ABSTRACT

Molto Ultra Sekali Bilas Promotion Effectiveness Analysis
Against Water Saving Behaviour

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The purpose of this study were to (1) Measuring the effectiveness of promotional products Molto Ultra Sekali Bilas conducted by Unilever in terms of water saving campaign based on the model of innovation adoption, (2) Analyzing the factors that play a role in product innovation adoption process Molto Ultra Sekali Bilas, and (3) Analyzing the categories of product innovation adopters Molto Ultra Sekali Bilas.

Design on this research is descriptive method through a survey approach and in-depth interviews using a questionnaire. Data and information obtained from the research are described by objective research. The sampling method that is used in this study based on multistage random sampling method. Total 120 respondents participated ini this survey. This survey is based on AIDA model and Adoption Innovation Model. Descriptive analysis and Partial Least Square (PLS) were used to analyze the data.

The results of this research showed that the promotion Molto Ultra Sekali Bilas of water-saving behavior is effective. This is showed in adoption dimension, 51.6% of respondents answer E29 indicator (after I use the product Molto Ultra Sekali Bilas, I reduced the quantity of water (3 bucket into 1 bucket)), and 72.5% answer E30 indicator (After using the product Molto Ultra Sekali Bilas I got used to save water in daily life) with 3 to 5 Likert scale ranges.

The attitude of the respondents when they saw the promotion of water savings Molto Ultra Sekali Bilas are divided into several sections. In the amount of 48.33% of respondents classified as early majority that are having the attitude to have some consideration, then buy the product Molto Ultra Sekali Bilas.