

ABSTRACT
THE EFFECT OF AD PERSONALIZATION ON PURCHASE
INTENTION: THE MEDIATING ROLE OF PERCEIVED
INFORMATIVENESS, RELEVANCE, AND INTRUSIVENESS,
MODERATED BY PRIVACY CONCERN

(A Study of TikTok Users)

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This study was conducted to examine the effect of ad personalization on purchase intention, with perceived informativeness, perceived relevance, and perceived intrusiveness acting as mediators and privacy concern as a moderator a study of TikTok users. The study method employed was a quantitative survey approach. Primary data were collected through a questionnaire distributed to 300 respondents selected using purposive sampling. Data analysis was performed using Covariance-Based Structural Equation Modeling. Based on the analysis results, it was found that ad personalization has a positive effect on perceived informativeness, perceived relevance, and perceived intrusiveness. Furthermore, perceived informativeness and perceived relevance were found to influence purchase intention and mediate the relationship between ad personalization and purchase intention. Additionally, privacy concerns were found to moderate the relationship between ad personalization and the three perceptions. However, perceived intrusiveness did not have a significant effect on purchase intention and did not act as a mediating variable. These findings confirm that the effectiveness of ad personalization is more determined by consumers' perceived informativeness and perceived relevance than by perceived intrusiveness, and highlight the importance of managing privacy aspects in ad personalization strategies on social media.

Keywords : *Ad Personalization, Perceived Informativeness, Perceived Relevance, Perceived Intrusiveness, Privacy Concern, and Purchase Intention*

ABSTRAK

PENGARUH *AD PERSONALIZATION* TERHADAP *PURCHASE INTENTION*: PERAN MEDIASI *PERCEIVED INFORMATIVENESS*, *RELEVANCE*, DAN *INTRUSIVENESS* DENGAN MODERASI *PRIVACY CONCERN*

(Kasus Pada Pengguna Tiktok)

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Penelitian ini dilakukan dengan tujuan untuk mengkaji pengaruh *ad personalization* terhadap *purchase intention* dengan peran mediasi *perceived informativeness*, *perceived relevance*, dan *perceived intrusiveness* serta moderasi *privacy concern* studi pada pengguna TikTok. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Data primer dikumpulkan melalui penyebaran kuesioner kepada 300 responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan *Covariance-Based Structural Equation Modeling*. Berdasarkan hasil analisis, ditemukan bahwa *ad personalization* berpengaruh positif terhadap *perceived informativeness*, *perceived relevance*, dan *perceived intrusiveness*. Selanjutnya, *perceived informativeness* dan *perceived relevance* terbukti berpengaruh terhadap *purchase intention* serta memediasi hubungan antara *ad personalization* dan *purchase intention*. Selain itu, *privacy concern* terbukti memoderasi hubungan antara *ad personalization* dengan ketiga persepsi tersebut. Namun, *perceived intrusiveness* tidak berpengaruh signifikan terhadap *purchase intention* dan tidak berperan sebagai variabel mediasi. Temuan ini menegaskan bahwa efektivitas personalisasi iklan lebih ditentukan oleh *perceived informativeness* dan *perceived relevance* yang dirasakan konsumen dibandingkan *perceived intrusiveness*, serta menunjukkan pentingnya pengelolaan aspek privasi dalam strategi personalisasi iklan di media sosial.

Kata kunci : *Ad Personalization, Perceived Informativeness, Perceived Relevance, Perceived Intrusiveness, Privacy Concern, and Purchase Intention*