

**PENGARUH *ADS PERSONALIZATION* PADA MEDIA
WHATSAPP TERHADAP *BRAND ATTITUDE* TOKOPEDIA
DENGAN *PERCEIVED RELEVANCE* SEBAGAI MEDIASI
(Survei Terhadap Pengguna Tokopedia)**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh Gelar Sarjana
Manajemen Program Studi Manajemen



Oleh:
Tio Dysatrio
NIM 2109493

**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

**PENGARUH *ADS PERSONALIZATION* PADA MEDIA
WHATSAPP TERHADAP *BRAND ATTITUDE* TOKOPEDIA
DENGAN *PERCEIVED RELEVANCE* SEBAGAI MEDIASI
(Survei Terhadap Pengguna Tokopedia)**

Oleh
Tio Dysatrio

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Manajemen pada Fakultas Pendidikan Ekonomi dan Bisnis

© Tio Dysatrio 2025
Universitas Pendidikan Indonesia
Agustus 2025

Hak Cipta dilindungi undang-undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN SKRIPSI

PENGARUH *ADS PERSONLIZATION* PADA MEDIA WHATSAPP TERHADAP *BRAND ATTITUDE* TOKOPEDIA DENGAN *PERCEIVED RELEVANCE* SEBAGAI MEDIASI
(Survei terhadap Pengguna Tokopedia)

Tio Dysatrio

2109493

Disetujui dan disahkan oleh:

Dosen Pembimbing I



Dr. H. Mokh. Adib Sultan, S.T., M.T
NIP. 198103102009121002

Dosen Pembimbing II



Dr. Eka Surachman, S.Si., M.T.
NIP. 197706042000121001

Ketua Program Studi Manajemen



Dr. Maya Sari, S.E., M.M.
NIP. 197107052002122007

PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025

LEMBAR PERNYATAAN

Dengan ini, saya menyatakan bahwa skripsi berjudul "**Pengaruh *Ads Personalization* Pada Media WhatsApp Terhadap *Brand Attitude* Tokopedia dengan *Perceived Relevance* Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)**" dan seluruh isinya adalah hasil dari usaha dan kreasi saya sendiri. Saya memastikan bahwa tidak ada materi yang diambil dari publikasi atau tulisan orang lain atau digunakan sebagai syarat penyelesaian studi di perguruan tinggi lain, kecuali pada bagian-bagian tertentu yang saya referensikan atau kutipkan sesuai dengan penulisan karya ilmiah yang berlaku.

Atas pernyataan ini, jika kemudian terbukti ada pelanggaran dalam karya saya, saya bersedia menerima segala risiko yang mungkin dijatuhkan kepada saya.

Bandung, 8 Agustus 2025
Yang membuat pernyataan



Tio Dysatrio
NIM 2109493

KATA PENGANTAR

Alhamdulillahirabbil ‘aalamiin. Segala puji dan syukur penulis panjatkan ke hadirat Allah SWT atas limpahan rahmat, petunjuk, dan berkah-Nya, sehingga penulis dapat menyelesaikan penyusunan draft proposal skripsi ini.

Skripsi dengan judul **“Pengaruh *Ads Personalization* pada Media WhatsApp terhadap *Brand Attitude* Tokopedia dengan *Perceived Relevance* sebagai Mediasi (Survei terhadap Pengguna Tokopedia)”** ini disusun untuk memberikan gambaran mengenai pengaruh personalisasi iklan pada media WhatsApp terhadap sikap konsumen terhadap merek Tokopedia, dengan relevansi yang dirasakan sebagai variabel mediasi. Penulis berharap hasil penelitian ini dapat memberikan manfaat dan kontribusi positif bagi berbagai pihak.

Penulis menyadari bahwa penyusunan skripsi ini masih memiliki kekurangan dan kekeliruan. Oleh karena itu, saran dan kritik yang membangun sangat penulis harapkan demi perbaikan di masa yang akan datang. terselesaikannya penyusunan skripsi ini tidak terlepas dari dukungan dan bantuan berbagai pihak, oleh karena itu penulis dengan tulus menyampaikan ucapan terima kasih kepada:

1. Allah SWT yang telah memberikan rahmat, hidayah, dan kekuatan selama proses penyusunan skripsi ini.
2. Kedua orang tua tercinta, Ayah Dedy Sudarmadi dan Ibu Nina Susanty, serta kakak penulis Vania Ardyna Sudarmadi, atas segala doa, dukungan, kasih sayang, dan pengorbanan yang tiada henti.
3. Ibu Dr. Maya Sari, S.E., M.M., selaku Ketua Program Studi Manajemen yang telah memberikan arahan dan memfasilitasi penulis dalam menyelesaikan studi.
4. Bapak Dr. Mokh Adib Sultan, S.T., M.T., dan Bapak Dr. Eka Surachman, S.Si., M.T., selaku dosen pembimbing skripsi yang telah meluangkan waktu, tenaga, dan pikiran untuk memberikan bimbingan, arahan, dan masukan selama proses penulisan skripsi ini.

