

# Pengaruh strategi message framing dan message personalization pada konten promosi Bukalapak di mobile application push-notification terhadap customer purchase intention melalui mediasi perceived value of product: studi pada konsumen aplikasi Bukalapak = The effect of message framing and message personalization strategy on Bukalapak promotional content on the mobile application push-notification on customer purchase intentions through mediation of perceived value of product: study on Bukalapak application

Falia Fajrinadien, author

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## Abstrak

E-marketplace berbasis aplikasi memanfaatkan mobile application push notification dalam meningkatkan traffic flow dan jumlah transaksi pada aplikasinya. Penelitian ini bertujuan untuk menganalisis strategi message framing (yang meliputi gain-framed dan loss-framed) dan/atau message personalization (yang meliputi personalized dan generalized) dalam rancangan konten promosi Bukalapak di mobile application push notification yang paling efektif dalam mempengaruhi purchase intention konsumen aplikasi Bukalapak melalui mediasi perceived value of product. Penelitian ini dilakukan terhadap konsumen aplikasi Bukalapak, dengan menggunakan pendekatan kuantitatif dan melakukan online survey untuk mengumpulkan data. Hasil penelitian ini menunjukkan bahwa konten yang bersifat gain-framed dan personalized memiliki pengaruh yang lebih efektif terhadap perceived value of product. Dan jika ditinjau dari angka signifikansinya, konten yang bersifat personalized memiliki efektifitas yang lebih tinggi dalam mempengaruhi perceived value of product dibandingkan dengan konten yang bersifat generalized, baik jika konten tersebut bersifat gain-framed maupun loss-framed. Penelitian ini juga menunjukkan bahwa perceived value of product memiliki pengaruh yang positif terhadap purchase intention, serta dapat memediasi hubungan antara message framing dan message personalization dengan purchase intention. Penelitian ini merekomendasikan agar Bukalapak perlu menjadikan strategi personalized sebagai pertimbangan dalam merancang konten promosi di mobile app push notificationnya, serta tidak harus menjadikan strategi message framing sebagai pertimbangan dalam merancang konten promosi di mobile app push notificationnya.

.....Application-based e-marketplaces are using mobile application push notifications to increase traffic flow and the number of transactions in their applications. This study aimed to analyze the message framing strategy (which includes gain-framed and loss-framed) and/or message personalization strategy (which includes personalized and generalized) in Bukalapak promotional content on mobile application push notification that is most effective in influencing Bukalapak application's consumer purchase intention through mediation of perceived value of product. This research was conducted on Bukalapak application's consumers, using a quantitative approach and conducting online surveys to collect the data. The results of this study indicate that gain-framed content and personalized content have a higher effectiveness in influencing perceived value of the product. And if viewed from the significance figure, personalized content has a higher effectiveness in influencing perceived value of product compared to generalized content, whether the content is gain-framed or loss-framed. This study also shows that perceived value of the product has a positive influence on purchase intention, and can mediate the relationship between message framing

and message personalization with purchase intention. This study recommended that Bukalapak need to take a personalized strategy into consideration in creating promotional content in their mobile app push notification, and not to take message framing strategy into consideration in creating promotional content in their mobile app push notification.