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Nama : **Dr. Andy Alfatih, M.P.A**
NIP/Karpeg : 196012241990011001
NIDN : 0024126003
Tempat, tanggal lahir : 24 Desember 1960
Jabatan, TMT : Lektor Kepala, 01 April 2014
Pangkat, Golongan ruang, TMT : Pembina, IV/A, 01 April 2014
Unit Kerja : Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sriwijaya

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2	Jurnal Internasional Judul Artikel: The Effectiveness Of Kambang Iwak Besak Park As A Public Spaces, In Palembang City, Indonesia Penulis Ke-1 dari 4 Penulis: Andy Alfatih, Diana Dewi Sartika, Dyah Hapsari ENH, Ngo Thanh Can Nama Jurnal: Jurnal Advanced Science Letters Volume Jurnal: 23, Nomor Jurnal: 5, Tahun Terbit: 2017 Halaman: 4904 - 4907, ISSN: 1936-6612, DOI: https://doi.org/10.1166/asl.2017.8952 https://www.ingentaconnect.com/content/asp/asl/2017/00000023/00000005/art00245.jsessionid=42m55t9eksbg0.x-ic-live-03
3	Jurnal Ilmiah Internasional Terindeks Pada Basis Data Internasional Bereputasi Judul Artikel: Psychological Aspects Of The Role Of Product Advertising Against Consumer Purchase Interest: Study Of Gain Mass Milk Advertising At Gymnastic Penulis Ke-1 dari 3 Penulis: Andy Alfatih , Muhammad Rio Septian, Nurly Meilinda Nama Jurnal: Open Access Indonesia Journal of Social Sciences Volume Jurnal: 1, Nomor Jurnal: 2, Tahun Terbit: 2018 Halaman: 44-51, ISSN: 2722-4252, DOI: https://doi.org/10.37275/oaijss.v1i2.10 http://journalsocialsciences.com/index.php/oaijss/article/view/10

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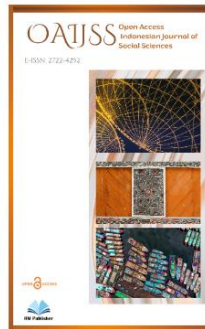


Dr. Andy Alfatih, M.P.A
NIP. 196012241990011001



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10.37275/oaijss.v6i2.153

917-925

Aditio Wahyudi, Arief Tirtana, Lady Diana Langoy

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10.37275/oaijss.v6i2.152

926-935

Annisa Nadya Farnillah, Bambang Cipto

Read Statistic: 28



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10.37275/oaijss.v6i2.154

936-942

Hastin Umi Anisah, Isnawati, Rifqi Novriyandana, Nor Hikmah

Read Statistic: 43



Comparative Analysis of Indonesia Cities Sector Competitiveness: Case Study of Cities in North Sulawesi Province 2017-2021

10.37275/oaijss.v6i2.155

943-950

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TH 35	DE 33



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Psychological Aspects of the Role of Product Advertising Against Consumer Purchase Interest: Study of Gain Mass Milk Advertising at Gymnastic

<https://doi.org/10.37275/oaijss.v1i2.10>

Andy Alfatih

andy.alfatih20@gmail.com (Primary Contact)

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Abstract

Abstract

Introduction. The main purpose of advertising certain products or services is to attract customer attention and analyze the impact of advertising on customer behavior. Various studies show that there are significant links between cognitive and psychological aspects. The cognitive effect of an advertisement begins with the influence of the visual aspects of the advertisement. This research was aimed to explore the role of product advertising on consumer buying interest by studying aspects of psychology.

Methods. The study design was observational analytic study that seek to see the relationship between exposure to milk mass forming muscle mass and consumer buying interest. The exploration dimensions for advertising exposure are ad frequency, ad duration and ad intensity using questionnaire. Total samples in this study were 60 people, age ranges from 18-35 years and male sex.

Results. This study found as many as 70% of respondents understood the message delivered by the milk advertisement. As many as 56.7% of respondents expressed an interest in buying these muscle-building milk products. Around 58% of respondents stated their willingness to promote the product to others.

Conclusion. This research shows the role of advertising in shaping consumer behavior and buying interest. The more attractive and the more often the ad is displayed it will trigger aspects of attractiveness and confidence in the product. Along with the need, further reinforce the behavior to buy products.

Keywords

psychological aspect

product advertising

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