THE ANALYSIS OF RELATIONSHIP BETWEEN DIGITAL SIGNAGE AND USER’S APPROACH BEHAVIOR AT BINUS INTERNATIONAL UNIVERSITY

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Abstract
This research aims to obtain empirical evidence about the analysis of relationship between digital signage and user’s approach behavior at Binus International University by using 4 main variables which are digital signage, positive affect, perception of university’s environment, and user’s approach behavior.

This research was conducted on Binus International University with total respondents of 100 and uses the help of software SPSS Statistics 17 to analyze the data. The statistical method used to test the hypothesis is simple linear regression. After the researcher performed a descriptive test, then the researcher performed the hypothesis testing to the five hypotheses that have been formulated.

With 95% confidence level, the results showed that digital signage is significantly influence positive affect and perception of university’s environment, while on the last three hypothesis proved that positive affect does not significantly affect or influence the user’s approach behavior, perception of university’s environment does not significantly affect or influence the user’s approach behavior, and digital signage does not significantly affect or influence the user’s approach behavior. For future research, other researchers are recommended to increase the number of respondents, do in other places or industries, develop or do research with other variables that are not involved in this research.

Keywords
Digital Signage, Positive Affect, Perception of University’s Environment, User’s Approach Behavior, Binusians, Binus International University.