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Factors Of Advertising Value Through Advertising Attitude And Purchase Intention On Tik-Tok Social Media

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Abstract

This study focuses on analyzing how credibility, information, entertainment, and irritation in advertisements influence the attitudes and purchasing decisions of TikTok users in Indonesia. The research employs a quantitative approach and gathers data from 224 respondents who actively use TikTok. The findings indicate that advertising factors such as credibility, information, entertainment, and irritation have a positive and significant impact on attitudes and purchasing decisions. This research provides beneficial insights for marketers and entrepreneurs in formulating effective marketing strategies on TikTok.

Keywords: Credibility, Informativeness, Entertainment, Irritation, Ad Value, Advertising Attitude, Purchase Intention, Tik-Tok.

INTRODUCTION

Social media was originally a platform used as a means of communication for people to connect with each other, share ideas and share experiences (Zhang et al., 2023). However, as time goes by, opportunities arise where users, especially business people, can carry out marketing activities by promoting a product/service. The increasing number of internet users on social media who are spreading in various places is an opportunity for marketers to be able to reach consumers so that their products can be known to the wider public. Data shows that the high number of internet users in Indonesia at the beginning of 2024 will reach 221.5 million people or 221,563,479 people to be precise, with Generation Z (born 1997-2012 aged 12-27 years) being the age group most connected to the internet (Riyanto & Pertiwi , 2024). Apart from that, the internet

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penetration rate in Indonesia has also increased, reaching 79.5% of the total population. This shows that Indonesian people are increasingly aware of the internet.

Due to the rapid development of the internet on social media, this affects the lifestyle of users, including consuming goods and services offered by marketers via social media. According to the We Are Social report, in January 2023, the number of internet users in Indonesia will reach 212.9 million people, equivalent to 77% of Indonesia's total population of 276.4 million people (Annur, 2023).

Consumer purchasing power has changed significantly since technology developed, especially in terms of product consumption via social media. Where technology offers various kinds of convenience, is fast, practical, and offers many choices. The number of social media users such as Facebook, Instagram, Whatsapp, Tik-Tok, etc. This is a great opportunity for marketers to be able to offer products, carry out promotions and advertise on various platforms. The convenience offered in the buying and selling process on social media makes people interested in spending their needs and desires there (Zhang et al., 2023). Public interest in buying a product certainly cannot be separated from the influence of someone who has credibility in a particular field on social media or a public figure who has power over his followers. Collaborating with influencers or celebrities on social media platforms can strengthen marketing in influencing increased sales or brand awareness among its audience.

Recently, social media, especially on the Tik-Tok platform, has experienced very rapid development. Indonesia is the second largest user of the Tik-Tok application in the world after America which has reached 109.9 million users (Annur, 2023). This influences how Tik-Tok users respond to this, not only the entertainment content that users get but also educational content, information, and even promotions/advertising which are implicitly or explicitly created by Tik-Tok influencers. The advertising content created by these influencers plays a big role in attracting attention. In recent years, TikTok has become one of the fastest growing social media platforms compared to other social media applications, with the number of users increasing significantly, especially among the adult age range. In Indonesia, there are 113.0 million active TikTok users aged 18 years and over (Kemp, 2023). The large number of active TikTok users shows the strong penetration of this social media platform among adults in Indonesia. Its impact also reflects the significance of TikTok in the realm of entertainment, communication and marketing in the country, so that TikTok has become an integral part of Indonesia's digital ecosystem and influences various aspects of people's lives. From this data, the author concludes that

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users' interest in responding to advertisements in the Tik-Tok application is quite large and has an influence on the audience's purchasing intentions.

Moreover, the content created by these influencers varies, offering a variety of entertainment, the latest information, education and even visuals that pamper the audience (Herrando & Martín-De Hoyos, 2022). Usually influencers combine these things by advertising a product. Because content engagement can increase if marketers are able to align the products they advertise with entertainment, for example. Research related to the influence of advertising on Tik-Tok has great significance in the context of digital marketing. Advertisements on social media have been proven to have a strong appeal and are able to influence purchase intentions (Afandi et al., 2021). This is reflected in research which shows that influencers have a significant influence on purchasing decisions, and are able to increase sales through e-commerce. In addition, the presence of influencers also creates strong personal branding and influences the image of a particular brand, so understanding the influence of influencer advertising can provide valuable insight in developing more effective marketing strategies. Thus, it is hoped that this research will be able to provide significant new insights in the context of digital marketing and consumer behavior.