5. Bapak Yoga Perdana, S.E., M.S.M., selaku Dosen Pembimbing Akademik yang dengan penuh kesabaran memberikan bimbingan, motivasi, dan dukungan selama empat tahun masa perkuliahan.
6. Seluruh dosen Program Studi Manajemen yang telah memberikan ilmu pengetahuan yang bermanfaat serta dukungan selama masa studi.
7. Seluruh staf administrasi Program Studi Manajemen atas bantuan dan kelancaran informasi selama proses penyusunan skripsi.
8. Teman-teman Manajemen 2021 yang selalu memberikan semangat dan dukungan, baik dalam suka maupun duka, selama masa perkuliahan.
9. Teman terdekat penulis, Syah Rangga Perbangkara dan John Arie Mozes, yang senantiasa menemani, membantu, dan memberikan semangat selama proses penyusunan skripsi.
10. Syahidah Asma Amani yang menjadi *support system* terbaik penulis selama proses penyelesaian skripsi.
11. Seluruh pihak yang tidak dapat disebutkan satu per satu, yang telah memberikan doa, bantuan, dan dukungan bagi penyelesaian skripsi ini.

Semoga Allah SWT membalas segala bantuan, dukungan, dan kontribusi yang telah diberikan dengan ganjaran yang berlipat ganda, baik di dunia maupun di akhirat.

Bandung, Agustus 2025

Penulis

Tio Dysatrio

NIM 2109493

ABSTRAK

Tio Dysatrio (2109493) “Pengaruh *Ads Personalization* Pada Media WhatsApp Terhadap *Brand Attitude* Tokopedia dengan *Perceived Relevance* Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)” dibawah bimbingan Dr. Mokh Adib Sultan S.T.,M.T Dr. Eka Surachman S.Si.,M.T).

Penelitian ini bertujuan untuk menganalisis pengaruh *ads personalization* pada media WhatsApp terhadap *brand attitude* Tokopedia dengan *perceived relevance* sebagai variabel mediasi. Latar belakang penelitian ini berdasar dari meningkatnya persaingan *e-commerce* di Indonesia yang mendorong perusahaan untuk mengoptimalkan strategi pemasaran berbasis personalisasi pesan guna meningkatkan keterlibatan dan sikap positif konsumen terhadap merek. Penelitian menggunakan pendekatan kuantitatif dengan metode survei kepada 350 responden pengguna Tokopedia yang pernah menerima iklan Tokopedia melalui WhatsApp. Teknik pengambilan sampel dilakukan secara *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) untuk menguji hubungan langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa *ads personalization* berpengaruh positif dan signifikan terhadap *perceived relevance* serta *brand attitude*. Selain itu, *perceived relevance* terbukti berperan sebagai mediator parsial dalam hubungan antara *ads personalization* dan *brand attitude*. Temuan ini memberikan implikasi bagi praktisi pemasaran digital, khususnya dalam memanfaatkan personalisasi iklan pada platform perpesanan instan untuk meningkatkan relevansi pesan dan memperkuat sikap positif konsumen terhadap merek.

Kata Kunci: *Brand Attitude, Ads Personalization, Perceived Relevance.*

ABSTRACT

Tio Dysatrio (2109493) “The Effect of Ads Personalization on WhatsApp Media towards Brand Attitude of Tokopedia with Perceived Relevance as a Mediating Variable (A Survey on Tokopedia Users)” under the supervision of Dr. Mokh Adib Sultan S.T., M.T and Dr. Eka Surachman S.Si., M.T.

This study aims to analyze the effect of ads personalization on WhatsApp media towards Tokopedia’s brand attitude, with perceived relevance as a mediating variable. The background of this research stems from the increasing competition among e-commerce platforms in Indonesia, which drives companies to optimize personalized message strategies to enhance consumer engagement and foster positive attitudes toward the brand. This research employed a quantitative approach using a survey method with 350 respondents who are Tokopedia users and had previously received Tokopedia advertisements via WhatsApp. The sampling technique was purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method to test the direct and indirect relationships among variables. The findings indicate that ads personalization has a positive and significant effect on both perceived relevance and brand attitude. Furthermore, perceived relevance is proven to partially mediate the relationship between ads personalization and brand attitude. These findings provide implications for digital marketing practitioners, particularly in leveraging personalized advertising on instant messaging platforms to enhance message relevance and strengthen consumers’ positive attitudes toward the brand.

