

# Pengaruh implementasi online behavioral advertising terhadap attitude toward the ad dan purchase intention pada E-Marketplace di Indonesia = The effect of online behavioral advertising implementation on attitude toward the ad and purchase Intention in Indonesian E-Marketplace

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## Abstrak

Masyarakat kini sangat bergantung pada segala kemudahan karena kecanggihan teknologi yang ada. Salah satu bukti adalah semakin besarnya jumlah penduduk Indonesia yang terhubung oleh internet. Peningkatan jumlah pengguna internet tentunya mendukung perkembangan e-commerce. Oleh karena itu, perusahaan di bidang e-commerce melakukan berbagai bentuk penawaran dan promosi secara efektif dan efisien dengan maksud untuk mendapatkan konsumen dan menghasilkan keuntungan semaksimal mungkin.

Penelitian ini menggunakan online behavioral advertising yang terbaru dan mengukur pengaruh iklan tersebut terhadap attitude toward the ads dan niat pembelian pada e-commerce kategori e-marketplace di Indonesia.

Metode penelitian yang digunakan adalah survei dalam bentuk pengisian kuisioner oleh responden yang pernah mengunjungi situs web e-marketplace. Responden diperlihatkan contoh online behavioral advertising yang telah diimplementasikan oleh e-marketplace di Indonesia dalam bentuk gambar maupun video terlebih dahulu sebelum pengisian kuisioner.

Hasil penelitian menunjukkan bahwa online behavioral advertising berpengaruh positif pada perceived creepiness, threat, dan reactance sehingga menghasilkan attitude toward the ad dan niat pembelian yang negatif. Selain itu, hasil penelitian juga membuktikan bahwa perceived ad intrusiveness meningkatkan ancaman yang dirasakan oleh konsumen.

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Society is becoming very dependent on all the convenience of sophistication of existing technology. One of proof is greater the number of people in Indonesia have been connected with internet. The increase of internet user certainly support the growth of e-commerce. So the companies perform various forms of offerings and promotions effectively and efficiently with the intent to get consumers and generate profits as much as possible.

This study uses newer online behavioral advertising techniques and measures the effect of online behavioral advertising (OBA) implementation on attitude towards ads and purchase intention in e-commerce categorized as e-marketplace in Indonesia.

The research method used is survey context in the form of questionnaire to respondent which ever visited e-marketplace website. Respondent were showed by author the example of OBA using picture and video before answer the quitionnaire.

The finding shows online behavioral advertising led to increased perceived creepiness, which led to increased threat, increased reactane so overall have a negative effect on attitude toward the ad and purchase intention. In addition, the results also prove that perceived ad intrusiveness increase perceived threat on consumers.