

Analisis Pengaruh Ad Personalization terhadap Intention to Click pada Iklan Digital Produk Elektronik Portable dan Wearable: Peran Moderasi Trust terhadap Retailer = The Effect of Ad Personalization Analysis on Intention to Click of Portable and Wearable Electronic Products Digital Advertisement: The Moderating Role of Trust to Retailer

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Abstrak

Penelitian ini bertujuan untuk melihat pengaruh kepercayaan terhadap retailer dalam memoderasi pengaruh internal pada konsumen, yaitu *perceived usefulness*, *reactance* dan *privacy concern* ketika berhadapan dengan iklan yang terpersonalisasi diantara konsumen produk elektronik *portable/wearable* di wilayah Jabodetabek. Hasil penelitian menunjukkan bahwa kepercayaan terhadap retailer secara signifikan meningkatkan respons internal positif, yaitu *perceived usefulness*, dan menurunkan respons internal negatif, yaitu *reactance* dan *privacy concern*. Namun, respons internal tidak dapat langsung diterjemahkan ke dalam *intention to click* pada iklan terkait. *Intention to click* pada iklan yang dianggap berguna menunjukkan hubungan yang positif dan signifikan, tetapi tidak halnya dengan *reactance* dan *privacy concern*. Konsumen tetap memiliki batas tertentu dalam hal pemberian informasi, bahkan terhadap retailer yang mereka percaya sekalipun. Untuk mengatasi ini, selain membangun kepercayaan dengan konsumen di tingkat yang lebih dalam dan tepat, personalisasi iklan juga perlu mempertimbangkan jenis *advertising appeal* yang digunakan, jumlah informasi yang ditampilkan, frekuensi penampilan iklan dan insentif yang ditawarkan untuk mendorong *intention to click* rate yang lebih tinggi.

This paper aims to see the effect of trust on retailers in moderating internal responses namely perceived usefulness, reactance and privacy concern when faced with personalized advertising among consumers of portable/wearable electronic products in Jabodetabek. The results showed that the level of trust in retailers significantly increased positive internal response such as perceived usefulness and reduced negative internal responses such as reactance and privacy concern. However, these internal responses cannot be directly translated into the intention to click on the related digital advertisements. Intention to click on ads that are considered useful shows a positive and significant relationship, but not with reactance and privacy concern. Consumers still have certain limitations in disclosing their private information, even for the retailers they believe in before the respective ads are considered as an act of privacy intrusion and personal freedom revocation. To overcome this, beside building trust with consumers in a deeper and more precise level, advertisement personalization needs to consider the type of advertising appeal, the amount of information displayed, the frequency of advertisement delivery, and the incentives offered in order to trigger a higher intention to click rate