

Eksplorasi Personalisasi Marketing Berbasis *Artificial Intelligence*: Suatu *Systematic Literature Review*

SKRIPSI

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Manajemen pada Program Studi Manajemen

Universitas Pendidikan Indonesia



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UNIVERSITAS PENDIDIKAN INDONESIA

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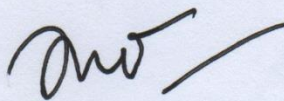
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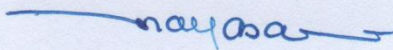
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2025

LEMBAR PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi yang berjudul ***“Eksplorasi Personalisasi Marketing Berbasis Artificial Intelligence: Suatu Systematic Literature Review”*** beserta seluruh isinya adalah benar merupakan karya ilmiah saya sendiri. Saya tidak melakukan penjiplakan atau melanggar etika keilmuan dalam proses pembuatannya, kecuali pada bagian tertentu seperti kutipan atau referensi sesuai dengan aturan penulisan karya ilmiah yang berlaku. Atas pernyataan ini, saya siap bertanggung jawab sepenuhnya atas kebenaran dan orisinalitas karya ini.

Bandung, Agustus 2025

Yang membuat pernyataan



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ABSTRAK

Maharani, Kayla. “Eksplorasi Konsep Personalisasi Marketing Berbasis *Artificial Intelligence*: Suatu *Systematic Literature Review*”. **Dibawah Bimbingan Dr. Ayu Krishna Yuliawati, S.SOS., M.M., dan Arief Budiman, S.S., S.SOS., IMSME.**

Skripsi. Program Studi Manajemen, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia. Bandung, 2025.

Meningkatnya persaingan bisnis di era digital saat ini, mendorong perusahaan untuk menciptakan strategi marketing yang relevan dengan perilaku dan ekspektasi konsumen yang terus berubah terhadap suatu produk atau layanan. Penggunaan teknologi *artificial intelligence* (AI) dalam aktivitas personalisasi merupakan salah satu strategi marketing yang menjawab kecenderungan konsumen dalam mencari pengalaman yang lebih personal dan meningkatkan kepuasan serta menjaga loyalitas konsumen secara efektif dan efisien. Penelitian ini bertujuan untuk memahami konsep personalisasi marketing berbasis AI, memaparkan secara komprehensif terkait metodologi dan tujuan pada penelitian mengenai personalisasi berbasis AI, serta mengkaji lebih dalam terkait praktik personalisasi marketing berbasis AI melalui metode *systematic literature review* (SLR). Bahan literatur penelitian diperoleh dari *database* SCOPUS, Sage Journals, dan Science Direct pada rentang waktu 2015-2025. Artikel dipilih berdasarkan kriteria inklusi meliputi literatur yang membahas personalisasi marketing berbasis AI. Selanjutnya, analisis dan penyaringan data dilakukan secara sistematis sesuai dengan pedoman *Preferred Reporting Items for Systematic Reviews and Meta-Analysis* (PRISMA), hingga memperoleh 28 artikel jurnal untuk dianalisis. Berdasarkan hasil analisis dari 28 artikel jurnal yang terpilih, secara keseluruhan artikel bertujuan untuk menelusuri pentingnya peran teknologi AI dalam meningkatkan efektivitas personalisasi pemasaran. Sebanyak 20 artikel jurnal mendominasi penggunaan metode kualitatif seperti analisis konten, interpretatif, wawancara mendalam, tinjauan literatur dan SLR sebagai pendekatannya. Terdapat 22 artikel jurnal diantaranya menunjukkan bahwa konsep personalisasi marketing merupakan suatu upaya pemasaran dalam menciptakan penawaran yang disesuaikan dengan preferensi dari setiap konsumen dengan memanfaatkan penggunaan teknologi AI. Penerapan sistem rekomendasi dan teknologi *chatbot* dalam praktik personalisasi marketing berbasis AI membantu dalam meningkatkan pengalaman pelanggan yang berdampak pada peningkatan efektivitas pemasaran dan loyalitas serta retensi pembelian pelanggan yang ditunjukkan melalui kombinasi dari 22 artikel jurnal lainnya. Penelitian ini dapat memberikan berkontribusi baik bagi kalangan akademisi maupun pemegang kepentingan industri dalam memahami konsep dan penggunaan dari personalisasi marketing berbasis AI untuk memperkaya wawasan dan meningkatkan efektivitas pemasarannya.

Kata Kunci: *Personalization, Personalized Marketing, Artificial Intelligence, Systematic Literature Review.*

ABSTRACT

Maharani, Kayla. *"Exploration of Personalized Marketing Based on Artificial Intelligence: A Systematic Literature Review."* **Under the guidance of Dr. Ayu Krishna Yuliawati, S.SOS., M.M., and Arief Budiman, S.S., S.SOS., IMSME.**

Thesis. Management Study Program, Faculty of Economics and Business Education, Universitas Pendidikan Indonesia. Bandung, 2025.

In the context of intensified competition within the digital landscape, companies are increasingly compelled to develop marketing strategies that align with the evolving behaviors and expectations of consumers regarding products and services. A prominent approach is the integration of artificial intelligence (AI) technology into personalization efforts, which addresses consumers' rising demand for tailored experiences. This strategy not only enhances customer satisfaction but also fosters consumer loyalty. The objective of this study is to clarify the concept of AI-based marketing personalization, outline the methodology and objectives of research in this domain, and conduct a comprehensive examination of current practices through a systematic literature review (SLR). The literature was gathered from esteemed databases, including SCOPUS, Sage Journals, and ScienceDirect, covering publications from 2015 to 2025. Articles were selected based on specific inclusion criteria centered on discussions of AI-based marketing personalization. Once the relevant data was collected, systematic analysis was performed in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, resulting in the identification of 28 journal articles for detailed analysis. The findings indicate that these articles collectively aim to explore the critical role of AI technology in enhancing the effectiveness of personalized marketing initiatives. Among the reviewed articles, 20 predominantly employed qualitative methodologies, such as content analysis, interpretative analysis, in-depth interviews, literature reviews, and SLR techniques. Notably, 22 of these articles proposed that personalized marketing represents an effort to create customized offers tailored to individual consumers' preferences through the utilization of AI technology. The implementation of recommendation systems and chatbot technology in AI-based personalized marketing practices has been shown to significantly improve customer experience, thereby enhancing marketing effectiveness, cultivating customer loyalty, and facilitating purchase retention, as emphasized by the analysis of the remaining articles. This research offers valuable insights for both academic scholars and industry practitioners, enhancing their understanding of the concept and application of AI-based personalized marketing and ultimately improving overall marketing efficacy.

Keywords: *Personalization, Personalized Marketing, Artificial Intelligence, Systematic Literature Review.*

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