EFFECT OF SOCIAL MEDIA CONTENT QUALITY AND AD PERSONALIZATION ON STUDENT PURCHASE INTENTION

Lilis Trigina[1*], Muhammad Aqsa[2], Andi Nadirah[3]

[1,2,3] *Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Palopo*

Corespondent Author: lilistrigina10@gmail.com

ABSTRACT

Purpose: *This study aims to determine and analyze the effect of social media content quality and ad personalization on student purchase intentions.* **Methodology:** *This research uses a quantitative approach with a sample of 100 respondents. The data collection technique was carried out using a questionnaire, while data analysis was carried out using statistical methods assisted by SmartPLS software. The tests used include the loading factor test, validity test, reliability test, R-square test, and bootstrapping test.* **Results:** *The results indicated that the quality of social media content has a positive but insignificant influence on purchase intention. Ad personalization, on the other hand, has demonstrated a positive and significant impact on student purchase intentions.* **Findings:** *Although the influence of social media content quality is individually insignificant, the combination of relevant social media content quality and ad personalization shows a stronger influence on purchase intention. This evidence suggests that both factors play a synergistic role in influencing purchasing decisions.* **Novelty:** *This research provides new insights into the synergistic role of social media content quality and ad personalization, both of which can have a greater influence on consumer purchase intentions, especially among university students.* **Originality:** *This study introduces an integrated analysis between social media content quality and ad personalization in the context of college students' purchase intention, which has not been widely explored in previous research.* **Conclusion:** *The combination of relevant content on social media and personalized ads has the potential to increase consumer purchase intent. Therefore, companies and marketers should consider both simultaneously in order to increase the effectiveness of their marketing campaigns.* **Type of Paper:** *Research Paper*

INTRODUCTION

In the digital era marked by technological advancements, social media has become an important part of the daily lives of many people around the world. From social media platforms like Facebook and Twitter to video sharing apps like TikTok, social media has become a place where people and brands can interact, share information, and consume content (Savero, 1014). The

development of social media today has made it easier for people to carry out daily activities, from searching for information, communicating to shopping through media (Satiawan et al., 1013).

Social media is one of the most widely used communication media today. Social media connects the personal lives of most people, allowing each individual to communicate and access information through social media anytime and anywhere (Hamid, 1011). Therefore, the use of social media as a marketing tool is very effective. This is an opportunity for those who want to develop their business or products. Social media makes it easy for people to share information with others. With the rise of technology, businesspeople must quickly adapt to these changes; one type of technology that is widely used is social media (Hamzah et al., 1011). However, there are problems related to the quality of social media content that affect students' purchase intentions, which involve several interrelated aspects, namely, irrelevant or less interesting content can reduce students' emotional involvement, thus reducing their interest in buying. The credibility of the content source is critical. If students doubt the quality or reliability of the content, their purchase intention may decrease.

In the digital and social media era, advertising has become an important part of marketing a product or service to consumers. However, the abundance of available information has left consumers bored with irrelevant or uninteresting advertisements. This presents a challenge for marketers to meet consumer demand and loyalty, which in turn influences purchasing decisions. To improve advertising effectiveness, advertising personalization has become a popular approach. Advertising personalization allows marketers to tailor content to consumers' individual characteristics and preferences. Therefore, personalized advertising is necessary to attract customer attention, arouse interest, create interest, and drive sales (Adisasmita, 1011).

The process of developing individual communications with specific customers, designed or presented according to their needs, is known as personalization (Subagio et al., 1010). According to Mueller and casto (1011), consumers five times more likely to click through on tailored advertising than on non-personalized advertising. Howeve, there is proof that tailored advertising can also avoke unpleasant emotions, which may lead to less favorable brand reactions. there are problems in ad personalization that have an impact on student purchasing intentions (De Keyzer et al., 1011). First, the comfort level of students is crucial. If personalization is perceived as intrusive, students may feel disturbed, which could potentially reduce their purchase intentions. In addition, ad relevance is also key; if personalized ads do not match their interests, students will find them useless, which leads to boredom or indifference.

We conducted this research to understand how social media content quality and ad personalization affect college students' purchase intentions. As we know, students are very active on social media, making social media an important channel for marketing. Interesting and informative content can increase college students' interest and trust in products that are tailored to individual preferences, which tend to be more effective, so understanding its impact is important for marketing strategies.

