

PERAN BRAND TRUST DALAM MEMEDIASI PENGARUH PERSONALISASI IKLAN DI MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA MARKET PLACE SHOPEE

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ABSTRAK

Abstract

This study aims to determine (1) the effect of personal relevance as a dimension of advertisement personalization on brand trust and purchase decisions, (2) the effect of advertisement irritation on brand trust and purchase decisions, and (3) the effect of personal worry on brand trust and purchase decisions. In addition, this study also aims to determine the role of brand trust, which mediates the effect of advertisement relevance, advertisement irritation, and personal worry on purchase decisions. The setting is consumers who bought Naliza fashion products on the Shopee marketplace, with a total of 145 respondents. The instrument used was questionnaires that had been tested for validity and reliability, and were distributed online. The data analysis used descriptive statistical analysis and structural equation modelling with the AMOS program. The results show that personal relevance positively and significantly affected brand trust and purchase decisions. In contrast, personal irritation and worry did not affect brand trust and purchase decisions. Brand trust affected purchase decisions significantly. In addition, brand trust could mediate the effect of personal relevance on purchase decisions; however, it could not mediate the effect of personal irritation and worry on purchase decisions.

Kata Kunci: Advertising personalization, personal relevance, personal worry, brand trust, and purchase Personalisasi iklan, relevansi pribadi, iritasi, kekhawatiran pribadi, brand trust, dan keputusan pembelian.