Keyword: Brand Attitude, Ads Personalization, Perceived Relevance

DAFTAR ISI

ABSTRAK	i
ABSTRACT.....	ii
DAFTAR ISI.....	iii
DAFTAR GAMBAR.....	vi
DAFTAR TABEL	vii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah	10
1.3 Tujuan Penelitian.....	11
1.4 Manfaat Penelitian.....	11
BAB II TINJAUAN PUSTAKA.....	12
2.1 Tinjauan Pustaka.....	12
2.1.1 <i>Marketing Theory</i>	12
2.1.2 <i>Marketing Mix</i>	14
2.1.3 <i>Personal Promotion</i>	15
2.1.4 <i>Ads Personalization</i>	16
2.1.5 <i>Digital Marketing Audiences and Buyer Behaviour</i>	20
2.1.6 <i>Individualisation</i>	21
2.1.7 <i>Perceived Relevance</i>	22
2.1.8 <i>Defining The Performance Matrix Framework</i>	25
2.1.9 <i>Customer Satisfaction</i>	27
2.1.10 <i>Brand Attitude</i>	28
2.1.11 Pengaruh <i>Ads Personalization</i> Terhadap <i>Brand Attitude</i>	30
2.1.12 Pengaruh <i>Ads Personalization</i> Terhadap <i>Perceived Relevance</i>	31
2.1.13 Pengaruh <i>Perceived Relevance</i> Terhadap <i>Brand Attitude</i>	31
2.1.14 Pengaruh <i>Ads Personalization</i> Terhadap <i>Brand Attitude</i> Melalui Mediasi <i>Perceived Relevance</i>	32
2.2 Penelitian terdahulu	32
2.3 Kerangka Pemikiran	35
2.4 Paradigma Penelitian	37
2.5 Hipotesis	37

BAB III METODE PENELITIAN	39
3.1. Objek Penelitian	39
3.2. Metode dan Desain Penelitian	39
3.2.1. Metode Penelitian.....	39
3.2.2. Desain Penelitian.....	40
3.3. Operasional Variabel.....	40
3.4. Sumber dan Teknik Pengumpulan Data	43
3.4.1. Sumber Data.....	43
3.4.2. Teknik Pengumpulan Data.....	45
3.5. Populasi, Sampel, dan Teknik Sampling	46
3.5.1. Populasi.....	46
3.5.2. Sampel.....	46
3.6. Uji Instrumen Penelitian.....	47
3.6.1. Uji Validitas	47
3.6.2. Uji Reliabilitas	49
3.7. Teknik Analisis Data	49
3.7.1. Analisis Data Deskriptif.....	49
3.7.2. Analisis Structural Equation Modeling-Partial Least Square (SEM- PLS). 50	
3.7.3. Uji Hipotesis.....	57
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	59
4.1. Gambaran Umum Objek Penelitian.....	59
4.1.1 Profil Tokopedia.....	59
4.2. Karakteristik Responden.....	60
4.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin.....	61
4.2.2 Karakteristik Responden Berdasarkan Usia	62
4.2.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir.....	62
4.2.4 Karakteristik Responden Berdasarkan Pekerjaan.....	63
4.2.5 Karakteristik Responden Berdasarkan Frekuensi Penggunaan Tokopedia dalam sebulan terakhir	64
4.2.6 Karakteristik Responden Berdasarkan <i>Platform</i> yang Paling Sering Digunakan Untuk Mengakses Tokopedia	65
4.3. Hasil Penelitian Deskriptif	66
4.3.1 Analisis Deskriptif Variabel <i>Ads Personalization</i>	66
4.3.2 Analisis Deskriptif Variabel <i>Perceived Relevance</i>	71
4.3.3 Analisis Deskriptif Variabel <i>Brand Attitude</i>	79

4.4	Analisis Data dengan Structural Equation Modeling-Partial Least Square (SEM-PLS)	86
4.4.1	Evaluasi Model Pengukuran Reflektif (<i>Outer Model</i>)	87
4.4.2	Evaluasi Model Struktural (<i>Inner Model</i>)	92
4.4.3	Pengujian dan Pembahasan Hipotesis Penelitian	96
4.5	Pembahasan Hasil Penelitian.....	99
4.5.1.	Variabel <i>Ads Personalization</i>	99
4.5.2.	Variabel <i>Perceived Relevance</i>	101
4.5.3.	Variabel <i>Brand Attitude</i>	102
4.5.4.	Pengaruh <i>Ads Personalization</i> Terhadap <i>Brand Attitude</i>	103
4.5.5.	Pengaruh <i>Ads Personalization</i> Terhadap <i>Perceived Relevance</i>	105
4.5.6.	Pengaruh <i>Perceived Relevance</i> Terhadap <i>Brand Attitude</i>	106
4.5.7.	Pengaruh <i>Ads Personalization</i> Terhadap <i>Brand Attitude</i> Melalui Mediasi <i>Perceived Relevance</i>	107
BAB V	KESIMPULAN DAN SARAN	110
5.1	Kesimpulan.....	110
5.2	Saran.....	111
DAFTAR PUSTAKA		114
LAMPIRAN		121