As for some previous studies that are relevant to this research, namely the research of Ika Muflichah (1013) entitled analysis of the effect of brand social media content quality on brand awareness and purchase intentions for fashion brands. The results of this study indicate that the variable quality of brand social media content has a positive and significant effect on brand awareness of Muslim fashion in Indonesia. In addition, in a study conducted by David Ismail Muhammad Faher (1013) entitled the influence of personalized adz on the buying interest of Facebook social media users. The results of this study say that personalized ads on Facebook have a positive and significant effect on the buying interest of Facebook users.

The purpose of this study is to determine and analyze the effect of social media content quality on purchase intentions. This study also aims to determine and analyze how ad personalization affects purchase intentions. In addition, this study examines in depth the joint effect

of social media content quality and ad personalization on purchase intentions. Thus, we expect this research to provide clearer insights into the factors that influence purchase decisions through social media platforms.

Contribution (Benefit) to Science

Based on the background above, the benefits of this research are as follows:

a. Theoretically

By analyzing the factors that influence college students' purchase intentions, this research can provide insight into the content and advertisements that are most appealing to college students, helping marketers create more effective campaigns that match the preferences of the target audience.

b. Practically

It serves as a means of developing knowledge for readers and as a source of reference for future researchers.

Theory Used

The Stimulus-Organism-Response (S-O-R) theory is used as a conceptual basis. The message delivered is called stimuli, the organism refers to the subject receiving the stimuli, and the response is the action taken by the individual in response to the stimuli. This theory was put forward by Carl Hovland (1953) who proposed it in the context of psychology, and was later developed by Albert Mehrabian James A. Russell (1974) in the context of consumer behavior. One of the basic assumptions of this theory is that the quality of stimuli affects individual behavior. A person can make an impulsive purchase in this situation because they are motivated to buy something after seeing something viral and believing in it. According to Koay et al. (Kembau & Mulia, 1013), the S-O-R theory consists of three main components, namely :

a. Stimulus, which includes external factors or stimuli from the environment to individuals, such as messages.

b. Organism, which refers to the subject who receives stimuli.

c. Response: This is the action taken by the individual in response to the stimuli they receive.

Definition of Social Media Content

Social media content, according to Huang, 1010 in (Ibrahim & Irawan, 1011), is information and entertainment posted on social networking platforms such as YouTube, Instagram, Facebook, and others by a person, company, or organization. Being on these social networking platforms allows for more direct interaction with users. Therefore, to achieve the full effect, social networking content should be customized by the target group.

The indicators of social media content quality are as follows:

a. Relevance (Content suitability for audience interests)Relevance refers to how well the information matches the needs and desires of the audience. Relevant content is more likely to attract attention and encourage engagement because viewers will feel that it provides the value they are looking for.

b. clarity of informationThis refers to the clarity and simplicity of the information presented. Smart content helps the audience understand the message quickly, reduces confusion, and increases the likelihood of the audience taking the desired action.

c. Visuals and aestheticsThis section covers design, colors, images, and other visual elements. Visually appealing content is more likely to be seen and remembered by audiences and can increase brand credibility and professionalism.

d. Interactivity (the ability of content to trigger engagement)Interactivity includes features that allow audiences to participate, such as comments and polls. Content that

encourages interaction increases engagement and builds a community around the brand.

e. Consistency Consistency refers to uniformity in delivery style and posting frequency. Consistent content helps build a strong brand and engage your audience.

Research conducted by Ikha Muflichah (1013) shows that social media content has a positive and significant effect on brand awareness and purchase intentions. Research conducted by Hendriwati & Hidayat (1014) suggests that social media platforms tiktok and facebook are very effective in increasing consumer buying interest. In addition, research conducted by Suwarsih et al. (1011) also states that the effect of social media on purchase intentions is positive.

H1: We suspect that the quality of social media content significantly and positively influences purchase intention

Definition of Ad Personalization

Ad personalization is the process of gathering information about a person's needs, interests, behaviors, and characteristics to better target ads. Data collection from various sources, such as online activities, social media profiles, geographic location, and more, accomplishes this. The goal of ad personalization is to make ads more appealing to consumers. By displaying ads that are relevant to their needs and desires, customers will be more likely to respond to those ads and purchase the advertised product or service (SHELEMO, 1013b)

The indicators of ad personalization are as follows:

a. Relevance of advertisements to individual preferencesAds that are tailored to individual preferences and needs will attract more attention and increase positive responses. When ads are tailored to the needs of the audience, the user experience will improve.

b. Match with search history or online activities.Ads that are tailored to the user's browsing history are more effective as they reflect current interests. This increases the likelihood of attention and response to the ad.

c. Ability of ads to influence user interestAds that can capture users' interest in an interesting and creative way can convert interest into purchase.

d. Level of engagementThe level of engagement indicates the user's ability to interact with the ad. Ads that generate high engagement have a greater impact on awareness and loyalty.

