

ABSTRAK

Penelitian ini membahas mengenai Pengaruh Pengetahuan Konsumen dan Inovasi Konsumen Terhadap Sikap Konsumen Sikat gigi Pepsodent. Peneliti menggunakan contoh studi kasus Mahasiswa/Mahasiswi Fakultas Ilmu Komunikasi Kelas Karyawan Universitas Mercu Buana. Penelitian dilakukan terhadap 100 respondent. Data dianalisis dengan menggunakan teknik analisis SEM (*Structural Equation Modeling*) Analisis tersebut dilakukan dengan menggunakan bantuan perangkat lunak program Lisrel 8.50.

Penelitian ini membuktikan bahwa hanya Inovasi Konsumen yang memiliki pengaruh terhadap sikap konsumen pasta gigi Pepsodent. Sedangkan, pengetahuan konsumen tidak memiliki pengaruh terhadap sikap konsumen pasta gigi Pepsodent.

Kata kunci : pengetahuan konsumen, inovasi konsumen dan sikap konsumen sikat gigi Pepsodent.



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ABSTRACT

This study discusses the influence Consumer Knowledge and Innovation Consumer of Consumer Attitudes Toward Pepsodent Toothbrush. Researchers used a case study example of Student / Faculty of Communication Sciences Student Employee Class Mercu Buana University. The study was conducted on 100 respondents. Data were analyzed using analysis techniques SEM (Structural Equation Modeling) analysis was performed using the software program Lisrel 8.50.

This study proves that the only innovation Consumers who have an influence on consumer attitudes Pepsodent toothpaste. Meanwhile, consumer knowledge does not have an influence on consumer attitudes Pepsodent toothpaste.

Keywords: consumer knowledge, consumer innovation and consumer attitudes Pepsodent toothbrush.



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