DAFTAR GAMBAR

Gambar 1. 1 Brand Index Tokopedia	4
Gambar 1. 2 Tingkat Kenyamanan Konsumen terhadap Iklan yang Dipersonalisasi	8
Gambar 1. 3 Komentar Negatif X mengenai Iklan Tokopedia di WhatsApp	9
Gambar 2. 1 Tujuh elemen bauran pemasaran	14
Gambar 2. 2 The five diagnostic categories for digital marketing measurement.....	25
Gambar 2. 3 Model Kano.....	27
Gambar 2. 4 Kerangka Pemikiran.....	35
Gambar 2. 5 Paradigma Penelitian.....	37
Gambar 4. 1 Logo Tokopedia.....	59
Gambar 4. 2 Tampilan Website Tokopedia	60
Gambar 4. 3 Karakteristik Responden Berdasarkan Jenis Kelamin	61
Gambar 4. 4 Karakteristik Responden Berdasarkan Usia.....	62
Gambar 4. 5 Karakteristik Responden Berdasarkan Pendidikan Terakhir.....	63
Gambar 4. 6 Karakteristik Responden Berdasarkan Pekerjaan	64
Gambar 4. 7 Karakteristik Responden Berdasarkan Frekuensi Penggunaan Tokopedia Dalam Sebulan Terakhir.....	65
Gambar 4. 8 Karakteristik Responden Berdasarkan Platform yang Paling Sering Digunakan Untuk Mengakses Tokopedia	66
Gambar 4. 9 Garis Kontinum Ads Personalization	71
Gambar 4. 10 Garis Kontinum Perceived Relevance.....	79
Gambar 4. 11 Garis Kontinum Brand Attitude	86
Gambar 4. 12 Output Model Penelitian SEM-PLS.....	96
Gambar 4. 13 Output Model Penelitian SEM-PLS.....	97

DAFTAR TABEL

Tabel 1. 1 Data Pengunjung web E-Commerce di Indonesia.....	2
Tabel 1. 2 Tabel Rata-rata Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia (Kuartal I-Kuartal IV 2023).....	3
Tabel 1. 3 Tabel Pengunjung Situs Tokopedia Sepanjang Kuartal IV 2024.....	3
Tabel 2. 1 Penelitian Terdahulu.....	33
Tabel 3. 1 Operasional Variabel	41
Tabel 3. 2 Sumber Data Penelitian.....	45
Tabel 3. 3 Penentuan Jumlah Sampel Isaac dan Michael Dari Populasi Tertentu.....	46
Tabel 3. 4 Uji Validitas.....	48
Tabel 3. 5 Uji Reabilitas.....	49
Tabel 4. 1 Gambaran Indikator Personalized Design.....	67
Tabel 4. 2 Gambaran Indikator Personalized Identity Targeting.....	69
Tabel 4. 3 Gambaran Indikator Personally Important	72
Tabel 4. 4 Gambaran Indikator Specifically Designed	73
Tabel 4. 5 Gambaran Indikator Worth Remembering	75
Tabel 4. 6 Gambaran Indikator Personally Useful.....	76
Tabel 4. 7 Gambaran Indikator Brand Appeal	80
Tabel 4. 8 Gambaran Indikator Brand Quality	81
Tabel 4. 9 Gambaran Indikator Brand Favorability	82
Tabel 4. 10 Gambaran Indikator Brand Likability	84
Tabel 4. 11 Outer Loadings	87
Tabel 4. 12 Average Variance Extracted (AVE)	88
Tabel 4. 13 Cross-Loading	89
Tabel 4. 14 Nilai Cronbach's Alpha dan Composite Reliability	92
Tabel 4. 15 Nilai R-Square.....	93
Tabel 4. 16 Tabel Variance Inflation Factor	93
Tabel 4. 17 Hasil Uji F-Square (F^2).....	94
Tabel 4. 18 Uji Q-Square (Q^2).....	95
Tabel 4. 19 Nilai Goodness of Fit (GoF).....	95
Tabel 4. 20 Path Coefficient.....	97
Tabel 4. 21 Spesifik Indirect effects	98

