ABSTRAK

Penggunaan sosial media yang mengalami perkembangan yang masif di Indonesia, salah satunya *instagram*. Hal tersebut membuat proses bisnis mengalami pergeseran, termasuk periklanan. Menentukan strategi yang tepat untuk periklanan akan membantu pemasar dan juga perusahaan untuk mampu mencapai target pasar dan juga target perusahaan. Penelitian ini bertujuan untuk menguji peran *perceived relevance* dan *attitude toward ad* pada pengaruh *perceived personalizaation* terhadap *ad click intention* pada iklan bersponsor di *instagram*.

Metode yang digunakan dalam penenelitian ini adalah pendekatan kuantitatif dengan menggunakan teknik *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Penyebaran kuisioner dilakukan secara *online* menggunakan formulir google. Analisis data penelitian ini diuji dengan teknik PLS dengan bantuan *software* SmartPLS 3.0. Responden dari penelitian ini adalah orang – orang yang menggunakan *instagram* dan juga yang pernah melihat iklan di *instagram stories* yang berjumlah 255 responden. Hasil penelitian ini menunjukkan bahwa *perceived personalization* berpengaruh positif terhadap *ad click intention* dan *perceived relevance*. *Perceived relevance* berpengaruh positif terhadap *ad click intention*. Selain itu, penelitian ini menunjukkan hubungan antara variabel moderasi *attitude toward ad* terhadap *perceived personalization* dan *ad click intention*. Dimana hasilnya *attitude toward ad* tidak memoderasi *perceived personalization* dan *ad click intention*.

Kata Kunci : *perceived personalization, perceived relevance, attitude toward ad, ad click intention, sponsored ad instagram.*

ABSTRACT

The use of social media that has experienced massive development in Indonesia, one of the example is Instagram. This makes the business process has a shift, including advertising. Determining the right strategy for advertising will help marketers and companies to be able to reach the target market and also the target company. This study aims to examine the role of perceived relevance and attitude toward ad on the effect of perceived personalization on ad click intention on sponsored ads on Instagram.

The method used in this research is a quantitative approach using Structural Equation Model (SEM) based on Partial Least Square (PLS). Questionnaires were distributed online using Google forms. Analysis of the data of this study was tested with PLS techniques with the help of SmartPLS 3.0 software. Respondents from this study are people who use Instagram and also who have seen advertisements on Instagram stories totaling 255 respondents. The results of this study indicate that perceived personalization has a positive effect on ad click intention and perceived relevance. Perceived relevance has a positive effect on ad click intention. In addition, this study shows the relationship between the moderating variable attitude toward ad on perceived personalization and ad click intention. Where the results attitude toward ad does not moderate perceived personalization and ad click intention.

Keywords: perceived personalization, perceived relevance, attitude toward ad, ad click intention, sponsored ad instagram.