

BAB V

KESIMPULAN

Penelitian ini melakukan pengujian terhadap pengguna media sosial terkait kesediaan mengungkapkan informasi pribadi, untuk aktivitas personalisasi iklan menggunakan model privasi kalkulus. Oleh karena itu pengujian dilakukan terhadap pengguna aktif media sosial (n = 503) seperti Facebook, Instagram, Twitter, Youtube dan lainnya. Faktor moderasi seperti jenis kelamin, usia dan frekuensi penggunaan media sosial juga ditambahkan untuk melengkapi justifikasi terhadap kesediaan pengguna untuk memberikan informasi pribadinya. Hasil menunjukkan *trust*, *personal interest* dan *perceived benefit* mempengaruhi kesediaan pengguna media sosial dalam memberikan informasi pribadinya baik secara langsung maupun tidak. Sementara *perceived privacy risk* terhadap *privacy concerns* diabaikan ketika diperhadapkan dengan situasi pemberian informasi pribadi kepada penyedia layanan media sosial. Sementara pengujian faktor moderasi menunjukkan laki-laki cenderung mempertimbangkan *perceived privacy risk* terhadap *privacy concerns* dan *perceived benefit* terhadap kesediaan memberikan informasi pribadi dibandingkan dengan perempuan.

Akan tetapi penelitian ini terbatas hanya pada model privasi kalkulus serta dan faktor moderasi untuk melihat kesediaan pengguna media sosial dalam memberikan informasi pribadinya, dengan mengabaikan beberapa faktor seperti sensitivitas data, anonim data, proteksi data serta kebutuhan sosial terkait dengan kesediaan untuk memberikan informasi pribadi pengguna media sosial. Oleh karena itu sebagai saran untuk studi dimasa mendatang, dapat mempertimbangkan faktor-faktor tersebut untuk disertakan dalam pengujian. Pertimbangan penggunaan sampel dengan frekuensi yang merata ataupun berfokus pada kelompok usia tertentu, sebaiknya digunakan dalam penelitian di masa mendatang. Dimana dalam penelitian ini sebagian besar sampel berada pada rentang usia 18 – 25 tahun. Akhirnya, walaupun penelitian ini berfokus pada kesediaan pengguna media sosial untuk memberikan informasi pribadinya, terdapat beberapa gambaran yang dapat digunakan secara umum, khususnya pihak pengiklan ketika ingin mengumpulkan informasi pribadi pengguna untuk keperluan personalisasi iklan.

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Tabel Revisi

No	Tugas Revisi	Halaman Revisi
1	Dihilangkan “Secara khusus untuk kegiatan yang berkaitan dengan iklan yang ditampilkan, menunjukkan bahwa pengguna dengan usia 35 – 55 merupakan pengguna yang paling responsif terhadap iklan yang ditampilkan “	BAB 3 Metodologi Penelitian, Penentuan Responden (Halalaman 21)
2	Referensi nilai minimal AVE dan CR	Halaman 25.
3	Menyesuaikan dengan tabel “Sementara pengujian faktor moderasi menunjukkan laki-laki cenderung mempertimbangkan <i>perceived privacy risk</i> terhadap <i>privacy concerns</i> dan <i>perceived benefit</i> terhadap kesediaan memberikan informasi pribadi dibandingkan dengan perempuan.”	BAB 5 Kesimpulan, paragraph 1 kalimat terakhir (Halaman 37)