Research conducted by (Sintha Dwi Wulandari & Kurniawati, 1011) states that when personalization can be utilized properly in digital advertising, consumers will find it easier to identify themselves with a brand so as to create a good relationship between brands and consumers, with this good relationship then creating satisfaction and good trust from a consumer towards a product and service provided by a brand.

H1: We suspect that ad personalization significantly and positively influences purchase intention.

Definition of Purchase Intention

Lee et al. (1019) in (Muthohar, 1013) state that purchase intention is a tendency or motivation that consumers have to buy a product or service. Various factors, including attitudes towards products, social norms, previous experiences, and environmental factors, influence this intention.

According to Tahir et al. 1011 in (Adolph, 1011), purchase intention is the buyer's desire to buy a product or service after seeing its quality. This is the process by which buyers choose a particular brand. It can also refer to the circumstances under which buyers purchase goods.

The indicators of purchase intention are as follows:

a. Awareness of the brandBrand awareness is the level of consumer awareness of a brand. Well-known brands will be easier for consumers to remember when making purchasing decisions. This knowledge can influence various aspects, such as advertising campaigns

and previous experience with the product. Popular brands are considered more trustworthy.

b. Trust in the product/serviceTrust is the customer's belief that a product or service will meet his expectations.

c. Advertising influenceAdvertising plays an important role in shaping consumer perceptions and buying intentions. Effective advertising can attract attention, arouse interest, and provide the information needed to make a purchase.

d. Product evaluation based on recommendationsRecommendations from others, whether friends, family, or online reviews, can greatly influence a customer's assessment of a product. Consumers trust the opinions of others, especially if they know or respect the source of the recommendation.

e. Availability of funds and product accessibilityConsumers' financial ability to buy products and ease of access to products play an important role in purchasing decisions. If customers do not have enough money, or it is difficult to find products, they will buy less, despite the need.

f. Previous purchase experienceConsumers' experiences when buying products in the past will influence their future decisions. Positive experiences can increase the likelihood of repurchase, while negative experiences can decrease the likelihood of repurchase.

H3: It is suspected that social media content quality and ad personalization simultaneously have a positive and significant effect on purchase intention.

Conceptual Framework

A conceptual framework describes the relationship between the variables under study. This framework serves to map and explain how these variables interact or influence each other based on existing theories or concepts. The conceptual framework can be seen in Figure 1 below:

