

Pengaruh Persepsi Benefit Pada Online Behaviour Advertising Terhadap Behavioural Intention = Examining The Effect of Perceived Benefit of Online Behavioural Advertising on Behavioural Intention

Manalu, Elgina Febris Maria, author

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Abstrak

Peningkatan belanja iklan digital secara global, yang didorong oleh akselerasi cepatnya konsumen berpindah ke media online, dimanfaatkan oleh pemasar dengan menampilkan Online Behavioural Advertising (OBA). OBA dianggap sebagai salah satu taktik untuk terhubung dengan audiens karena dapat memberikan iklan yang lebih relevan kepada pengguna (personalisasi). Namun, pengumpulan dan penggunaan informasi sering kali disembunyikan, yang mengarah ke situasi di mana pelanggan menganggap pengumpulan dan penggunaan data pribadi sebagai gangguan, yang menghasilkan persepsi negatif. Tujuan dari penelitian ini adalah untuk fokus melihat bagaimana perceived benefit berupa faktor (relevance, credibility, dan perceived usefulness) mempengaruhi penerimaan OBA, niat klik, dan niat perilaku konsumen. Analisis varians dilakukan untuk menguji 2 (relevansi: high vs low) x 2 (kredibilitas: high (overt information cue) vs low (covert information cue) x 2 (perceived usefulness: more trusted seller vs less trusted seller) dan digunakan desain eksperimen antar subjek (n=198). Dari 8 stimulus yang diteliti, diperoleh hasil bahwa stimulus dengan high relevance, high credibility dan high perceived usefulness menghasilkan nilai rata-rata yang lebih tinggi terhadap penerimaan iklan. Penerimaan iklan ini yang selanjutnya berpengaruh positif terhadap click intention dan behavioral intention. Penelitian ini memberikan kontribusi akademik dan implikasi manajerial mengenai dalam merancang strategi pemasaran melalui penampilan OBA yang efektif untuk mendorong niat pembelian konsumen.

.....Marketers are taking advantage of the global surge in digital advertising spending, which has been driven by the quick acceleration of consumers move to online media, by displaying Online Behavioural Advertising (OBA). OBA is considered as one of keyway to connect with the audience as it can deliver more relevant ads to users (personalization). However, the collection and use of information is frequently hidden away, leading to a situation for which customers perceive the collection and use of personal data as intrusive, resulting in negative perceptions. The purpose of this study is to see how perceived benefit (relevance, credibility and perceivedusefulness) affects OBA acceptability, click intention, and customer behavioural intention.

Analysis of variance was conducted to test 2 (relevance: high DCP vs low DCP) x 2 (credibility: overt vs covert) x 2 (perceived usefulness: more trusted vs less trusted seller), using a between-subject experimental design (n=198). Of the 8 stimuli studied, the results showed that stimuli with high relevance, high credibility and high perceived usefulness resultedin a higher average value for OBA acceptance. OBA acceptance then has a positive effect on click intention and behavioral intention. This study provides academic contributions and managerial implications regarding in form of marketing strategies through the appearance of an effective OBA to encourage consumer purchase intentions.