DAFTAR PUSTAKA

- Aguirre, E., Mahr, D., Grewal, D., de Ruyter, K., & Wetzels, M. (2015). Unraveling the personalization paradox: The effect of information collection and trust-building strategies on online advertisement effectiveness. *Journal of Retailing*, 91(1), 34–49. <https://doi.org/10.1016/j.jretai.2014.09.005>
- Ahdiat, A. (2024). *Rata-rata Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia (Kuartal I-Kuartal IV 2023)*. Databoks.
- Ahdiat, A. (2025). *Pengunjung Situs Tokopedia Berkurang Sepanjang Kuartal IV 2024*. Databoks.
- Akbar, N., Mordhah, N., Takrim, K., Rafiq, I., & Tauqeer, F. (2023). Unraveling The Relationship Between Brand Attitude, Loyalty, And Purchase Intentions In The Textile And Fashion Industry. *Journal of Positive School Psychology*, 7(4), 523–536. <http://journalppw.com>
- Akhmadi, M. D. D., & Martini, E. (2020). PENGARUH E-SERVICE QUALITY TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN APLIKASI OVO. *Jurnal Mitra Manajemen (JMM Online)*, 4(5), 708–720. <http://e-jurnalmitramanajemen.com>
- Arora, N., Rahman, A. A., Rana, M., Prashar, S., & Palacios-Marques, D. (2025). Personalized Advertising on Social Media: Is it Building Desired Customer Attitude? *FIIB Business Review*. <https://doi.org/10.1177/23197145241313317>
- Atta, H., Ahmad, N., Tabash, M. I., & Omari, M. A. Al. (2023). Exploring the brunt of social media personalised ads on online impulsive buying behaviour under the mediating role of behavioural facilitators. *International Journal of Electronic Business*, 18(4), 444–465. <https://doi.org/10.1504/IJEB.2023.134128>
- Bai, Y., & Li, H. (2022). Mapping the evolution of e-commerce research through co-word analysis: 2001–2020. *Electronic Commerce Research and Applications*, 55(July), 101190. <https://doi.org/10.1016/j.elerap.2022.101190>
- Bayahya, S. (2024). *The Influence of Personalized Instagram Ads on Customer 's Purchasing Intention in the Saudi Market The Impact of Personalized Instagram Ads on Customers ' Purchasing Intention in th ... The Influence of Personalized Instagram Ads on Customer ' s Purchas. June, 0–96*. <https://doi.org/10.13140/RG.2.2.13854.75841>
- Casaca, J. A., & Miguel, L. P. (2024). The Influence of Personalization on Consumer Satisfaction. In *Data-Driven Marketing for Strategic Success* (Issue September, pp. 256–292). <https://doi.org/10.4018/979-8-3693-3455-3.ch010>
- Catherin. (2024). *Perempuan Indonesia Lebih Suka Belanja Online Lewat Shopee*. GoodStats.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing. In *Pearson*. <http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484>

Tio Dysatrio, 2025

Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

_SISTEM_PEMBETUNGAN_TERPUSAT_STRATEGI_MELESTARI

- Chen, S., Wu, Y., Deng, F., & Zhi, K. (2023). How does ad relevance affect consumers' attitudes toward personalized advertisements and social media platforms? The role of information co-ownership, vulnerability, and privacy cynicism. *Journal of Retailing and Consumer Services*, 73, 103336. <https://doi.org/10.1016/j.jretconser.2023.103336>
- Cheng, X., Bao, Y., Zarifis, A., Gong, W., & Mou, J. (2022). Exploring consumers' response to text-based chatbots in e-commerce: the moderating role of task complexity and chatbot disclosure. *Internet Research*, 32(2), 496–517. <https://doi.org/10.1108/INTR-08-2020-0460>
- de Groot, J. I. M. (2022). The Personalization Paradox in Facebook Advertising: The Mediating Effect of Relevance on the Personalization–Brand Attitude Relationship and the Moderating Effect of Intrusiveness. *Journal of Interactive Advertising*, 22(1), 57–74. <https://doi.org/10.1080/15252019.2022.2032492>
- De Keyzer, F., Buzeta, C., & Lopes, A. I. (2024). The role of well-being in consumer's responses to personalized advertising on social media. *Psychology & Marketing*, 41(6), 1206–1222. <https://doi.org/10.1002/mar.21977>
- De Keyzer, F., Dens, N., & De Pelsmacker, P. (2022a). How and When Personalized Advertising Leads to Brand Attitude, Click, and WOM Intention. *Journal of Advertising*, 51(1), 39–56. <https://doi.org/10.1080/00913367.2021.1888339>
- De Keyzer, F., Dens, N., & De Pelsmacker, P. (2022b). How and When Personalized Advertising Leads to Brand Attitude, Click, and WOM Intention. *Journal of Advertising*, 51(1), 39–56. <https://doi.org/10.1080/00913367.2021.1888339>
- Dodoo, N. A., & Wu, L. (2019). Exploring the antecedent impact of personalised social media advertising on online impulse buying tendency. *International Journal of Internet Marketing and Advertising*, 13(1), 73–95. <https://doi.org/10.1504/IJIMA.2019.097905>
- Edeh, E., Lo, W.-J., & Khojasteh, J. (2023). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. *Structural Equation Modeling: A Multidisciplinary Journal*, 30(1), 165–167. <https://doi.org/10.1080/10705511.2022.2108813>
- Fan, X., Li, H., & Jiang, X. (2025). Owing to interactivity: a meta-analysis on consumer-brand responses in the digital context. *Journal of Research in Interactive Marketing*. <https://doi.org/10.1108/JRIM-09-2024-0457>
- Garczarek-Bak, U., Szymkowiak, A., Jaks, Z., & Jansto, E. (2024). Impact of product vs brand storytelling on online customer experience. *International Journal of Wine Business Research*, 36(3), 370–405. <https://doi.org/10.1108/IJWBR-07-2023-0041>
- Garson, G. D. (2016). *Single User License . Do not copy or post . Single User License . Do not copy or post .*
- Goic, M., Rojas, A., & Saavedra, I. (2021). The Effectiveness of Triggered Email Marketing in Addressing Browse Abandonments. *Journal of Interactive Marketing*, 55, 118–145. <https://doi.org/10.1016/j.intmar.2021.02.002>