Figure 1. Conceptual Framework
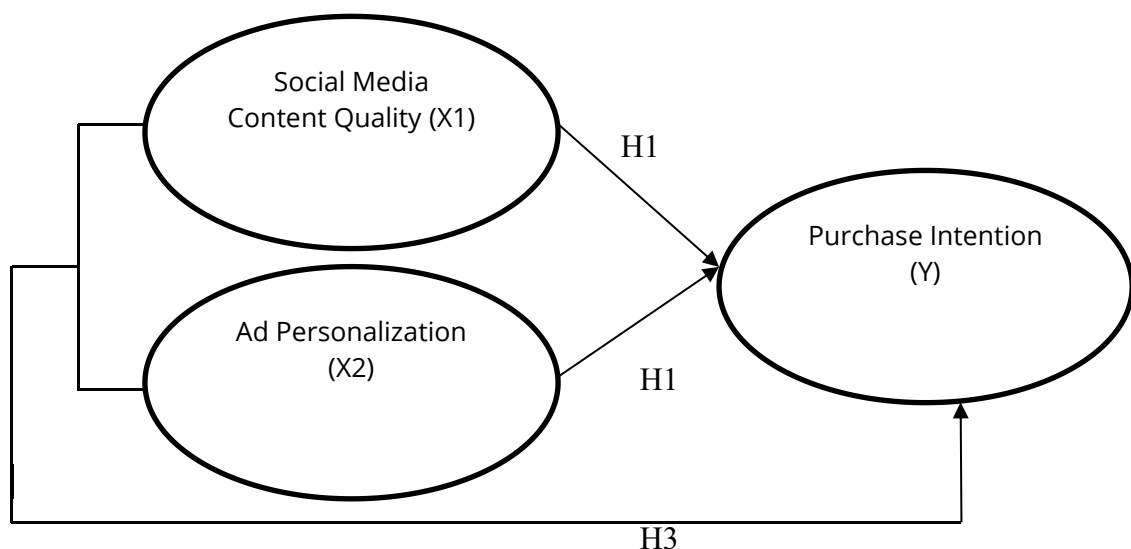
METHOD

Metode Analisis

Type of Research

In this study, the method used is a quantitative approach that emphasizes analysis and data collection in the form of numbers. We obtained quantitative data from this study by distributing questionnaires to students in the Management Study Program at Muhammadiyah University of Palopo. The questionnaire distributed uses a Likert scale to measure and analyze data numerically, with the aim of understanding the relationship between the variables being studied.

Time and Location of Research

The location of this research is Muhammadiyah University of Palopo, which is located at Jl. Jenderal Sudirman Km. 03, Binturu, Kec. south wara, Palopo City, Prov. South Sulawesi. This research is expected to last for approximately 3 months.

Population and Sample

According to (Sugiyono, 1010), a population is a generalization area consisting of subjects or objects with certain quantities and characteristics that researchers choose for study purposes. Furthermore, researchers draw conclusions from the population. This research was conducted on 1187 students of the management study program at the palopo muhammadiyah university.

According to (Asrulla et al., 1013) the sample is a subset of the population under study and can serve as a data source. Samples in quantitative research are research subjects called populations, and they are hereafter called research respondents. To determine the sample size of a population, researchers use the following formula :

$$n = \frac{z^1}{4(MOE)^1}$$

Description:

n = Number of samples

Z = The level of confidence required in determining the sample size : 95% = 1.96.

MOE = margin of error or maximum tolerable error of 10%.

Therefore, we obtained the following number of samples for this study :

$$n = \frac{1{,}96^1}{4(0{,}1)^1}$$

$$n = \frac{3{,}8416}{4(0{,}01)}$$

$$n = \frac{3{,}8416}{0{,}04}$$

$$n = 96.04$$

From the results of the calculation of the formula above, the sample size was 96.04. to make it easier, the sample size was reduced to 100 people.

Data Type and Source

We divide the data sources for this research into two categories: primary data and secondary data:

a. Primary DataPrimary data is data collected directly by researchers from the first source or research location. We collected primary data in this study by administering questionnaires to respondents.
b. Secondary DataSecondary data is data that has been previously available. in this study, secondary data was obtained from other parties from books, literature, articles, and scientific writings.

Operational Definition

An operational definition is a direction for measuring a variable. The operational definition of variables must operationalize each hypothesis for measurement and observation. The following is the operational definition of variables :

Table 1. Operational Definition of Variables (procedure)

NO	variable	Operational Definition	Indicator	Scale
1.	Social Media Content Quality (X1)	Content quality refers to the audience's perception of the value of the uploaded content, which can affect user interaction and engagement.	1. Relevance (suitability of content to audience interests) 1. clarity of information 3. Visuals and aesthetics 4. Interactivity 5. Consistency	Likert
2.	Ad Personalization (X1)	Ad Personalization refers to the ability of ads to be tailored to individual preferences, needs, and characteristics based on user data.	1. The relevance of the ad to individual preferences 1. Match with search history or online activity. 3. The ad's ability to influence the user's interest 4. Level of engagement	Likert
3.	Purchase Intention (Y)	Purchase intention refers to the inclination or desire of consumers, specifically students, to make purchases following the influence of various marketing factors.	1. Brand awareness 1. Trust in the product/service 3. Advertising influence 4. Product evaluation based on recommendations 5. Availability of funds and product accessibility 6. Previous purchase experience.	Likert

Source: Data processed 2024

Data Collection Methods

    a. Questionnaire (Questionnaire)
        According to M. Muhyi et al. (1018: 54) in (Nisa et al., 1013) The questionnaire is a data collection method that uses a written question form submitted to a person or group of people with the aim of getting the answers the researcher wants.
    b. Literature Study
        Data collection techniques through literature studies collected from various sources such as books, journals, archives, documents, and other sources relevant to this research.

