

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan judul “Pengaruh Strategi Pemasaran Judi *Online* terhadap Sikap dan Perilaku Judi *Online* pada Mahasiswa (Analisis dengan Pendekatan TPB)”. Penelitian ini bertujuan untuk mengetahui pengaruh iklan judi *online*, sikap pada judi *online*, norma subjektif dan control perilaku persepsian terhadap perilaku judi *online*. Populasi pada penelitian ini ialah semua mahasiswa Universitas Jenderal Soedirman. Berdasarkan perhitungan rumus Hair maka jumlah responden yang diambil ialah sebanyak 130 responden. Penelitian ini menggunakan metode *snowball sampling* untuk melakukan pemilihan responden. Metode analisis data yang digunakan dalam penelitian ini ialah *Structural Equation Modeling- Partial Least Square* (SEM-PLS).

Berdasarkan hasil penelitian dapat disimpulkan bahwa: (1) iklan judi *online* berpengaruh positif terhadap sikap pada judi *online*, (2) Sikap pada judi *online* berpengaruh positif terhadap perilaku judi *online*, (3) Norma subjektif berpengaruh positif terhadap perilaku judi *online*, (4) Kontrol perilaku persepsian berpengaruh positif terhadap perilaku judi *online*, (5) Iklan judi *online* berpengaruh positif terhadap perilaku judi *online*, dan (6) Iklan judi *online* berpengaruh positif terhadap perilaku judi *online* dimediasi sikap pada judi *online*.

Implikasi dari penelitian ini menegaskan bahwa iklan judi *online* mampu mendorong kecenderungan seseorang untuk melakukan perilaku judi *online*. Tidak hanya iklan judi *online*, akan tetapi sikap pada judi *online*, norma subjektif dan kontrol perilaku persepsian turut berpengaruh positif terhadap perilaku judi *online*. Universitas Jenderal Soedirman disarankan melakukan larangan serta upaya edukasi yang masif dan berkesinambungan dengan penyuluhan yang interaktif. Selain itu, pemerintah perlu melakukan penegakan regulasi dan hukum yang kuat serta mengamankan dunia maya dari iklan judi *online*.

Kata kunci: Judi *Online*, Iklan Judi *Online*, TPB, SEM-PLS

SUMMARY

This study is a quantitative research titled “The Influence of Online Gambling Marketing Strategies on Attitudes and Online Gambling Behavior among Students (Analysis Using the TPB Approach).” The purpose of this study is to determine the influence of online gambling advertisements, attitudes toward online gambling, subjective norms, and perceived behavioral control on online gambling behavior. The population for this study consists of all students at Jenderal Soedirman University. Based on Hair’s formula, the sample size was determined to be 130 respondents. This study used snowball sampling to select respondents. The data analysis method used in this study is Structural Equation Modeling-Partial Least Squares (SEM-PLS).

Based on the results of the study, it can be concluded that: (1) online gambling advertisements have a positive effect on attitudes toward online gambling, (2) attitudes toward online gambling have a positive effect on online gambling behavior, (3) subjective norms have a positive effect on online gambling behavior, (4) perceived behavioral control has a positive effect on online gambling behavior, (5) online gambling advertisements have a positive effect on online gambling behavior, and (6) online gambling advertisements have a positive effect on online gambling behavior mediated by attitudes toward online gambling.

The implications of this study confirm that online gambling advertisements can encourage individuals to engage in online gambling behavior. Not only online gambling advertisements, but also attitudes toward online gambling, subjective norms, and perceived behavioral control positively influence online gambling behavior. Universitas Jenderal Soedirman is advised to implement bans and undertake massive, continuous educational efforts through interactive counseling. Additionally, the government needs to enforce strong regulations and laws and secure the online world from online gambling advertisements.

Keywords: Online Gambling, Online Gambling Advertisements, TPB, SEM-PLS