in doing related the business, (2) to analyze the behavior intention of prospect in doing the business, and (3) to analyze the relation of life style and demography background among behaviorally prospect do such business. Research method done with descriptive method through case study conducted analyze effectiveness of cassette which have been listened to prospect behavior as receiver message to do above mentioned business. The behavior is segmented by life style, to be measured through AIO statement (Activity, Interest, Opinion Statement), and by demography characteristic. The sample research is 70 responder. The tools of data processed were using by validity test, reliability test, analyze of Consumer Decision Model (CDM), reasoned action analysis, and segmentation analysis.

The study result were: (1) the cassette as business message conveyor could build the behavior intention, (2) the relation between the message of cassette media F and other variables like: attitude receiver of message (A), recognition of brand (B), confidence (C), and behavior intention (I), shown that the variables of A and C, was intervening variables, (3) the effectiveness of media was very influenced by the recognition of brand, (4) fishbein analysis has shown that 31,42 % of respondents will decide to do business with Amway sistem Network- 21,(5) there were 3 Cluster in demography and psychographic of respondents, (6) the combine of demography and psychographic has shown only two clusters where 48 persons tends to doing business with Amway, and 22 others not to.



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