

ABSTRAK

Penyediaan informasi yang relevan merupakan strategi pemasaran yang efektif untuk meningkatkan partisipasi masyarakat dalam berbelanja daring. Salah satu strategi yang dapat digunakan adalah microtargeting, yang bertujuan menawarkan promosi sesuai dengan preferensi masyarakat tanpa memberikan terlalu banyak iklan mengganggu. Di Indonesia, strategi microtargeting penting untuk menasar konsumen sesuai dengan karakteristik masyarakat. Penelitian ini bertujuan untuk menganalisis pengaruh langsung dan tidak langsung dari persepsi microtargeting dan persepsi komunikasi digital terhadap keputusan belanja daring melalui mediasi kepercayaan, persepsi kontrol perilaku, dan norma subjektif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode kausalitas. Populasi penelitian ini adalah pengguna platform Tokopedia dan Shopee di Indonesia. Sampel ditentukan secara purposive sampling dengan menyebarkan 300 kuesioner, yang menghasilkan 210 respon yang memenuhi kriteria. Analisis data dilakukan menggunakan metode Partial Least Square (PLS) dengan program SmartPLS versi 3. Hasil analisis menunjukkan bahwa persepsi microtargeting dan komunikasi digital memiliki pengaruh signifikan terhadap keputusan belanja daring, baik secara langsung maupun melalui mediasi kepercayaan, persepsi kontrol perilaku, dan norma subjektif. Kebaruan penelitian ini terletak pada tiga aspek utama. Pertama, penelitian ini meneliti pengaruh microtargeting dan komunikasi digital terhadap pembelian daring. Kedua, berbeda dengan studi terdahulu yang melihat efek tidak langsung melalui mediator seperti kepercayaan atau sikap, penelitian ini berfokus pada efek langsung dari microtargeting terhadap perilaku belanja daring. Ketiga, penelitian ini menawarkan wawasan baru tentang bagaimana microtargeting yang makin canggih dapat memengaruhi proses pengambilan keputusan belanja daring dan kepercayaan konsumen.

Kata Kunci :perceived *Microtargeting*, perceived digital communication, trust, perceived behavioral control, subjective norm, daring purchase decision

ABSTRACT

Providing relevant information is an effective marketing strategy to increase people's participation in daring shopping. One strategy can be used is microtargeting, which aims to offer promotions according to people's preferences without providing too much intrusive advertising. In Indonesia, a microtargeting strategy is essential to target consumers according to people's characteristics. This study aims to examine the direct and indirect impacts of perceived microtargeting and perceived digital communication on daring shopping decisions by mediating trust, perceived behavioral control, and subjective norms. This research uses a quantitative approach with the causality method. The population of this study were users of the Tokopedia and Shopee platforms in Indonesia. The sample was selected via purposive sampling, distributing 300 questionnaires, which resulted in 210 responses that met the criteria. Data analysis was conducted using the Partial Least Square (PLS) method with the SmartPLS version 3 program. The analytical findings indicate that how individuals perceive microtargeting and digital communication has a significant impact on their decisions to shop daring. This influence is observed directly and indirectly through the mediation of trust, perceived behavioral control, and subjective standards. The novelty of this research lies in three main aspects. First, this study examines the influence of microtargeting and digital communication on daring purchases. Second, in contrast to previous studies that looked at indirect effects through mediators such as trust or attitude, this study focuses on the direct effects of microtargeting on daring shopping behavior. Third, this study offers new insights into how increasingly sophisticated microtargeting can influence daring shopping decision-making and consumer trust.

Keywords: *perceived Microtargeting, perceived digital communication, trust, perceived behavioral control, subjective norm, daring purchase decision*