

ABSTRACT

Consumer purchase decisions are a major focus in marketing, where factors such as product, price, place, and promotion influence the consumer's mindset. This decision-making process is influenced by four main indicators: formulating goals, setting criteria, filtering alternatives, and choosing the best option. This study aims to examine how the purchasing decision-making process, especially for Gojek users in Semarang City, is influenced by these four indicators.

This study uses a sample of 125 respondents who use Gojek services in Semarang City. The quantitative data analysis approach used in this study is the Structural Equation Model (SEM) with AMOS version 24 software.

The results showed that the effectiveness of humor in advertising, cognitive ability, and emotional involvement had a direct and significant positive effect on attitudes towards the brand. Meanwhile, attitude towards the brand has a direct and significant positive influence on purchasing decisions. There is also an indirect effect, namely through the variables of humor effectiveness in advertising, cognitive ability, and emotional involvement on purchasing decisions.

Keywords: Effectiveness of Humor in Advertising, Cognitive Ability, Emotional Engagement, Attitude towards the Brand, and Purchase Decision Making.