Tio Dysatrio, 2025

Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Hanaysha, J. R., Sharma, A., & Momani, A. M. (2021). an Exploration of Social Media Marketing Features and Brand Loyalty in the Fast Food Industry. *Journal of Content, Community and Communication*, 14(7), 81–92. <https://doi.org/10.31620/JCCC.12.21/08>
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Buku Metode Penelitian Kualitatif* (Vol. 5, Issue 1).
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (Issue March).
- Hardcastle, K., Vorster, L., & Brown, D. M. (2025). Understanding Customer Responses to AI-Driven Personalized Journeys: Impacts on the Customer Experience. *Journal of Advertising*, 54(2), 176–195. <https://doi.org/10.1080/00913367.2025.2460985>
- Hunt, S. D. (2010). Marketing Theory. In *Routledge*.
- Interactive Advertising Bureau (IAB). (2024). *Nearly 8 in 10 Consumers Would Rather Receive More Ads Than Pay for Digital Content and Services, According to IAB Research*. <https://www.iab.com/news/consumer-privacy-research/>
- IPrice Group. (n.d.). *Peta E-Commerce Indonesia*. Peta E-Commerce Indonesia
- Jayanna B M, & Dr. Sureshramana Mayya. (2025). Email Marketing Strategies for Enhancing Customer Engagement: A Comprehensive Literature Review. *International Journal of Scientific Research in Science, Engineering and Technology*, 12(1), 371–392. <https://doi.org/10.32628/IJSRSET25121188>
- Jobber, D., & Ellis-Chadwick, F. (2020). Principles and Practice of Marketing, Ninth Edition. In *McGraw-Hill Education*. McGraw-Hill Education / Europe, Middle East & Africa.
- Jobber, D., & Ellis-Chadwick, F. (2023). *Principles and Practice of Principles and Practice of Marketing Marketing*. McGraw-Hill Education (UK) Ltd.
- Joseph F. Hair Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Ray, N. P. D. & S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*.
- Jung, A.-R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, 70, 303–309. <https://doi.org/10.1016/j.chb.2017.01.008>
- Kang, K. (2021). Strategic Orientation, Integrated Marketing Communication, and Relational Performance in E-commerce Brands: Evidence from Japanese Consumers' Perception. *Business Communication Research and Practice*, 4(1), 28–40. <https://doi.org/10.22682/bcrp.2021.4.1.28>
- Karampournioti, E., & Wiedmann, K.-P. (2022). Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions and behavioral intention. *Internet Research*, 32(7), 228–259. <https://doi.org/10.1108/INTR-09-2019-0377>
- Ko, S.-H., Choi, Y., & Kim, J. (2021). Customers' Experiences of Compassion and Brand Attitude: Evidence From Low-Cost Carriers. *Frontiers in Psychology*, Tio Dysatrio, 2025
- Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)**
- Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- 12(July), 1–9. <https://doi.org/10.3389/fpsyg.2021.687155>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). Principles of Marketing. In *Pearson*.
- Lee, H., Min, J., & Yuan, J. (2021). The influence of eWOM on intentions for booking luxury hotels by Generation Y. *Journal of Vacation Marketing*, 27(3), 237–251. <https://doi.org/10.1177/1356766720987872>
- Lee, Y.-S. (2023). The Relationships among Digital Marketing, Brand Emotional Attachment and Brand Attitude. *Journal of Applied Finance & Banking*, 27–44. <https://doi.org/10.47260/jafb/1323b>
- Li, C. (2016). When does web-based personalization really work? The distinction between actual personalization and perceived personalization. *Computers in Human Behavior*, 54, 25–33. <https://doi.org/10.1016/j.chb.2015.07.049>
- Li, G., Jiang, Y., & Chang, L. (2022). The Influence Mechanism of Interaction Quality in Live Streaming Shopping on Consumers' Impulsive Purchase Intention. *Frontiers in Psychology*, 13(December 2020), 1–13. <https://doi.org/10.3389/fpsyg.2022.918196>
- Lin, X., Wang, X., Shao, B., & Taylor, J. (2024). How Chatbots Augment Human Intelligence in Customer Services: A Mixed-Methods Study. *Journal of Management Information Systems*, 41(4), 1016–1041. <https://doi.org/10.1080/07421222.2024.2415773>