Data Analysis Technique

This research uses quantitative data analysis methods with numbers and calculations carried out using statistical methods assisted by the smartPLS program. This study uses the Cronbach alpha formula, which is used to measure the internal consistency of a measurement instrument; it is declared valid if alpha < 0.05 and reliable if alpha> 0.6.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

This study involved all students in the management study program at Palopo Muhammadiyah University, as many as 100 respondents. Researchers distributed 100 questionnaires to respondents who were given them indirectly. Based on the results of respondent data collection, the characteristics of the respondents are as follows :

Table 1. Respondent Characteristics

No	Characteristics	Sub Characteristic	Total
1.	Gender	Male	31 People
		Women	68 People
		Total	100 People
2.	Age	17-19 year	16 People
		10-11 year	73 People
		13-15 year	11 People
		Total	100 People
3.	Student	Semester 1	14 People
		Semester 3	7 People
		Semester 5	14 People
		Semester 7	65 People
		Total	100 People

Source: Data processed 2024

Based on the table above, there are 100 research respondents. Based on gender, male respondents consisted of 31 people, and women consisted of 68 people. Respondents based on age consisted of 16 people aged 17-19 years, 73 people aged 10-11 years, and 11 people aged 13-15 years. Respondents based on semester consisted of 14 semester 1 students, 7 semester 3 students, 14 semester 5 students, and 65 semester 7 students.

Descriptive Analysis
Table 3. Descriptive Analysis

Varibael		N	Mean
Quality of social media content		100	4.11691
Ad personalization		100	4.1
Purchase intention		100	4.19083
	Total	100	4.13591667

Source: Data processed 2024

Based on data management on each variable, it is found that the average value of each variable is above 4, with the overall average value of the variable being 4.13591667. The frequency distribution classification indicates that the average respondent's response to this research variable is high. This suggests that respondents are responding positively to the variables used to measure the quality of social media content and the impact of ad personalisation on student purchasing intentions.

Research Data Analysis
Loading factor
This test is done to see how well each indicator can explain the variables in the tool by looking at the results of the loading factor analysis. A value of 0.7 is the expected value, while the commonly used minimum threshold is ≥ 0.6. Indicators with a loading factor value < 0.6 should be removed from the model because they have a low validity level or are considered incapable of explaining their respective variable constructs. The following is the tabulation of the loading factors:

Table 4. Value Loading Factors

Variable	Indicator	Outer Loading	Description
Social Media Content	X1.1	0,761	Valid
	X1.1	0,693	Valid
	X1.3	0,749	Valid
	X1.4	0,739	Valid
	X1.5	0,701	Valid
	X1.6	0,671	Valid
	X1.7	0,668	Valid
	X1.8	0,686	Valid
	X1.9	0,807	Valid
	X1.10	0,713	Valid
	X1.11	0,784	Valid
	X1.11	0,791	Valid
	X1.13	0,759	Valid
Ad Personalization	X1.1	0,737	Valid
	X1.1	0,756	Valid
	X1.3	0,709	Valid
	X1.4	0,719	Valid
	X1.5	0,633	Valid
	X1.6	0,793	Valid
	X1.7	0,840	Valid
	X1.8	0,831	Valid
	X1.9	0,793	Valid
	X1.10	0,800	Valid
Purchase Intention	Y.1	0,773	Valid

Variable	Indicator	Outer Loading	Description
	Y.1	0,711	Valid
	Y.3	0,751	Valid
	Y.4	0,815	Valid
	Y.5	0,765	Valid
	Y.6	0,718	Valid
	Y.7	0,714	Valid
	Y.8	0,744	Valid
	Y.9	0,814	Valid
	Y.10	0,818	Valid
	Y.11	0,739	Valid
	Y.11	0,765	Valid

Source: Data processed 2024

After calculating the loading factor, it can be seen that the values for all indicators meet the expected minimum threshold of ≥ 0.6, indicating that they are able to describe their respective variables and meet the requirements for further analysis.

Convergent Validity

Convergent validity of a variable is considered valid when it is able to explain at least half of the type of its indicators, with an AVE of 0.5 or higher. The following table shows the AVE values :

Table 5. Convergent Validity Values

Variable	Average Variance Extracted (AVE)	Description
Social Media Content_(X1)	0,540	Valid
Purchase Intention _(Y)	0,581	Valid
Ad Personalization _(X1)	0,584	Valid

Source: Data processed in 2024

Based on the analysis results shown in the table above, all components have an AVE greater than 0.5 and therefore meet the requirements for further analysis.

Model Reliability

The purpose of this research is to determine how consistently each indicator explains its variable construct. The composite reliability or Cronbach's alpha column displays the analysis results, with a value set at approximately 0.7.

