

**PENGARUH ONLINE BEHAVIOURAL ADVERTISING DAN CONSUMER
TRUST PADA SIKAP DAN NIAT KONSUMEN MERESPON ONLINE
ADVERTISING**

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More and more businesses in Indonesia today are adopting the Internet in marketing and selling products. Competition between products on the market encourages producers to promote through online advertising. Online Behavioral Advertising (OBA) is the practice of adjusting ads based on individual online activities such as searching for keywords and visiting websites. The aim of this study is to develop a conceptual model for OBA and examine the effect of consumer trust on OBA acceptance. By using data from 100 respondents who are employees of PT. Erajaya Swasembada, Tbk Jakarta, the hypothesized relationship was tested by Structural Equation Modeling. The results showed that there was an effect of OBA on intention to click OBA through mediating attitude toward OBA. The results also showed that perceived informativeness, perceived credibility, perceived personalization, perceived interactivity had an influence on intention to click OBA through mediating attitude toward OBA. However, perceived entertainment does not affect the intention to click OBA through mediating attitude toward OBA. According to the research results, consumer trust has an influence on the intention to click OBA. Implications for management practices and subsequent research are also discussed in this study.

Keywords: Online Behavioral Advertising; Consumer Trust; Attitude Toward OBA