

ABSTRACT

This study aims to determine the importance of attitude towards mobile advertising to the acceptance of mobile advertising, and the antecedents of attitude towards mobile advertising to the attitude itself. The model was empirically tested through survey to millennial generation smartphone users who received a mobile advertising in the form of video advertisement at least in the last three months, and domiciled in Java Island territorial. Results showed that attitude towards mobile advertising positively influences the acceptance of mobile advertising. Furthermore, the antecedents of attitude towards mobile advertising, which is perceived usefulness, perceived entertainment, and perceived irritation also found to be significantly influence the attitude. Perceived usefulness and perceived entertainment have positive influence and perceived usefulness has negative influence. Moreover, perceived usefulness and perceived entertainment reduces perceived irritation. This study results implicate that marketing practitioners should mind the perceived usefulness and perceived entertainment of mobile advertising to increase the millennial generation smartphone users' attitude towards mobile advertising and to reduce perceived irritation.

Keywords: Mobile advertising, acceptance, attitude, perceived usefulness, perceived entertainment, perceived irritation

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana sikap terhadap pengiklanan seluler memengaruhi keberterimaan pengiklanan seluler, dan bagaimana anteseden dari sikap memengaruhi sikap terhadap pengiklanan seluler. Model penelitian diuji secara empiris melalui survei kepada pengguna ponsel cerdas generasi *millennial* di Indonesia yang mendapatkan pengiklanan seluler setidaknya dalam tiga bulan terakhir dan berdomisili di wilayah pulau Jawa. Hasil penelitian menunjukkan bahwa sikap terhadap pengiklanan seluler secara positif memengaruhi keberterimaan pengiklanan seluler. Selain itu, ketiga anteseden sikap yaitu kegunaan, hiburan, dan iritasi pengiklanan seluler yang dipersepsikan secara signifikan memengaruhi sikap terhadap pengiklanan seluler. Kegunaan dan hiburan yang dipersepsikan memiliki pengaruh positif, sedangkan iritasi yang dipersepsikan memiliki pengaruh negatif pada sikap. Hasil penelitian juga menunjukkan bahwa kegunaan dan hiburan yang dipersepsikan secara negatif memengaruhi iritasi yang dipersepsikan. Hasil dari penelitian ini mengimplikasikan bahwa praktisi pemasar perlu memperhatikan kegunaan dan hiburan pengiklanan seluler yang dipersepsikan untuk dapat meningkatkan sikap pengguna ponsel generasi *millennial* terhadap pengiklanan seluler, serta mengurangi tingkat iritasi pengiklanan seluler.

Kata kunci: Pengiklanan seluler, keberterimaan, sikap, kegunaan yang dipersepsikan, hiburan yang dipersepsikan, iritasi yang dipersepsikan