

NALYZING THE DETERMINANTS OF AD AVOIDANCE WITH PERSONALITY TRAITS AS A MODERATING VARIABLE

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ABSTRACT

This study aims to analyze the relationship between ad relevance, perceived intrusiveness, and ad engagement on ad avoidance among Instagram users, with personality traits as a moderating variable. The research adopts a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with data collected from 210 respondents residing in Jakarta. The results indicate that ad relevance has a negative and significant effect on ad avoidance, while perceived intrusiveness has a positive and significant effect. Conversely, ad engagement does not significantly influence ad avoidance. Furthermore, personality traits do not moderate the relationship between ad relevance or ad engagement and ad avoidance, but significantly moderate the relationship between perceived intrusiveness and ad avoidance. These findings contribute theoretically to the understanding of consumer behavior on social media and offer practical implications for digital marketers in designing relevant and non-intrusive ads tailored to users' personality characteristics.

Keywords: Ad Avoidance, Ad Relevance, Perceived Intrusiveness, Ad Engagement, Personality Traits

ANALISIS YANG MEMPENGARUHI AD AVOIDANCE YANG DIMODERASI OLEH PERSONALITY TRAITS

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara ad relevance, perceived intrusiveness, dan ad engagement terhadap ad avoidance pada pengguna Instagram, dengan personality traits sebagai variabel moderasi. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan teknik analisis Partial Least Squares Structural Equation Modeling (PLS-SEM) yang melibatkan 210 responden berdomisili di Jakarta. Hasil penelitian menunjukkan bahwa ad relevance berpengaruh negatif dan signifikan terhadap ad avoidance, sedangkan perceived intrusiveness berpengaruh positif dan signifikan. Sementara itu, ad engagement tidak berpengaruh signifikan terhadap ad avoidance. Selain itu, personality traits tidak memoderasi hubungan antara ad relevance maupun ad engagement terhadap ad avoidance, namun berperan sebagai moderator signifikan pada hubungan antara perceived intrusiveness dan ad avoidance. Temuan ini memberikan implikasi teoritis terhadap penguatan pemahaman perilaku konsumen di media sosial serta implikasi praktis bagi pemasar dalam merancang iklan digital yang relevan, tidak mengganggu, dan sesuai dengan karakter kepribadian pengguna.

Kata kunci: Ad Avoidance, Ad Relevance, Perceived Intrusiveness, Ad Engagement, Personality Traits