Table 6. Composite Reliability and Cronbach's Alpha Values

Variable	Cronbach's Alpha	Composite Realibility	Description
Social Media Content _(X1)	0,919	0,938	Reliabel
Purchase Intention _(Y)	0,935	0,944	Reliabel
Ad Personalization _(X1)	0,910	0,933	Reliabel

Source: Data processed in 2024

Based on the analysis results displayed in the table above, it can be seen that the Cronbach's alpha and composite reliability values are ≥ 0.7, indicating that all variables are suitable for use in further analysis.

R Square Test

This process is conducted to examine how the independent and dependent variables influence each other. The results of the R square test in this study are as follows:

Table 7. R-Square Values

Variable	R Square	R Square Adjusted
Purchase Intention _(Y)	0,789	0,785

Source: Data processed in 2024

For the R Square value, the categorization of the measurement is as follows: (< 0.19 as weak), (0.19 to 0.33 as moderate), and (> 0.33 as strong).The table above shows that the exogenous variables can explain the endogenous variables assumed simultaneously at a level that has a significant influence. The Smart PLS analysis results for R Square indicate that the values of 0.789 > 0.33 and 0.785 > 0.33 meet the standard for evaluation.

Bootstrapping

The next step involves using Bootstrapping to test the research hypothesis once the PLS algorithm has met the requirements. This test measures the path coefficients or the significance of the independent variable (X) on the dependent variable (Y). Below is the image of the path coefficient test results generated from the bootstrapping analysis using SmartPLS 3.

If the significance T-statistic value is greater than the T-table value (5%) and the P-value is smaller than 0.05, then the independent variable is considered to have a significant effect on the dependent variable. The following table presents the total effect values.

Table 8. Direct Effect Values Between Research Variables (T-Test)

Variable	T-Statistic	T Tabel	P Value	Cut Value
Social Media Content_(X1) -> Purchase Intention _(Y)	0,894	1,990	0,371	0,05
Ad Personalization _(X1) -> Purchase Intention _(Y)	6,115	1,990	0,000	0,05

Source: Data processed in 1014

Hypothesis Testing

Based on the data analysis results, the hypothesis testing formulated in the research is as follows :

1. **Hypothesis 1:** The hypothesis posits that social media content significantly and positively influences purchase intention. The analysis results shown in Table 4.5 indicate a T-statistic value of (0.894) < T-table (1.990) with a P-value of (0.371) > (0.05); thus, it can be stated that social media content has a positive but not significant effect on purchase intention. This implies the rejection of the research's first hypothesis.

2. **Hypothesis 1:** The hypothesis posits that advertisement personalization significantly and positively influences purchase intention. The analysis results shown in Table 4.5 indicate a T-statistic value of (6.115) > T-table (1.990) with a P-value of (0.000) < (0.05); thus, it can be stated that advertisement personalization has a positive and significant effect on purchase intention. This finding means that the second hypothesis of this research is accepted.

3. **Hypothesis 3:** It is hypothesized that social media content and advertisement personalization simultaneously have a positive and significant effect on purchase intention. The analysis shows that the factors X1 and X1 together affect Y by 78.9%, with a slightly adjusted value of 78.5%. Since this adjusted value is above 0.33, it means that the impact of X1 and X1 is strong and significant. Since the adjusted R-square value is greater than 0.33, the influence of all exogenous constructs X1 and X1 is positive and strong/significant. Therefore, it can be stated that social media content and advertisement personalization simultaneously have a positive and significant effect on purchase intention, which means that the third hypothesis of this research is accepted.

DISCUSSION

Social Media Content on Purchase Intention

The findings in this study indicate that the quality of social media content has a positive but insignificant effect on purchase intention. This result is not in line with previous studies conducted by (SHELEMO, 1013a). and (Suwarsih et al., 1011), which found that the quality of social media content has a positive and significant effect on purchase intention. This difference can be explained by two important factors in the dimensions of social media content quality, namely relevance and clarity of information. The low level of relevance of content to the needs or interests of the audience causes the message conveyed to not feel personal or not in accordance with consumer expectations, so they tend to ignore the message. In addition, the content presented is less clear in conveying information about the product, benefits, and how to purchase, which ultimately creates ambiguity and does not sufficiently encourage purchase intention. In other words, even though the content looks visually or aesthetically appealing, if it is not relevant and not conveyed clearly, its effectiveness in influencing purchasing decisions will decrease. Therefore, in the context of this study, the weak perception of relevance and clarity of information is the main factor why the quality of social media content does not have a significant effect on purchase intention.

