

Pengaruh Iklan Personalisasi di Instagram Terhadap Ekuitas Merek = The Impact of Personalized Advertising on Instagram to The Brand Equity

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Abstrak

Tujuan dari iklan personalisasi online adalah untuk menyesuaikan konten online agar sesuai dengan kebutuhan pengguna sehingga konsumen dapat mengembangkan pengalaman positif dengan merek. Namun, penelitian mengenai perceived personalization pada perilaku konsumen masih sedikit, terutama pada konteks media sosial. Penelitian mengenai bagaimana iklan personalisasi memengaruhi ekuitas merek juga masih sedikit. Penelitian ini menganalisis bagaimana perceived personalization konsumen memengaruhi ekuitas merek melalui mekanisme consumer brand identification dan self-brand connection dan bagaimana peningkatan dari ekuitas merek memotivasi konsumen untuk mengadopsi atau menggunakan merek yang diiklankan di Instagram. Penelitian ini bersifat kuantitatif dan menggunakan Structural Equation Modelling (SEM) untuk pengolahan data berdasarkan data dari 857 responden yang diperoleh melalui penyebaran kuesioner terhadap pengguna aktif Instagram minimal dua jam per hari yang berada di Indonesia, berusia di antara 18–34 tahun, pernah melakukan pencarian mengenai suatu merek di internet, dan mendapati iklan personalisasi dari merek tersebut di Instagram (iklan berlabel "sponsored" pada IG Story, IG Suggested Post, atau IG Explore Page) dalam satu minggu terakhir sebelum menerima pertanyaan kuesioner. Penelitian ini menunjukkan hasil bahwa perceived personalization berpengaruh secara positif terhadap consumer brand identification dan self-brand connection. Selain itu consumer brand identification dan self-brand connection berpengaruh secara positif terhadap brand equity, baik perceived quality, brand loyalty, dan brand association dan awareness. Selanjutnya, brand equity, baik perceived quality, brand loyalty, dan brand association dan awareness berpengaruh secara positif terhadap brand usage intent. Terakhir, consumer brand identification dan self-brand connection juga memediasi hubungan antara perceived personalization dan brand equity, baik perceived quality, brand loyalty, dan brand association dan awareness. Implikasi manajerial serta saran bagi penelitian selanjutnya akan dibahas lebih lanjut pada penelitian ini.

.....The purpose of online personalization advertising is to tailor online content to suit the needs of users by adapting to these needs so that consumers can develop a positive experience with the brand. However, there is little research on perceived personalization in consumer behavior, especially in the context of social media. There is also little research on how personalized advertising affects brand equity. This study analyzes how consumer's perceived personalization affect brand equity through consumer brand identification mechanisms and self-brand connection and how the brand equity motivates consumers to adopt or use brands advertised on Instagram. This research is quantitative and uses Structural Equation Modeling (SEM) for data processing based on data from 857 respondents obtained through distributing questionnaires to active Instagram users at least two hours per day who are in Indonesia, between 18-34 years old, conducted a prior search on a brand on the internet, and found personalized ads from that brand on Instagram (ads labeled "sponsored" on IG Stories, IG Suggested Posts or IG Explore Pages) in the past a week to receiving the questionnaire questions. This study prove that perceived personalization has a positive effect on consumer brand identification and self- brand connection. In addition, consumer brand identification and

self-brand connection have a positive effect on brand equity: perceived quality, brand loyalty, brand association and brand awareness. Furthermore, brand equity: perceived quality, brand loyalty, brand association and brand awareness have a positive effect on brand usage intention. Lastly, consumer brand identification and self-brand connection also mediate the relationship between perceived personalization and brand equity: perceived quality, brand loyalty, brand association and brand awareness. The managerial implications and suggestions for further research will be discussed further in this study.