

DAFTAR ISI

| | |
|---|------|
| HALAMAN JUDUL | i |
| HALAMAN PENGESAHAN | ii |
| PERNYATAAN ORISINALITAS SKRIPSI | iii |
| KATA PENGANTAR | iv |
| ABSTRAK..... | vii |
| ABSTRACT..... | viii |
| DAFTAR ISI..... | ix |
| DAFTAR TABEL..... | xiii |
| DAFTAR GAMBAR | xiv |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Kesenjangan Penelitian | 8 |
| 1.3 Tujuan Penelitian | 9 |
| 1.4 Ringkasan Metode Penelitian | 9 |
| 1.5 Ringkasan Hasil Penelitian | 10 |
| 1.6 Kontribusi Riset | 10 |
| 1.7 Uji Ketahanan (Robustness) | 11 |
| 1.8 Sistematika Penulisan Skripsi | 13 |
| BAB II TINJAUAN PUSTAKA | 12 |
| 2.1 Landasan Teori | 12 |
| 2.1.1 Konsep Pemasaran | 12 |
| 2.1.1.1 Pemasaran Online | 13 |
| 2.1.2 Konsep Pemasaran Terpadu..... | 15 |
| 2.1.2.1 Pengertian | 15 |
| 2.1.2.2 Alat-Alat Komunikasi Pemasaran Terpadu | 15 |
| 2.1.3 <i>Social Media Marketing</i> | 17 |
| 2.1.3.1 Pengertian | 17 |
| 2.1.3.2 <i>Social Media Advertising</i> | 18 |
| 2.1.4 <i>Perceived Personalization</i> | 19 |
| 2.1.5 <i>Perceived Relevance</i> | 20 |
| 2.1.6 <i>Attitude Toward Ad</i> | 20 |
| 2.1.7 <i>Ad Click Intention</i> | 21 |
| 2.2 Penelitian Terdahulu | 22 |
| 2.2.1 (De Keyzer <i>et al</i> , 2015)..... | 22 |
| 2.2.2 (A-Reum Jung, 2017)..... | 23 |
| 2.3 Hubungan Antar Variabel..... | 24 |
| 2.3.1 Hubungan antara <i>perceived personalization</i> dengan <i>ad click Intention</i> | 24 |

| | |
|---|-----------|
| 2.3.2 Hubungan antara <i>perceived personalization</i> dengan <i>perceived relevance</i> | 25 |
| 2.3.3 Hubungan antara <i>Perceived Relevance</i> dengan <i>Ad Click Intention</i> | 26 |
| 2.3.4 Hubungan antara <i>Perceived Personalization</i> dengan <i>Ad Click Intention</i> dimoderasi oleh <i>Attitude Toward Ad</i> | 26 |
| 2.4 Kerangka Berfikir | 28 |
| BAB III METODE PENELITIAN | 30 |
| 3.1 Pendekatan Penelitian | 30 |
| 3.2 Identifikasi Variabel..... | 30 |
| 3.3 Definisi Operasional Variabel..... | 31 |
| 3.3.1 <i>Perceived Personalization</i> | 31 |
| 3.3.2 <i>Perceived Relevance</i> | 32 |
| 3.3.3 <i>Attitude Toward Ad</i> | 33 |
| 3.3.4 <i>Ad Click Intention</i> | 33 |
| 3.4 Jenis dan Sumber Data..... | 34 |
| 3.5 Populasi dan Sampel Penelitian | 34 |
| 3.6 Teknik Pengumpulan Data..... | 35 |
| 3.6.1 Prosedur Pengumpulan Data..... | 36 |
| 3.7 Teknis Analisis..... | 36 |
| 3.7.1 <i>Measurement (Outer) Model</i> | 37 |
| 3.7.1.1 Validitas dan Realitabilitas | 37 |
| 3.7.2 <i>Structural (Inner) Model</i> | 37 |
| 3.7.3 Alasan Menggunakan <i>Partial Least Square (PLS)</i> | 38 |
| BAB IV HASIL DAN PEMBAHASAN | 39 |
| 4.1 Gambaran Umum Objek Penelitian | 40 |
| 4.2 Deskripsi Hasil Penelitian..... | 40 |
| 4.2.1 Karakteristik Responden | 40 |
| 4.2.1.1 Karakteristik Responden Berdasarkan Jenis Kelamin ... | 40 |
| 4.2.1.2 Karakteristik Responden Berdasarkan Usia..... | 41 |
| 4.2.1.3 Karakteristik Responden Berdasarkan Pekerjaan | 42 |
| 4.2.1.4 Karakteristik Responden Berdasarkan Lama Menggunakan Instagram | 43 |
| 4.3 Deskripsi Jawaban Responden..... | 43 |
| 4.3.1 Deskripsi Jawaban atas Variabel <i>Perceived Personalization</i> | 45 |
| 4.3.2 Deskripsi Jawaban atas Variabel <i>Perceived Relevance</i> | 46 |
| 4.3.3 Deskripsi Jawaban atas Variabel <i>Attitude Toward Ad</i> | 48 |
| 4.3.4 Deskripsi Jawaban atas Variabel <i>Ad Click Intention</i> | 49 |
| 4.4 Analisis Model dan Pengujian Hipotesis | 50 |
| 4.4.1 Pengujian <i>Measurement (Outer) Model</i> | 50 |
| 4.4.1.1 <i>Convergent Validity</i> | 52 |
| 4.4.2 <i>Discriminant Validity</i> | 53 |
| 4.4.3 Reliabilitas | 54 |
| 4.4.4 Pengujian <i>Structural (Inner) Model</i> | 55 |
| 4.4.4.1 R-Square Model | 55 |