The Effect of Advertisement Personalization on Purchase Intention

Advertisement personalization has been proven to have a positive and significant effect on purchase intention. Advertisement personalization provides a more relevant experience for consumers by tailoring the advertising message based on individual behavioral data and preferences. This process creates a stronger connection with the product or service being offered, thereby increasing purchase intention. The most dominant indicator in shaping the advertisement personalization variable is the ability of the advertisement to influence user interest, as personalization allows the advertisement to be tailored to the specific preferences and needs of each user. When an advertisement is personalized, the message becomes more relevant and targeted, increasing the likelihood of users becoming interested in and engaged with it. Personalized advertisements make consumers feel that the ad better understands what they are searching for or need, which can strengthen the relationship between the consumer and the advertised product or brand. The ability of the advertisement to influence user interest through personalization is driven by the use of deep data on users' behavior, preferences, and search history. With this data, companies can target consumers with the right advertisement at the right time, offering products or services that are more aligned with their desires.

The results of this study are consistent with the research by David Ismail Muhamad Faher (1013), which states that advertisement personalization, based on consumer behavioral data, has a significant impact on purchase intention. This study also indicates that consumers are more likely to purchase a product when they feel the advertisement presented is relevant to their needs and interests. Research by Adisasmita (1011) also indicates that customer attitudes are influenced by personalized Instagram ads from Finawale, tailored to their target audience.

The Simultaneous Effect of Social Media Content and Advertisement Personalization on Purchase Intention

The simultaneous analysis of social media content and advertisement personalization on purchase intention shows that both variables together have a positive and significant effect. Although the effect of social media content individually is not significant, it becomes stronger when combined with advertisement personalization, indicating that both factors play a synergistic role in influencing consumer purchase intention. This evidence suggests that the combination of relevant content on social media and personalized advertisements can have a greater impact on consumers' purchase decisions.The trust in the product is a dominant indicator in shaping the purchase intention variable because trust is the primary foundation for consumer decisions to buy a product. Consumers tend to buy products they trust because they feel safer and more confident that the product will meet their expectations. Trust in a product can be built through brand reputation, positive reviews from other customers, quality certifications, or previous positive experiences. When consumers believe that a product is of excellent quality and reliable, they are more likely to make a purchase. Trust also reduces the perceived risk for consumers. Products with high trust in the eyes of consumers provide a sense of security, reduce loss, and increase comfort in making purchase decisions. On the other hand, products that are not trusted will make consumers feel doubtful and uncertain, which tends to lower purchase intention. Therefore, trust in a product becomes an important factor driving consumers to take purchasing actions because they are confident in the benefits, quality, and reliability of the product.

The results of this study are consistent with the research by (Hendriwati & Hidayat, 1014), which shows that the analysis of social media content and advertisement personalization has a positive and significant effect on purchase intention.

CONCLUSION

Based on the results of the study, it can be concluded that the quality of social media content and ad personalization have different effects on consumer purchase intentions. First, the quality of social media content shows a positive but insignificant effect on purchase intentions. This shows that although interesting content can increase audience attention, the low relevance and clarity of information in the content causes the message delivered to be ineffective enough in driving purchase intentions directly. Second, ad personalization is proven to have a positive and significant effect on purchase intentions. This finding shows that advertisements that are tailored to the preferences and needs of individual consumers are able to create emotional closeness and higher relevance, making them more effective in attracting interest and forming purchase intentions. Third, when both variables are analyzed simultaneously, the quality of social media content and ad personalization together have a positive and significant effect on purchase intentions. This shows a synergistic effect where the combination of interesting content with the right ad personalization strategy can increase trust in the product, which is a dominant factor in forming purchase intentions.

REFERENCES

Adisasmita, A. A. (1011). Pengaruh Instagram Advertisement Di Finewale Pada Sikap Konsumen Melalui Mediasi Personalisasi Iklan The Influence Of Instagram Advertisement In Finewale On Consumer Attitudes Through Advertising Personalized Mediation. *E-Proceeding of Management*, *8*(6), 7873–7879. https://www.facebook.com/business/help/877711998984611

Adolph, R. (1011). *Pengaruh Iklan Media Sosial, Online Consumer Review, Endorsment Influencer Terhadap Niat Beli*. 1–13.

Asrulla, Risnita, Jailani, M. S., & Jeka, F. (1013). Populasi dan Sampling (Kuantitatif), Serta Pemilihan

Informan Kunci (Kualitatif) dalam Pendekatan Praktis. *Jurnal Pendidikan Tambusai, 7*(3), 16310–16331.

