

Pengaruh Personalisasi terhadap Viral Behavioural Intentions pada Pengguna Tiktok di Indonesia: Peran Perceived Creativity, Authenticity, dan Need for Uniqueness = The Influence of Personalization on Viral Behavioral Intentions Among TikTok Users in Indonesia: The Role of Perceived Creativity, Authenticity, and Need for Uniqueness

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Abstrak

TikTok merupakan salah satu media sosial dengan pertumbuhan pengguna tercepat di Indonesia, terutama di kalangan Generasi Z dan Milenial. Salah satu keunggulan TikTok adalah algoritma personalisasinya yang mampu menyesuaikan konten dengan preferensi pengguna, sehingga menciptakan pengalaman yang unik dan mendorong potensi viralitas. Fenomena viral di TikTok tidak hanya berfungsi sebagai hiburan, tetapi juga dapat memengaruhi opini publik dan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh personalisasi terhadap viral behavioral intentions di TikTok, dengan melihat peran dari perceived creativity dan perceived authenticity, serta peran moderasi dari need for uniqueness. Penelitian ini juga menguji pengaruh viral behavioral intentions terhadap purchase intentions. Data primer dikumpulkan melalui survei online dengan menyebarkan kuesioner kepada 244 responden pengguna TikTok di Indonesia. Teknik analisis data dilakukan menggunakan metode PLS-SEM dengan bantuan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa personalisasi berpengaruh positif terhadap perceived creativity, perceived authenticity, dan viral behavioral intentions. Perceived creativity terbukti berpengaruh positif terhadap authenticity, serta keduanya berpengaruh positif terhadap viral behavioral intentions. Selain itu, need for uniqueness ditemukan memoderasi secara negatif hubungan antara personalisasi dan viral behavioral intentions. Temuan lainnya menunjukkan bahwa viral behavioral intentions memiliki pengaruh positif dan signifikan terhadap purchase intentions. Penelitian ini memberikan implikasi bahwa strategi konten yang dipersonalisasi dan dikemas secara kreatif serta autentik dapat meningkatkan niat pengguna untuk menyebarkan konten, yang pada akhirnya berdampak pada niat pembelian.

.....TikTok is one of the fastest-growing social media platforms in Indonesia, particularly among Generation Z and Millennials. One of TikTok's key strengths lies in its personalized algorithm, which tailors content to users' preferences, creating a unique experience and increasing the potential for virality. Viral phenomena on TikTok not only serve as entertainment but also influence public opinion and purchasing decisions. This study aims to analyze the effect of personalization on viral behavioral intentions on TikTok, by examining the roles of perceived creativity and perceived authenticity, as well as the moderating role of need for uniqueness. It also investigates the influence of viral behavioral intentions on purchase intentions. Primary data were collected through an online survey distributed to 244 TikTok users in Indonesia. Data analysis was conducted using the PLS-SEM method with SmartPLS 4.0 software. The results show that personalization has a positive effect on perceived creativity, perceived authenticity, and viral behavioral intentions. Perceived creativity significantly influences authenticity, and both have a positive effect on viral behavioral intentions. Furthermore, need for uniqueness is found to negatively moderate the relationship between personalization and viral behavioral intentions. The findings also indicate that viral behavioral intentions have a positive and significant effect on purchase intentions. This study implies that personalized

content strategies that are creatively and authentically packaged can enhance users' intentions to share content, ultimately impacting their purchase intentions.