| | |
|---|----|
| 4.4.4.2 Pengujian Validitas Model Keseluruhan (Outer dan Inner Model) | 56 |
| 4.4.4.3 Estimasi koefisien jalur | 57 |
| 4.4.5 Pengujian Hipotesis | 58 |
| 4.4.6 Rangkuman Hasil Uji Hipotesis..... | 58 |
| 4.5 Pembahasan..... | 59 |
| 4.5.1 <i>Perceived personalization</i> terhadap <i>ad click intention</i> | 59 |
| 4.5.2 <i>Perceived personalization</i> terhadap <i>perceived relevance</i> | 60 |
| 4.5.3 <i>Perceived relevance</i> terhadap <i>ad click intention</i> | 61 |
| 4.5.4 <i>Attitude toward ad</i> memperkuat <i>perceived relevance</i> dan <i>ad click intention</i> | 61 |
| BAB V SIMPULAN DAN SARAN..... | 63 |
| 5.1 Simpulan | 63 |
| 5.2 Kontribusi Penelitian | 63 |
| 5.2.1 Bagi Pihak Pemasar | 63 |
| 5.3 Keterbatasan Penelitian dan Saran Bagi Penelitian Selanjutnya | 64 |
| DAFTAR PUSTAKA | 65 |
| LAMPIRAN..... | |

DAFTAR TABEL

| | |
|---|----|
| Tabel 4.1 Deskripsi Karakteristik Responden Berdasarkan Jenis Kelamin..... | 40 |
| Tabel 4.2 Deskripsi Karakteristik Responden Berdasarkan Usia..... | 40 |
| Tabel 4.3 Deskripsi Karakteristik Responden Berdasarkan Pekerjaan..... | 41 |
| Tabel 4.4 Deskripsi Karakteristik Responden Berdasarkan Lama Menggunakan Instagram..... | 42 |
| Tabel 4.5 Kategori Jawaban Responden Mean Jawaban Responden..... | 43 |
| Tabel 4.6 Jawaban Responden Pada Variabel Perceived Personalization..... | 45 |
| Tabel 4.7 Jawaban Responden Pada Variabel Perceived Relevance..... | 46 |
| Tabel 4.8 Jawaban Responden Pada Variabel Attitude Toward Ad..... | 48 |
| Tabel 4.9 Jawaban Responden Pada Variabel Ad Click Intention..... | 49 |
| Tabel 4.10 Hasil Pengujian Convergent Validity..... | 52 |
| Tabel 4.11 Nilai Cross Loading..... | 53 |
| Tabel 4.12 Hasil Uji Reliabilitas..... | 54 |
| Tabel 4.13 Nilai R-square..... | 53 |
| Tabel 4.14 Nilai Communalities..... | |
| Tabel 4.15 Hasil Rata-rata R-square..... | 56 |
| Tabel 4.16 Hasil Path Coefficient dan T-statistic..... | 57 |

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 2.1 Model Analisis | 37 |
| Gambar 4.2 Contoh perbandingan iklan <i>Instagram</i> | 52 |