De Keyzer, F., Dens, N., & De Pelsmacker, P. (1011). Let's get personal: Which elements elicit perceived personalization in social media advertising? *Electronic Commerce Research and Applications*, *55*(July), 101183. https://doi.org/10.1016/j.elerap.1011.101183

Hamid, R. S. (1011). Analisis Dampak Aktivitas Pemasaran Media Sosial terhadap Kepercayaan. *Jesya*, *5*(1), 1563–1570. https://doi.org/10.36778/jesya.v5i1.774

Hamzah, R. E., Sungkono, N., & Santoso, P. Y. (1011). Pengelolaan Konten Media Sosial Sebagai Sarana Pemasaran Usaha Kecil Warga Kampung Anyar, Kabupaten Bogor. *Jurnal Pustaka Dianmas*, *1*(1), 64–70. https://doi.org/10.31509/dianmas.v1i1.1497

Hendriwati, D. N., & Hidayat, M. S. (1014). *Pengaruh Media Sosial Terhadap Minat BELI Konsumen (Studi Kasus Toko Sembako May Snack , Kec . Gedeg , Kab . 1*(4), 169–178.

Ibrahim, M. M., & Irawan, R. E. (1011). Pengaruh Konten Media Sosial terhadap Sumber Informasi Pandemi Covid-19. *Representamen*, *7*(01). https://doi.org/10.30996/representamen.v7i01.5717

Kembau, A. S., & Mulia, U. B. (1013). *Pengaruh Strategi Pemasaran Konten Afiliasi Terhadap Pembeli Implusif : Peran Mediasi*. *36*(1), 198–113.

Muthohar, M. (1013). Pengaruh Brand Equity terhadap Niat Beli Konsumen : Studi pada Konsumen Samsung. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, *01*(05), 178–193.

Nisa, S., Gutji, N., & Sekonda, F. A. (1013). Pengaruh Penggunaan Media Sosial Tiktok terhadap Tingkat Interaksi Sosial Siswa Kelas VII di SMP Negeri 17 Kota Jambi. *Journal on Education*, *5*(1), 1947–1954. https://doi.org/10.31004/joe.v5i1.945

Satiawan, A., Hamid, R. S., & Maszudi, E. (1013). Pengaruh Content Marketing, Influencer Marketing, Online Custumer Review Terhadap Keputusan Pembelian dan Kepuasan Konsumen Di Tiktok. *Jurnal Manajemen Dan Bisnis Indonesia*, *9*(1), 1–14. https://doi.org/10.31518/jmbi.v9i1.138

Savero, P. R. (1014). Survei Konten Media Sosial: Tren, Strategi, dan Tantangan dalam Era Digita. *Innovative: Journal Of Social Science Research*, *4*(4), 8589–8600. https://j-innovative.org/index.php/Innovative/article/view/9659

SHELEMO, A. A. (1013a). Analisis Kaulitas Konten Media Sosial Merek Terhadap Kesadaran Merek Dan Niat Pembelian Pada Merek Fashion Muslim. *Nucl. Phys.*, *13*(1), 104–116.

SHELEMO, A. A. (1013b). Pengaruh personalized Adz terhadap minat beli pengguna sosial media di facebook. In *Nucl. Phys.* (Vol. 13, Issue 1).

Sintha Dwi Wulandari, & Kurniawati, K. (1011). Efek Personalisasi Iklan terhadap Hubungan Brand & Konsumen pada Pembelian Sebuah Brand Skincare Korea. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, *5*(8), 1969–1981. https://doi.org/10.54371/jiip.v5i8.779

Subagio, G. I., Jawhar, R., & Ibnu Wibowo, A. J. (1010). Hubungan Personalisasi Iklan, Keterlibatan Konsumen, dan Manfaat Strategis Terhadap Nilai dalam Konteks: Studi Empiris dari Perspektif Ekosistem Layanan. *Kajian Branding Indonesia*, *1*(1), 35–68. https://doi.org/10.11631/kbi.1.1.35-68

Sugiyono. (1010). Pengaruh Fasilitas Ruang Tunggu Terhadap Kenyamanan Penumpang di Bandar Udara Internasional Banyuwangi. *Jurnal Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta.*, 6–11.

Suwarsih, N., Gunawan, T., & Istiharini, I. (1011). Pengaruh Media Sosial Terhadap Citra Merek Dan Niat Beli. *Journal of Economic, Bussines and Accounting (COSTING)*, *4*(1), 711–730. https://doi.org/10.31539/costing.v4i1.1043