

ABSTRACT

Currently, *AXIS Company*, a telecommunications service provider, is increasingly faced with challenges due to intense competition with the same target market as other competitors. Apart from needing to attract new users, companies also need to retain old users with effective marketing strategies. The aim of this research is to solve this problem by looking at how *Personalized Advertisements* influence *Attitudes towards Advertisements* and the *Click Ratio*, with *Privacy Concerns* as a mediating variable in the user object of the *AXIS card provider* in *Semarang City*.

In this study, the population taken was *AXIS Provider card users* in *Semarang City* with a total sample consisting of 160 individuals who met the requirements and had made at least one purchase through the *AXISNET* application. This research applies a quantitative approach, utilizing the *SEM-PLS* method using *Smart PLS version 4* software. Analysis was carried out by testing the validity and reliability of measuring instruments, as well as conducting hypothesis testing through bootstrapping procedures.

The results of this study indicate that *personalized advertising* has a significant positive influence on attitudes towards advertising and the number of clicks ratio through *privacy concerns* as a mediating variable. These findings emphasize the importance of *privacy concerns* for users, the effectiveness of *personalized advertising*, and *positive user attitudes* towards advertising to strengthen the ratio of the number of ad clicks offered

Keywords: *Personalized Advertising, Privacy Concern, Attitude towards Advertising, Click-through Rate*

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