

INTISARI

Penelitian ini bertujuan untuk lebih memahami pengaruh personalisasi iklan terhadap dorongan pembelian impulsif dengan variabel nilai iklan yakni informasi yang dipersepsikan, kredibilitas yang dipersepsikan, kreativitas yang dipersepsikan, hiburan yang dipersepsikan, serta motivasi klik utilitarian dan motivasi klik hedonis sebagai variabel mediasi dalam proses pengembangannya pada konsumen aplikasi layanan pesan antar. Responden dalam penelitian ini adalah pengguna aplikasi layanan pesan antar yang pernah mendapatkan konten iklan yang dipersonalisasi lewat aplikasi yang digunakan dan berusia di atas 17 tahun. Sebanyak 366 responden berpartisipasi dalam penelitian ini yang dimana pengumpulan data dilakukan dengan metode *purposive sampling*. Pengolahan data menggunakan metode SEM-PLS melalui analisis menggunakan perangkat lunak SmartPLS 4.

Seluruh hipotesis yang ada dalam penelitian ini didukung. Personalisasi iklan berpengaruh positif pada informasi yang dipersepsikan, kredibilitas yang dipersepsikan, kreativitas yang dipersepsikan, dan hiburan yang dipersepsikan. Informasi yang dipersepsikan dan kredibilitas yang dipersepsikan sama-sama berpengaruh positif pada motivasi klik utilitarian. Kreativitas yang dipersepsikan dan hiburan yang dipersepsikan sama-sama berpengaruh positif pada motivasi klik hedonis. Motivasi klik utilitarian dan motivasi klik hedonis sama-sama berpengaruh positif pada dorongan pembelian impulsif. Terakhir terdapat peran mediasi yakni informasi yang dipersepsikan, kredibilitas yang dipersepsikan, kreativitas yang dipersepsikan, hiburan yang dipersepsikan, motivasi klik utilitarian, dan motivasi klik hedonis memediasi pengaruh personalisasi iklan terhadap dorongan pembelian impulsif.

Kata kunci : aplikasi layanan pesan antar, dorongan pembelian impulsif, motivasi klik hedonik, motivasi klik utilitarian, nilai iklan, personalisasi iklan

ABSTRACT

This research aims to better understand the influence of personalized advertisements on urge to buy impulsively with advertisement of value variable which is perceived informativeness, perceived credibility, perceived creativity, and perceived entertainment, as well as utilitarian click through motivation and hedonic click through motivation as mediating variables in the development process for delivery service application consumers. Respondents in this study are delivery service app users who has received personalized advertising content through the application they used and are over 17 years old. A total of 366 respondents have participated in this study in which the data collection was carried out by purposive sampling. Data processing of this research was carried using the SEM-PLS method using the SmartPLS 4 software.

All hypotheses in this study are supported. Personalized advertisement has a positive effect on perceived informativeness, perceived credibility, perceived creativity, and perceived entertainment. Perceived informativeness and perceived credibility both have a positive effect on utilitarian click through motivation. Perceived creativity and perceived entertainment both have a positive effect on hedonic click through motivation. Utilitarian click through motivation and hedonic click through motivation both have a positive effect on urge to buy impulsively. Finally, there is the role of mediation which is perceived informativeness, perceived credibility, perceived creativity, perceived entertainment, utilitarian click through motivation, and hedonic click through motivation have a mediating role in the influence of personalized advertisement on urge to buy impulsively.

Keywords : delivery service application, urge to buy impulsively, hedonic click through motivation, utilitarian click through motivation, advertisement value, personalized advertisement.