

ABSTRAK

Boaz K. Handoyo (01619190047)

Febby Karissa (01619190024)

Joshua Christian (01619190008)

PENGARUH *PERCEIVED ADS PERSONALIZATION* TERHADAP *ONLINE IMPULSE BUYING TENDENCY* DENGAN *VARIABEL – VARIABEL MEDIASI* (STUDI KASUS PADA *E-COMMERCE* DI INDONESIA)

(113 halaman; 11 gambar; 27 tabel; 7 lampiran)

Bisnis *e-commerce* dari waktu ke waktu berkembang dan telah mengubah perilaku bisnis retail di seluruh dunia. Dalam mengembangkannya, *e-commerce* menggunakan personalisasi iklan untuk mempelajari kebutuhan pelanggan dan melacak perilaku pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived ads personalization* terhadap *online impulse buying tendency*. Variabel-variabel mediasi dalam penelitian ini adalah *perceived novelty*, *privacy concern*, *advertising value*, *perceived relevance*, *creepiness*, *affective reactance* dan *attitudes toward ads*. Penelitian ini juga menggunakan variabel moderasi *purchasing frequency* untuk membedakan bagaimana efektivitas iklan terpersonalisasi di kelompok yang diklasifikasikan sebagai pembeli frekuensi tinggi dan rendah di *e-commerce*. Penelitian ini menggunakan metode penelitian kuantitatif dengan analisis data PLS-SEM. Responden diambil secara *purposive sampling* pada pengguna media sosial milenial di Jabodetabek yang pernah melakukan pembelian online melalui *e-commerce* di Indonesia (Tokopedia dan Shopee) dan mendapatkan iklan yang dipersonalisasi dari kedua *e-commerce* tersebut. 400 responden memenuhi persyaratan dan pengumpulan data dilakukan dengan kuesioner dengan skala *likert*. Hasil penelitian menunjukkan bahwa *perceived ads personalization* berpengaruh secara positif terhadap *perceived novelty*, *privacy concern*, *advertising value*, *perceived relevance*, dan *creepiness*. Lebih lanjut, *perceived novelty*, *advertising value*, dan *perceived relevance* berpengaruh secara positif terhadap *attitudes toward ads*. *Creepiness* berpengaruh secara positif terhadap *affective reactance*, sedangkan *privacy concern* dan *affective reactance* berpengaruh negatif terhadap *attitudes toward ads*. Ditemukan *attitudes toward ads* mempunyai dampak positif terhadap *online impulse buying tendency*. *Purchasing frequency* terbukti sebagai pemoderasi yang memperlemah pengaruh *attitudes toward ads* terhadap *online impulse buying tendency*. Penelitian ini juga memuat implikasi manajerial berupa saran bagi pengelola *e-commerce*.

Kata Kunci: *perceived ads personalization*, *perceived novelty*, *privacy concern*, *advertising value*, *perceived relevance*, *creepiness*, *affective reactance*, *attitudes toward ads*, *online impulse buying tendency*, *e-commerce*

ABSTRACT

Boaz K. Handoyo (01619190047)

Febby Karissa (01619190024)

Joshua Christian (01619190008)

THE EFFECT OF PERCEIVED ADS PERSONALIZATION TOWARD ONLINE IMPULSE BUYING TENDENCY WITH MEDIATING VARIABLES (STUDY ON E-COMMERCE IN INDONESIA)

(113 pages; 11 pictures; 27 tables; 7 attachments)

E-commerce business grows over time and has changed retail business behavior all over the world. To expand, e-commerce uses ads personalization to study customer needs and track customer behavior. This study aims to analyze the effect of perceived ads personalization towards online impulse buying tendency. The mediating variables in this study are perceived novelty, privacy concerns, advertising value, perceived relevance, creepiness, affective reactance, and attitudes towards ads. The study also used a moderating variable of purchasing frequency to distinguish how effective personalized advertising is in groups that are classified as high and the low-frequency buyer on e-commerce. This study using quantitative research methods with PLS-SEM data analysis. Respondents were taken by purposive sampling on millennial social media users in Jabodetabek who had been shopping on e-commerce in Indonesia (Tokopedia and Shopee) and had received personalized advertisements from both e-commerce. 400 respondents met the requirements and the data collected by questionnaire with a Likert scale. The results showed that perceived advertising personalization had a positive effect on perceived novelty, privacy concern, advertising value, perceived relevance, and creepiness. Furthermore, this study found perceived novelty, advertising value, and perceived relevance have a positive effect on attitudes towards ads. Creepiness indicates a positive effect on affective reactance, while privacy concern and affective reactance have a negative effect on attitudes towards ads. One of the findings is that attitudes towards ads had a positive impact on impulsive buying tendency online. The frequency of purchase is proven to be a moderator that weakens the influence of attitudes towards ads to online impulse buying tendency. This study also consists managerial implications in the form of suggestions for e-commerce managers.

Keywords: *perceived ads personalization, perceived novelty, privacy concern, advertising value, perceived relevance, creepiness, affective reactance, attitudes toward ads, online impulse buying tendency, e-commerce.*