

ABSTRACT

Groovia TV is a Internet Protocol Television (IPTV) that established by PT. Telkom and it is the first IPTV in Indonesia. One of many reasons PT. Telkom established Groovia TV product is that the fixed phone service by PT. Telkom is declining. As a new comer in this business, PT. Telkom needs to make a promotion to introduce Groovia TV to the public. One of the efforts that has been done by Groovia TV is advertising a commercial in television media. It costs Groovia TV a large expense so that the commercial needs to be evaluated. The evaluation is done to find out how well the commercial affects the purchase intention audience of the viewer.

This study is carried out by comparing two groups, the viewer of Groovia TV commercial and the non-viewer of the Groovia TV commercial. The measurement is based on the communication process in the hierarchy of effect model. There are five dimensions in this model, they are Awareness, Knowledge, Liking, Preference, Conviction and Purchase. The method is Quasi Experimental Design with the layout of Nonequivalent Pre-test Post-test Design. The partisipants of this study are 40 students of Yayasan Pendidikan Telkom with criteria that has been determined before. Those partisipants will be divided in two groups. The first group consist of 20 participants as experiment group who watch Groovia TV commercial. The other one consist of 20 participants as control group without watching Groovia TV commercial but watching other commercial instead (placebo control).

The result of this study proved that the participants in experiment group has higher purchase intention compared with the participants in control group. In the dimension of hierarchy of effect model, it is also proved that the participants in experiment group has higher positive value than the participants in control group. This result indicates that the commercial by Groovia TV was able to affect the purchase intention audience. By that, the TV commercial has to keep going. But Groovia TV has to pay attention to the placement of the commercial. It has to be aired during prime time in TV station such as Trans 7 and SCTV. Besides, the next commercial should give more content such as hotline to provide further information to the customer about Groovia TV.

Keywords : Purchase Intention, Television Advertising, Quasi Experimental Design, Nonequivalent Pre-test Post-test Design, Groovia TV.