

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>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior* (Pbk. ed). Prentice-Hall.
- Ampadu, S., Jiang, Y., Debrah, E., Antwi, C. O., Amankwa, E., Gyamfi, S. A., & Amoako, R. (2022). Online personalized recommended product quality and e-impulse buying: A conditional mediation analysis. *Journal of Retailing and Consumer Services*, *64*, 102789. <https://doi.org/10.1016/J.JRETCONSER.2021.102789>
- Baek, T. H., & Morimoto, M. (2012). Stay Away From Me. *Journal of Advertising*, *41*(1), 59–76. <https://doi.org/10.2753/JOA0091-3367410105>
- Bandyopadhyay, S. (2011). Antecedents And Consequences Of Consumers' Online Privacy Concerns. *Journal of Business & Economics Research*, *7*. <https://doi.org/10.19030/jber.v7i3.2269>
- Bleier, A., & Eisenbeiss, M. (2015a). Personalized Online Advertising Effectiveness: The Interplay of What, When, and Where. *Marketing Science*, *34*(5), 669–688. <https://doi.org/10.1287/mksc.2015.0930>
- Bleier, A., & Eisenbeiss, M. (2015b). The Importance of Trust for Personalized Online Advertising. *Journal of Retailing*, *91*(3), 390–409. <https://doi.org/10.1016/j.jretai.2015.04.001>
- Boerman, S. C., Kruikemeier, S., & Zuiderveen Borgesius, F. J. (2018). Exploring Motivations for Online Privacy Protection Behavior: Insights From Panel Data. *Communication Research*, *48*(7), 953–977. <https://doi.org/10.1177/0093650218800915>
- BPS-Statistics Indonesia. (2023). Statistik Telekomunikasi Indonesia 2022. *Statistik Telekomunikasi Indonesia 2022*.
- Chen, Q., Feng, Y., Liu, L., & Tian, X. (2019). Understanding consumers' reactance of online personalized advertising: A new scheme of rational choice from a perspective of negative effects. *International Journal of*

Information Management, 44, 53–64.
<https://doi.org/10.1016/J.IJINFOMGT.2018.09.001>

- 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. <https://doi.org/10.1016/j.jretconser.2023.103336>
- Culnan, M. J., & Armstrong, P. K. (1999). Information Privacy Concerns, Procedural Fairness, and Impersonal Trust: An Empirical Investigation. *Organization Science*, 10(1), 104–115. <https://doi.org/10.1287/orsc.10.1.104>
- Dinev, T., & Hart, P. (2004). Internet Privacy Concerns and their Antecedents—Measurement Validity and a Regression Model. *Behaviour & IT*, 23, 413–422. <https://doi.org/10.1080/01449290410001715723>
- Dinev, T., & Hart, P. (2006). An Extended Privacy Calculus Model for E-Commerce Transactions. *Information Systems Research*, 17(1), 61–80. <https://doi.org/10.1287/isre.1060.0080>
- Gironda, J. T., & Korgaonkar, P. K. (2018). iSpy? Tailored versus Invasive Ads and Consumers' Perceptions of Personalized Advertising. *Electronic Commerce Research and Applications*, 29, 64–77. <https://doi.org/10.1016/j.elerap.2018.03.007>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eight Edition*. www.cengage.com/highered
- International Telecommunication Union. (2022). *Measuring digital development Facts and Figures 2022*.
- 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>
- Kim, J. (Jay), Kim, T., Wojdyski, B. W., & Jun, H. (2022a). Getting a little too personal? Positive and negative effects of personalized advertising on online multitaskers. In *Telematics and Informatics* (Vol. 71). Elsevier Ltd. <https://doi.org/10.1016/j.tele.2022.101831>
- Laufer, R. S., & Wolfe, M. (1977). Privacy as a Concept and a Social Issue: A Multidimensional Developmental Theory. *Journal of Social Issues*, 33(3), 22–42. <https://doi.org/https://doi.org/10.1111/j.1540-4560.1977.tb01880.x>
- Lee, J., Kim, C., & Lee, K. C. (2022). Exploring the personalization-intrusiveness-intention framework to evaluate the effects of personalization

- in social media. *International Journal of Information Management*, 66. <https://doi.org/10.1016/j.ijinfomgt.2022.102532>
- Li, D., Hu, B., Chen, Q., Wang, X., Qi, Q., Wang, L., & Liu, H. (2021). Attentive capsule network for click-through rate and conversion rate prediction in online advertising. *Knowledge-Based Systems*, 211. <https://doi.org/10.1016/j.knosys.2020.106522>
- Liang, T.-P. (2004). Consumer Attitudes Toward Mobile Advertising: An Empirical Study Article in. In *International Journal of Electronic Commerce* (Vol. 18). <https://www.researchgate.net/publication/228819052>
- Raab, C. D., & Bennett, C. J. (1998). The Distribution of Privacy Risks: Who Needs Protection? *Inf. Soc.*, 14, 263–274. <https://api.semanticscholar.org/CorpusID:205509555>
- Ruiz-Mafe, C., Tronch, J., & Sanz-Blas, S. (2016). The role of emotions and social influences on consumer loyalty towards online travel communities. *Journal of Service Theory and Practice*, 26(5), 534–558. <https://doi.org/10.1108/JSTP-12-2014-0294>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. www.wileypluslearningspace.com
- Tran, T. P. (2017). Personalized ads on Facebook: An effective marketing tool for online marketers. *Journal of Retailing and Consumer Services*, 39, 230–242. <https://doi.org/10.1016/j.jretconser.2017.06.010>
- Ünal, S., Erciş, A., & Keser, E. (2011). Attitudes towards Mobile Advertising – A Research to Determine the Differences between the Attitudes of Youth and Adults. *Procedia - Social and Behavioral Sciences*, 24, 361–377. <https://doi.org/10.1016/J.SBSPRO.2011.09.067>
- Yu, C., Zhang, Z., Lin, C., & Wu, Y. J. (2019). Can data-driven precision marketing promote user ad clicks? Evidence from advertising in WeChat moments. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2019.05.001>
- Zafar, A. U., Shen, J., Shahzad, M., & Islam, T. (2021). Relation of impulsive urges and sustainable purchase decisions in the personalized environment of social media. *Sustainable Production and Consumption*, 25, 591–603. <https://doi.org/10.1016/j.spc.2020.11.020>
- Zhang, S., Wakefield, R., Huang, J., & Li, X. (2021). Exploring determinants of consumers' attitudes toward real-time bidding (RTB) advertising. *Information Technology & People*, 34(2), 496–525. <https://doi.org/10.1108/ITP-09-2019-0480>

Zhu, Y. Q., & Kanjanamekanant, K. (2021). No trespassing: exploring privacy boundaries in personalized advertisement and its effects on ad attitude and purchase intentions on social media. *Information and Management*, 58(2). <https://doi.org/10.1016/j.im.2020.103314>

