

BAB V

CONCLUSION AND SUGGESTIONS

5.1 Study Findings

From this research, several study findings were obtained which can then be used to answer the research objectives that have been formulated previously. The study findings obtained are as follows:

1. An overview of personal advertising and individual characteristics obtained from the primary survey results in the form of questionnaires.
 - Respondents use the internet an average of more than 6 hours. So that the space to advertise digitally on the internet has more than 6 hours of space. Therefore, it can be concluded that it is better to advertise in a day at least serving ads for 6 hours or more.
 - Respondents on average agree that when digital advertisements appear, they get what experience is in the Product Involvement, Brand Engagement, Visual Attractiveness, Information Quality, Trust, and Click Through Intention variables. The level of agree on each variable can also be said to be good, by getting an average agree on 4 variables and strongly agree for the other 2 variables.
2. In this study, there were indicators that were omitted, namely the Brand Engagement, Visual Attractiveness and Information Quality variables because they did not look for the appropriate outer loading criteria. The indicators that should be removed are BE3, VA4, IQ3 .
3. Conclusions based on the hypothesis proposed in this study as the formulation of the problem
 - The relationship between the Product Involvement variable and Click Through Intention is significant, and has a positive direction of relationship. Therefore, H1 is concluded to be acceptable.

There is no relationship between Brand Engagement variable and Click Through Intention. Therefore, H2 is concluded to be rejected.

- There is no relationship between the Visual Attractiveness variable and Click Through Intention. Therefore, H3 is concluded to be rejected.
 - There is no relationship between the Information Quality variable and Click Through Intention. Therefore, H4 is concluded to be rejected.
 - The relationship between the Trust variable and Click Through Intention is significant, and has a positive relationship direction. Therefore, H5 is concluded to be accepted.
 - The relationship between the variable Trust as a moderator of Brand Engagement with Click Through Intention is significant, and has a positive direction of relationship. Therefore, H6 is concluded to be acceptable.
 - The relationship between the Trust variable as a moderator of Visual Attractiveness and Click Through Intention is significant, has the highest influence among the relationships between other constructs, and has a positive direction of relationship. Therefore, H7 is concluded to be acceptable.
 - The relationship between the variable Trust as a moderator of Information Quality with Click Through Intention is significant, and has a positive direction of relationship. Therefore, it can be concluded that H8 is acceptable.
4. The main findings or main results obtained from this study. What is suggested, disclosed, or demonstrated from this research. This usually refers to the totality of the results, not the conclusions or recommendations drawn.
- The main focus of a brand in increasing Click Through Intention is to ensure the success of brand awareness first, then interaction with consumers or Brand Engagement occurs.
 - Visual Attractiveness of advertisements that appear must be made as attractive as possible in order to attract users to believe in the advertisement and generate the intention to click.

- The media in which the information is presented will affect better Trust thereby increasing Click Through Intention.
 - Brand Engagement has no effect before the success of brand awareness.
5. The main contribution is something that is done for the improvement of methods, science, methods, models and algorithms.
- Shows that this research is one of three parts of consumer behavior towards one of the many promotion mix in marketing strategy. From this it can be seen that other influencing factors are 2 other consumer analyzes of advertising strategy.
 - Trust as a mediator variable only mediates the relationship between Visual Attractiveness and Click Through Intention received. Trust does not affect Brand Engagement, and Information Quality on Click Through Intention indirectly.
 - Showing the results of research on consumer behavior widely in every digital media.
 - Variables that explain Trust in the current study are larger than in previous studies.
 - Provide new research on digital advertising marketing strategies with specific media, namely on a website or news portal.

5.2 Conclusion

Based on the results of the study, it can be seen that each variable in this study has a different effect on digital advertising. The results show that trust plays an important role in regulating consumer responses to digital advertising. Trust is essential for producers to benefit from digital advertising. Researchers found in the results of this study that the direct effect between trust with Visual Attractiveness, and Information Quality is stronger (that is, higher path coefficient) than all other direct effects, and it can be interpreted that Visual Attractiveness and Information Quality can increase consumer trust in advertisements. digital. It can be said that relying solely on Product Involvement and Brand Engagement is far from sufficient for precise marketing of digital advertising. Ad

design that appeals to consumers is also very important, when consumers make decisions or take actions when viewing digital ads.

5.3 Suggestion

The following are suggestions for further studies that are considered to be able to complement and improve the results of this study.

1. Conducting various research methods will go a long way in getting realistic consumer intentions to click on digital ads.
2. There are still many other variables that influence consumers' intention to click on digital advertisements such as consumer personal characteristics and their attitudes. Considering several other variables in a study can provide a more comprehensive explanation of Click Through Intention.
3. This study only examines the consumer's desire to click on an ad. It does not discuss the performance generated by digital advertising, so it is necessary to investigate how much influence the click through intention has with the resulting real performance (click through ratio).
4. Researchers suggest that marketing managers can carry out marketing strategies that are directed at each campaign carried out on digital advertising. Marketing managers can create targeted targets for each promotional campaign that is run so that the campaign that is run gets the results that are expected.
5. Researchers suggest that every digital advertising service provider can make targeting standards for digital advertisements. In order not to make every ad that appears not in accordance with the interests of the user. In addition, digital advertising service providers also do not need to add more advertising inventory on their website. This is done so as not to reduce user requests and to prevent intrusive concerns.
6. Overall, digital advertising will be one of the main methods of precision marketing in the future, but there are still many areas and gaps that have not been researched. As such, further research including the one suggested above will provide a better understanding of how consumer behavior towards personalized digital advertising can predict ad click intent.