

Faktor-faktor yang mempengaruhi ad avoidance pada personalized advertising studi pada mobile advertising berbasis sms di Indonesia = Factors that influence of ad avoidance on personalized advertising case study sms based mobile advertising in Indonesia / Tsulits Anna Mushlihatuns

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Abstrak

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Perkembangan dan inovasi teknologi dalam memproses informasi memungkinkan pengiklan atau pemasar dapat merubah strategi kampanye pemasaran yang mereka lakukan dari bentuk iklan massal secara tradisional kedalam bentuk iklan personal untuk mengirimkan pesan iklan kepada konsumen secara individual. Tetapi karena iklan personal dapat menginvasi konsumen sampai kepada wilayah paling pribadi, konsumen cenderung beranggapan bahwa informasi personal yang mereka miliki dapat saja disalahgunakan sehingga konsumen cenderung merasa terganggu dan tidak percaya dengan berbagai informasi persuasif dari pengiklan dan cenderung akan menghindari paparan iklan-iklan tersebut.

Penelitian ini bertujuan untuk menganalisis faktor-faktor potensial yang dapat mempengaruhi terjadinya perilaku atau sikap menghindari iklan personal menggunakan pendekatan Psychological Reactance Theory dalam konteks mobiles advertising berbasis SMS (spam) di Indonesia. Penelitian menggunakan metode dekriptif dengan single cross sectional design, dan hasil uji analisis model menggunakan analisis Structural Equation Model (SEM).

Berdasarkan hasil penelitian, diketahui bahwa konstruk Ad Skepticism berpengaruh positif dan signifikan terhadap ad avoidance, sedangkan Perceived Personalization terbukti mengurangi pengaruh negatif iklan personal terhadap ad skepticism, selain itu Perceived Privacy Concern, Ad Intrusiveness juga berpengaruh positif terhadap ad avoidance, sementara itu Frequency of Ad Exposure secara signifikan memoderasi hubungan antara Ad Intrusiveness dan Ad Avoidance. Sedangkan konstruk yang tidak terbukti memiliki hubungan positif adalah Perceived Personalization dan Ad Irritation terhadap Ad Avoidance.

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**ABSTRACT**

The advanced development of information-processing technology allows advertiser to shift the focus of their effort from traditional mass advertising to personalized advertising to deliver messages tailored to individual preferences. Since personalized advertising could intrude into consumers private domains, consumers tended to perceive their personal information as threatened, became annoyed and

distrustful of persuasive efforts and therefore avoided such messages.

This study attempts to identify potential determinants of personalized advertising avoidance also provide an integrated theoretical approach to resistance for understanding the dynamics of consumer avoidance of personalized advertising. Of these stand point of resistance the dominant view is the motivation to resist, as the psychological reactance theory mentioned, in the context of mobile advertising media. One of the new style of mobile advertising medium is via SMS (Short Messages Service) to handheld devices, especially on mobile phones. SMS ads has become technological buzzword in transmitting B2C messages to such wireless devices as mobile phones. The study used descriptive research method with a single cross sectional designs, and the proposed model is tested with Structural Equation Model Analysis.

The findings indicate that construct of Ad Skepticism, Perceived Privacy Concern, Ad Intrusiveness, potentially influenced of an SMS advertising avoidance. Perceived Personalization negatively influenced ad intrusiveness. However Perceived Personalization and ad irritation of an SMS advertising that hypothesized to influence the ad avoidance were not significant. While Frequency of ad Exposure positively moderates the relationship between the perceived level of SMS ad intrusiveness and ad avoidance.