

ABSTRAK

PENGARUH IMPLEMENTASI ONLINE *BEHAVIORAL ADVERTISING* TERHADAP *PURCHASE INTENTION* DIMEDIASI OLEH *ATTITUDE TOWARD ADVERTISING*

(xiii + 87 halaman; 5 gambar; 16 tabel; 9 lampiran)

Penerapan personalisasi iklan online diharapkan dapat mengurangi tingkat gangguan dari kehadiran sebuah iklan, dapat membantu dalam pencarian informasi yang dilakukan konsumen sebelum membeli suatu produk. Di era digital pelaku usaha terus berinovasi, untuk memasarkan produknya dengan teknologi internet yaitu salah satunya dengan menggunakan *e-commerce*. Oleh karena itu, penelitian ini dilakukan untuk menganalisis pengaruh implementasi *online behavioral advertising* terhadap *purchase intention*, pengaruh *attitude toward ad* sebagai variabel mediasi antara *behavioral tailoring* terhadap *creepiness*, pengaruh *behavioral tailoring* terhadap *threat*, *creepiness* terhadap *affective* dan *cognitive reactance*, pengaruh *threat* terhadap *affective* dan *cognitive reactance*, pengaruh *affective* dan *cognitive reactance* terhadap variabel mediasi *attitude toward ad* dan pengaruh variabel mediasi *attitude toward ad* terhadap *purchase intention*. Untuk mencapai tujuan penelitian tersebut maka terdapat 9 hipotesis yang diuji dalam penelitian ini yaitu *behavioral tailoring* pada *e-commerce* berpengaruh positif terhadap *creepiness*, *behavioral tailoring* pada *e-commerce* berpengaruh positif terhadap *threat*, *creepiness* pada *e-commerce* berpengaruh positif terhadap *affective reactance*, *creepiness* pada *e-commerce* berpengaruh positif terhadap *cognitive reactance*, *threat* pada *e-commerce* berpengaruh positif terhadap *affective reactance*, *threat* pada *e-commerce* berpengaruh positif terhadap *cognitive reactance*, *affective reactance* pada *e-commerce* berpengaruh negatif terhadap *attitude toward ad*, *cognitive reactance* pada *e-commerce* berpengaruh negatif terhadap *attitude toward ad*, dan *attitude toward ad* pada *e-commerce* berpengaruh positif terhadap *purchase intention*. Sesuai dengan hipotesisnya, dikarenakan penelitian ini menguji hubungan pengaruh antar variabel penelitian maka penelitian ini merupakan penelitian kausal. Data yang digunakan pada penelitian ini merupakan data primer yang diperoleh dari 400 responden melalui kuesioner yang terdiri dari 30 pertanyaan. Responden yang digunakan berdomisili di wilayah Bogor. Setelah data dikumpulkan, dilakukan analisis menggunakan *Structural Equation Modeling* melalui SmartPLS. Dari hasil penelitian, dapat disimpulkan bahwa *online behavioral advertising* berdampak negatif kepada *purchase intention* yang dimediasi oleh *creepiness*, *threat*, *psychological reactance*, dan *attitude toward advertising*.

Referensi : 27 (1986-2019)

Kata kunci : *Behavioral tailoring, Creepiness, Threat, Affective Reactance, Cognitive Reactance, Attitude Toward Ad, Purchase Intention, Online Behavioral Advertising.*

ABSTRACT

THE EFFECT OF BEHAVIORAL ADVERTISING ONLINE IMPLEMENTATION OF PURCHASE INTENTION MEDIATED BY ATTITUDE TOWARD ADVERTISING

(xiii + 87 pages; 5 figures; 16 tables; 9 attachments)

The application of online advertising personalization is expected to reduce the level of interference from the presence of an ad, can help in the search for information by consumers before buying a product. In the digital era, businesses continue to innovate, to market their products with internet technology, one of which is by using e-commerce. Therefore, this study was conducted to analyze the effect of online behavioral advertising implementation on purchase intention, the effect of attitude toward ad as a mediating variable between behavioral tailoring to creepiness, behavioral tailoring influence on threats, creepiness towards affective and cognitive reactance, influence of threat to affective and cognitive reactance, the effect of affective and cognitive reactance on attitude toward ad mediation variables and the effect of attitude toward ad mediation variables on purchase intention. To achieve these research objectives, there are 9 hypotheses tested in this study, namely behavioral tailoring in e-commerce has a positive effect on creepiness, behavioral tailoring in e-commerce has a positive effect on threats, creepiness in e-commerce has a positive effect on affective reactance, creepiness in e-commerce has a positive effect on cognitive reactance, the threat to e-commerce has a positive effect on affective reactance, the threat to e-commerce has a positive effect on cognitive reactance, affective reactance on e-commerce has a negative effect on attitude toward ad, cognitive reactance on e-commerce negative effect on attitude toward ad, and attitude toward ad on e-commerce has a positive effect on purchase intention. In accordance with his hypothesis, because this study examines the relationship of influence between research variables, this study is a causal study. The data used in this study are primary data obtained from 400 respondents through a questionnaire consisting of 30 questions. Respondents used live in the Bogor area. After the data is collected, an analysis is carried out using Structural Equation Modeling through SmartPLS. From the results of the study, it can be concluded that online behavioral advertising negatively impacts purchase intention mediated by creepiness, threat, psychological reactance, and attitude toward advertising.

References : 27 (1986-2019)

Keywords : *Behavioral tailoring, Creepiness, Threat, Affective Reactance, Cognitive Reactance, Attitude Toward Ad, Purchase Intention, Online Behavioral Advertising.*