

## ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor penentu potensial dari penghindaran konsumen terhadap iklan dalam konteks *personalized advertising* melalui media *e-mail* dan SMS. Kuesioner dalam penelitian ini diadaptasi dari instrumen penelitian yang dapat diandalkan, dan kuesioner tersebut telah diuji validitas dan reliabilitasnya sebelum dibagikan kepada 294 responden. *Structural Equation Modeling* digunakan untuk menguji seluruh hipotesis dalam penelitian ini. Hasil penelitian mengindikasikan bahwa rasa skeptisisme konsumen terhadap iklan (*ad skepticism*) dapat memediasi hubungan antara penghindaran konsumen terhadap iklan (*ad avoidance*) dengan ketiga determinannya (*perceived personalization*, *privacy concerns*, dan *ad irritation*). Adapun rasa kekhawatiran konsumen akan privasi (*privacy concerns*) dan rasa ketergangguan konsumen akan iklan (*ad irritation*) memiliki pengaruh positif langsung terhadap kecenderungan konsumen untuk menghindari *personalized advertising* (*ad avoidance*). Meskipun begitu, rasa personalisasi yang dirasakan konsumen (*perceived personalization*) tidak terbukti dapat menurunkan kecenderungan konsumen untuk menghindari dari *personalized advertising* (*ad avoidance*).

Kata Kunci: *Personalized Advertising, Ad Avoidance, Ad Skepticism, Privacy Concerns, Ad Irritations, Perceived Personalization.*

## ABSTRACT

*This study is aimed to identify the potential determinants of advertising avoidance in the context of personalized advertising media, including unsolicited commercial email and unsolicited commercial text messaging. Questionnaires were adapted from the established research instrument and were tested before being spread to 294 respondents. Structural Equation Modeling was used to hypotheses. The results indicate that while ad skepticism partially mediates the relationship between ad avoidance and its three determinants (perceived personalization, privacy concerns, and ad irritation), both privacy concerns and ad irritation have direct positive effect of ad avoidance. However, increased perceived personalization have no direct effect to decrease ad avoidance.*

*Keywords: Personalized Advertising, Ad Avoidance, Ad Skepticism, Privacy Concerns, Ad Irritations, Perceived Personalization.*