

Intisari

Penelitian ini bertujuan menguji persepsi pelanggan terkait personalisasi iklan, insentif, ketepatan waktu, nilai iklan, dan sikap iklan daring pada penggunaan lokapasar daring. Selain itu, penelitian ini juga mengajukan pengujian dengan melibatkan peran pemediasi yaitu personalisasi iklan terhadap nilai iklan dimediasi oleh insentif dan ketepatan waktu, serta personalisasi iklan terhadap sikap iklan daring dimediasi oleh nilai iklan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data berupa survei. Survei dilakukan menggunakan kuesioner yang disebarakan secara daring dengan teknik *purposive sampling*. Responden dalam penelitian ini berjumlah 376 pengguna lokapasar daring. Pengujian hipotesis dalam penelitian ini menggunakan metode *Structural Equations Modelling-Partial Least Square* (SEM-PLS) yang diolah dengan alat analisis berupa Warp PLS.

Hasil pengujian dalam penelitian ini menunjukkan bahwa seluruh hipotesis didukung dan memiliki arah positif. Personalisasi iklan berpengaruh positif signifikan terhadap insentif dan ketepatan waktu, nilai iklan berpengaruh positif signifikan terhadap sikap iklan daring. Selain itu, pengujian mediasi juga menunjukkan personalisasi iklan berpengaruh positif terhadap nilai iklan dimediasi secara parsial oleh insentif dan ketepatan waktu, serta personalisasi iklan berpengaruh positif terhadap sikap iklan daring dimediasi secara parsial oleh nilai iklan.

Kata kunci: Insentif, Ketepatan Waktu, Nilai Iklan, Personalisasi Iklan, Sikap Iklan Daring



Abstract

This study aims to examine the perceptions related customer personalization advertising, incentives, timeliness, advertising value, attitude toward online advertising on the use of electronic marketplaces. In addition, this study also proposes testing the role of mediation, personalization advertising to advertising value mediated by incentives and timeliness, and personalization advertising to attitude toward online advertising mediated by advertising value. This study uses a quantitative approach with a survey as data collection method. The survey was conducted through an online questionnaire using purposive sampling technique. Respondents in this study were 376 users of electronic marketplaces. Hypothesis testing in this study uses the Structural Equations Modeling-Partial Least Square (SEM-PLS) method which is processed using the Warp PLS. The results in this study show that the whole hypothesis is supported and has a positive direction. Personalization advertising has a positive effect on incentives and timeliness, advertising value has a positive effect on attitude toward online advertising. In addition, the mediation testing also shows that personalization advertising has a positive effect on advertising value partially mediated by incentives and timeliness, and personalization advertising has a positive effect on attitude toward online advertising partially mediated by advertising value.

Keywords: *Advertising Value, Attitude toward Online Advertising, Incentives, Personalization Advertising, Timeliness.*