

Perspektif Konsumen terhadap Online Behavioral Advertising (OBA): Integrasi Persuasion Knowledge Model (PKM) dan Protection Motivation Theory (PMT) = Consumer Perspective on Online Behavioral Advertising (OBA): Integration of Persuasion Knowledge Model (PKM) and Protection Motivation Theory (PMT)

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi bagaimana konsumen di Indonesia menghadapi online behavioral advertising (OBA). Sebagai salah satu negara dengan pengguna internet terbesar di Asia, praktek pemasaran digital di Indonesia dianggap sebagai cara yang paling efektif untuk mempromosikan produk dan penggunaan online behavioral advertising merupakan salah satu tehnik yang paling umum digunakan pada pemasaran digital. Penerapan online behavioral advertising dianggap memberikan banyak keuntungan bagi para pengiklan terutama dalam hal efisiensi biaya dan efektifitas suatu kegiatan promosi. Namun di sisi lain, praktik OBA dalam pemasaran menimbulkan kekhawatiran serius mengenai privasi konsumen karena sifatnya yang terselubung. Pada prakteknya, OBA melacak dan merekam setiap perilaku konsumen di internet tanpa meminta izin konsumen terlebih dahulu. Kurangnya kesadaran dan pengetahuan konsumen terhadap praktek OBA ini akan mengakibatkan risiko bagi privasi konsumen itu sendiri. Penelitian kuantitatif ini ingin mengkaji bagaimana konsumen menghadapi online behavioral advertising dengan menggabungkan dua pendekatan yaitu berdasarkan Persuasion Knowledge Model (PKM) dan Protection Motivation Theory (PMT). Pengumpulan data dilakukan dengan cara menyebarkan kuesioner online kepada pengguna internet di seluruh Indonesia dengan memanfaatkan media sosial (Whatsapp, Facebook, Instagram dan Twitter)

.....This study examines how consumer knowledge about online behavioral advertising (OBA) tactics affects ad avoidance behavior in display ads and video ads on Instagram social media platforms. The study combines two theoretical approaches, the Persuasion Knowledge Model (PKM) and the Protection Motivation Theory (PMT). The online survey examined how consumers cope with OBA based on their persuasion knowledge, cognitive appraisal, and cognitive processing variables. Structural equation modeling was used to analyze the data collected from 211 consumers aged 18-34 years who are active Instagram users. The results reveal that from the cognitive appraisal variables, the perceived risks were indirectly associated with ad avoidance throughout privacy concerns without being related to persuasion knowledge, perceived benefits were significantly associated with persuasion knowledge. Still, it was not associated with privacy concerns, persuasion knowledge was indirectly associated with ad avoidance throughout self-efficacy, and privacy concerns partially mediated such associations with ad avoidance. From the cognitive processing variables, reactance was significantly associated with ad avoidance without being related to persuasion knowledge, and perceived personalization was associated with persuasion knowledge and significantly related to ad avoidance.