- Luhglatno, Kumala, D., Wardhana, A., Prasetya, P., Lukiastuti, F., Lustono, Yulianti, M. L., Djou, L. G., Susanti, A., Sriharyati, S., Susila, M. R., Ginting, M. L., Irdhayanti, E., Bilgies, A. F., & Hardiwinoto. (2024). *Metode Penelitian Manajemen*.
- Lyu, J. C., Huang, P., Jiang, N., & Ling, P. M. (2022). A Systematic Review of E-Cigarette Marketing Communication: Messages, Communication Channels, and Strategies. *International Journal of Environmental Research and Public Health*, 19(15), 9263. <https://doi.org/10.3390/ijerph19159263>
- Maslowska, E., Smit, E. G., & van den Putte, B. (2016). It Is All in the Name: A Study of Consumers' Responses to Personalized Communication. *Journal of Interactive Advertising*, 16(1), 74–85. <https://doi.org/10.1080/15252019.2016.1161568>
- Migkos, S. P., Giannakopoulos, N. T., & Sakas, D. P. (2025). Impact of Influencer Marketing on Consumer Behavior and Online Shopping Preferences. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 111. <https://doi.org/10.3390/jtaer20020111>
- Nandy, S., & Sondhi, N. (2022). Brand Pride in Consumer–Brand Relationships: Towards a Conceptual Framework. *Global Business Review*, 23(5), 1098–1117. <https://doi.org/10.1177/0972150919878072>
- Nayeem, T., Murshed, F., & Dwivedi, A. (2019). Brand experience and brand attitude: examining a credibility-based mechanism. *Marketing Intelligence & Planning*, 37(7), 821–836. <https://doi.org/10.1108/MIP-11-2018-0544>
- Nobile, T. H., & Cantoni, L. (2023). Personalisation (In)effectiveness in email marketing. *Digital Business*, 3(2), 100058. <https://doi.org/10.1016/j.digbus.2023.100058>
- Pingping, C., & Ting, Z. (2022). Research on User Behavior of Social E-Tio Dysatrio, 2025
- Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)**
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Commerce. *Academic Journal of Business & Management*, 4(7), 51–56.
<https://doi.org/10.25236/AJBM.2022.040708>
- Pratiwi, N. K. A., & Ekawati, N. W. (2020). BRAND IMAGE MEMEDIASI HUBUNGAN E-COMMERCE DENGAN KEPUTUSAN PEMBELIAN KONSUMEN. *E-Jurnal Manajemen Universitas Udayana*, 9(6), 2268.
<https://doi.org/10.24843/EJMUNUD.2020.v09.i06.p11>
- PT Tokopedia Tbk. (2025). *No Title*.
- Rahimah, A., Dang, H. P., Nguyen, T. T., Cheng, J. M.-S., & Kusumawati, A. (2023). The subsequent effects of negative emotions: from brand hate to anti-brand consumption behavior under moderating mechanisms. *Journal of Product & Brand Management*, 32(4), 618–631.
<https://doi.org/10.1108/JPBM-12-2021-3778>
- Rahman, S. M., Carlson, J., Gudergan, S. P., Wetzels, M., & Grewal, D. (2025). How do omnichannel customer experiences affect customer engagement? Theory and empirical validation. *Journal of Business Research*, 189(May 2024), 115196. <https://doi.org/10.1016/j.jbusres.2025.115196>
- Rakhmawati, H., & Tuti, M. (2023). Brand Experience Affects Brand Attitude, Brand attachment, Brand Satisfaction, and Brand Loyalty On Customer Make Over. *Jurnal Dinamika Manajemen*, 14(1), 124–136.
<https://doi.org/10.15294/jdm.v14i1.41488>
- Sahli, A., & Zhai, Y. (2025). Cultivating consumer resilience: understanding and navigating adolescents' responses to intrusive advertising. *International Journal of Organizational Analysis*, 33(5), 1260–1276.
<https://doi.org/10.1108/IJOA-01-2024-4181>
- Sari Anita, Dahlan, Tuhumury Nicodemus August Ralph, Prayitno Yudi, Siegers Hendry Willem, Supiyanto, & Werdhani Sri Anastasia. (2023). *Buku Annita sari Dkk Dasar-dasar Metodologi Penelitian*. 71.
- Schiffman, Leon G & Wisenblit, J. (2019). *Consumer Behavior 12th Edition*. <http://localhost:8080/xmlui/handle/123456789/339>
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach*. Wiley. https://digilib.politeknik-pratama.ac.id/assets/dokumen/ebook/feb_f006f52b62a646e28c8c7870aa1112fbcd0c49ca_1650455622.pdf
- Silverpush. (2023). *Personalization Vs Privacy: Advertisers Struggle to Find the Right Balance*. <https://www.silverpush.co/blogs/advertisers-struggle-to-balance-personalization-and-privacy/>
