

Analisis faktor faktor yang mempengaruhi penerimaan pengguna perangkat mobile terhadap mobile advertising = Analysis of factors influencing mobile device users acceptance toward mobile advertising

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Abstrak

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Pertumbuhan pengguna perangkat mobile dan perkembangan teknologi mobile memberikan peluang terbukanya kanal baru di bidang periklanan. Bidang periklanan kini dapat memanfaatkan teknologi ponsel sebagai media penyampaian kampanye iklan yang saat ini lebih dikenal dengan sebutan Mobile Advertising. Periklanan Mobile. Meski memiliki peluang yang besar, mobile advertising masih memiliki beberapa permasalahan yang bisa saja menimbulkan kerugian bagi pihak pemasang iklan ataupun pihak publisher/pembuat aplikasi mobile/mobile website. Diantaranya tidak semua orang memiliki keinginan mengklik iklan yang ditayangkan di layar perangkat mobile bahkan ada pula kasus pengguna yang mengklik secara tidak sengaja. Hal ini memicu rasa ingin tahu penulis mengenai faktor-faktor apa saja yang mempengaruhi penerimaan pengguna perangkat mobile terhadap mobile advertising di Indonesia. Penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang mempengaruhi pengguna perangkat mobile dalam penerimaan terhadap mobile advertising di Indonesia dan memberikan rekomendasi kepada pihak pemasang iklan/publisher atau developer dan juga perusahaan Advertising Networks agar iklan yang ditayangkan melalui mobile advertising dapat lebih diterima oleh pengguna perangkat mobile. Kerangka pemikiran yang dirancang pada penelitian ini mengadopsi beberapa model penerimaan seperti Technology Acceptance Model (TAM), Uses and Gratifications Theory (UGT) dan Innovation Diffusion Theory (IDT). Kemudian penulis mencoba memodifikasi model tersebut mengaitkan dengan fakta yang ada di Indonesia berdasarkan data awal yang penulis peroleh dan juga berdasarkan penelitian-penelitian sebelumnya untuk kemudian diajukan sebagai model yang digunakan dalam penelitian. Data dikumpulkan dengan menyebarkan kuesioner kepada para pengguna perangkat mobile melalui kuesioner online dan offline. Hasil dari pengumpulan data diperoleh 208 kuesioner. Data tersebut lalu diolah dengan menggunakan Structural Equation Modeling (SEM) berbasis varian yaitu Partial Least Square (PLS). Dari hasil penelitian ini dapat diketahui bahwa faktor-faktor personalization, informativeness, entertainment, irritation, institutional trust, incentive, advertising value, dan perceived risk mempengaruhi penerimaan pengguna perangkat mobile terhadap mobile advertising di Indonesia.

ABSTRACT
The rapid growth and development of mobile technology has provided an opportunity which opens up a new channel in advertising. Advertising can now utilize cellphone technology as the media for advertising campaign which is broadly known as mobile advertising. Although it has given that much opportunity, mobile advertising still has some problems that could cause great loss for advertisers or publishers. For instance, there are people who still don't have a desire to click on the mobile advertisement shown on the mobile phone screen. In fact, there are also some cases where the mobile phone user clicks on the advertisement accidentally. Those conditions had triggered the curiosity of the author to seek out the factors that influence the acceptance of mobile device users toward mobile advertising in Indonesia. This research aims to find out which factors that influence the mobile device users in accepting mobile advertising and to give recommendations to advertisers, publishers, or developers and the advertising networks company so that the advertisement in

mobile advertising can be more accepted by mobile device users. The theoretical framework in this research is adopted from several acceptance models including Technology Acceptance Model (TAM), Uses and Gratifications Theory (UGT), and Innovation Diffusion Theory (IDT). The model is also modified by relating it with the Indonesian context based on the data that was initially gathered from Indonesian respondents and also based on the previous research. The data was gathered by spreading out questionnaires to mobile users through online and offline questionnaires. 208 questionnaires had been gathered; these data were processed and analyzed using variance-based structural equation modelling (SEM) which is Partial Least Squares (PLS). The result gives an understanding that personalization, informativeness, entertainment, irritation, institutional trust, incentive, advertising value, and perceived risk influence the mobile users' acceptance toward mobile advertising in Indonesia.

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