- Similarweb. (2025). *No Title*. <https://www.similarweb.com/website/tokopedia.com>
- Sodik, & Siyoto. (2015). *Dasar Metodologi Penelitian* Dr. Sandu Siyoto, SKM, M.Kes M. Ali Sodik, M.A. 1. *Dasar Metodologi Penelitian*, 83–84.
- Sudirjo, F., Ratnawati, Hadiyati, R., Sutaguna, I. N. T., & Yusuf, M. (2023). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE Ratnawati 2 Politeknik Pertanian Negeri Pangkep 2. *Journal of Management and Creative Business (JMCBUS)*, 1(2), 156–181.
<https://iprice.co.id/insights/mapofecommerce/>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif*. In *Journal of Physics Tio Dysatrio*, 2025
- Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)**
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- A: *Mathematical and Theoretical*. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Sujayana, A. A., Manurung, R., Priyogatama, R., Ekonomi, F., & Pamulang, B. (2024). Komunikasi Pemasaran pada E-Commerce Tokopedia. *Prosiding Seminar Nasional Manajemen*, 3(1), 456–460. <http://openjournal.unpam.ac.id/index.php/PSM/index>
- Syafrida. (2021). *Metodologi Penelitian*. PENERBIT KBM INDONESIA.
- Tomczyk, A. T., Buhalis, D., Fan, D. X. F., & Williams, N. L. (2022). Price-personalization: Customer typology based on hospitality business. In *Journal of Business Research* (Vol. 147, pp. 462–476). <https://doi.org/10.1016/j.jbusres.2022.04.036>
- Top Brand Index. (2025). *Komparasi Brand Index: Situs Jual Beli Online*. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=6&id_subkategori=540
- Tran, T. P., Muldrow, A., & Ho, K. N. B. (2021). Understanding drivers of brand love - the role of personalized ads on social media. *Journal of Consumer Marketing*, 38(1), 1–14. <https://doi.org/10.1108/JCM-07-2019-3304>
- Utama, A. M., & Sanusi, N. (2022). Strategi Komunikasi Pemasaran Martabak Mertua Dalam Meningkatkan Omset Penjualan. *Buana Komunikasi (Jurnal Penelitian Dan Studi Ilmu Komunikasi)*, 2(2), 69. <https://doi.org/10.32897/buanakomunikasi.2021.2.2.1114>
- van Osselaer, S. M. J., Fuchs, C., Schreier, M., & Puntoni, S. (2020). The Power of Personal. *Journal of Retailing*, 96(1), 88–100. <https://doi.org/10.1016/j.jretai.2019.12.006>
- Wei, J., Jiang, M., Li, Y., Li, W., & Mead, J. A. (2023). The impact of product defect severity and product attachment on consumer negative emotions. *Psychology & Marketing*, 40(5), 1026–1042. <https://doi.org/10.1002/mar.21778>
- Weidig, J., Weippert, M., & Kuehnl, C. (2024). Personalized touchpoints and customer experience: A conceptual synthesis. *Journal of Business Research*, 177(March), 114641. <https://doi.org/10.1016/j.jbusres.2024.114641>
- Yeo, T. E. D., Chu, T. H., & Li, Q. (2025). How Persuasive Is Personalized Advertising? A Meta-Analytic Review of Experimental Evidence of the Effects of Personalization on Ad Effectiveness. *Journal of Advertising Research*, 0(0), 1–16. <https://doi.org/10.1080/00218499.2025.2467763>
- Yoon, H. J., Huang, Y., & Kim, T. (2023). The role of relevancy in native advertising on social media. *International Journal of Advertising*, 42(6), 972–999. <https://doi.org/10.1080/02650487.2022.2135345>
- Zarouali, B., Brosius, A., Helberger, N., & de Vreese, C. H. (2021). WhatsApp Marketing: A Study on WhatsApp Brand Communication and the Role of Trust in Self-Disclosure. *International Journal of Communication*, 15, 252–276.
- Zhang, J., & Liu, Z. (2023). An Empirical Analysis of the Impact of Brand Story Themes on Brand Attitude in the Context of B2C E-Commerce Platforms for Organic Agricultural Products. *Sustainability*, 15(24), 16679.

Tio Dysatrio, 2025

Pengaruh Ads Personalization Pada Media WhatsApp Terhadap Brand Attitude Tokopedia dengan Perceived Relevance Sebagai Mediasi (Survei Terhadap Pengguna Tokopedia)
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<https://doi.org/10.3390/su152416679>

Ziakis, C., & Vlachopoulou, M. (2023). Artificial Intelligence in Digital Marketing: Insights from a Comprehensive Review. *Information*, 14(12), 664.
<https://doi.org/10.3390/info14120664>