To focus on the data to be discussed and the data to be collected, the author applies problem boundaries. The objects to be researched are credibility, informativeness, entertainment, irritation, advertising value, advertising attitudes and purchasing intentions of Tik-Tok users. The subjects of this research are Indonesian people who actively use the Tik-Tok application. According to the We Are Social report, there were around 106.51 million TikTok users in Indonesia in October 2023. This number makes Indonesia the country with the 2nd most TikTok users in the world. 419.9 million users aged 18 to 24 (38.5% of TikTok ad viewers are 18 and older). 354.8 million users aged 25 to 34 (32.5% of TikTok ad viewers are 18 and older). TikTok is popular among young people because it gives them a place to express themselves, pass time when they have free time, and learn about various topics (Ma & Hu, 2021).

In the current digital era, social media platforms such as TikTok have become one of the main platforms or channels for sharing content covering various aspects of daily life, including product and service promotions. Credibility in the context of using TikTok is crucial because of the influence that users have on their audience. Credibility in the advertising context refers to the extent to which consumers perceive an advertising message as honest and trustworthy, which influences the level of persuasiveness in

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influencing consumer attitudes and behavior (MacKenzie, 1986). Credibility in the context of using TikTok is crucial because of the influence that users have on their audience, which can influence perceptions and purchasing decisions regarding products or services promoted through this platform. This shows the importance of understanding how content and messages conveyed via TikTok can influence the level of informativeness and consumer trust in advertising. It has been proven that the information obtained by consumers through advertising plays a positive role in the advertising process. Through advertising, consumers can get to know and learn about new products, product benefits, and product comparison information (Shavitt et al., 1998). Informativeness acts as an important predictor of a value advertisement. Previous findings by Murillo (2017) revealed that consumers' perceptions of the level of advertising informativeness contribute positively to the value of advertising on social media platforms. This also relates to entertainment in advertising. The ability of advertising to provide entertainment is one of the key factors that can build emotional connections between brands and consumers (Dwinanda et al., 2022). In entertaining content, sometimes the audience has their own perception of the content presented. Irritation is a negative feeling that influences consumer behavior, causing them to respond to advertising with a negative attitude. This is related to perceived annoyance from advertising, distrust, and leads to a decrease in advertising effectiveness and perceived value (Martins et al., 2019).

Research by Dwinanda et al., (2022) reveals that consumers who show a positive attitude towards advertising often have a high perception of the value of the advertisement. This means that when consumers find an ad to be relevant, informative, or even entertaining, they are more likely to rate the ad as valuable. This high perception of the value of advertising can influence consumers' attitudes towards the advertised brand or product, and influence their purchasing decisions. In this context, advertisers can leverage this understanding to design advertising that is more effective and attractive to consumers, with a focus on improving the quality and relevance of the messages delivered.

Objectives

This research aims to explore the influence of various factors on the value of advertising on TikTok and their impact on users' attitudes and purchasing intentions. This research question is: Do credibility, informativeness, entertainment, and distraction in advertising have a positive effect on the value of advertising on TikTok? Additionally, does

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the value of the ad influence users' attitudes toward the ad and their purchase intentions on TikTok? And finally, does attitude towards advertising on TikTok have a positive effect on users' purchase intentions?

THEORETICAL FRAMEWORK

SOR (Stimulus, Organism, and Respons) Theory

According to Mehrabian and Russell (1974), SOR theory is an abbreviation of Stimulus which refers to impulses that arise from external sources, Organism refers to a person's internal condition when they respond to a stimulus. Meanwhile, response is behavior that arises as a result of external stimulation or encouragement. According to Nieves-Pavón et al., (2023) SOR includes various important aspects such as behavior, emotions, points of view, beliefs, motivation and thoughts of an individual. According to the S-O-R theory, the effect produced is a specific reaction to a stimulus, so that a person can predict and understand how other people will react to the message received.

As for the relationship between the SOR model in this research, what is meant by stimulus is the message conveyed on Tik-Tok social media, the organism in question is Tik-Tok users in Indonesia. Meanwhile, the response in this research is the action or attitude that appears after the audience or user is exposed to the content presented on Tik-Tok.

Brand Attitude

Advertising attitude is an action that arises from the audience after seeing or watching an advertisement that is being promoted. After seeing the ad, the audience just skips the ad or makes further observations regarding the details of the product being offered. Not infrequently, influencer advertisements that are delivered in an entertaining style and do not seem hard selling actually make the audience curious and stop scrolling through Tik-tok just to watch the promotional advertisement until the end. Even though the audience actually has no interest in the product. The advertising attitude in this research acts as the dependent variable of the influencer's advertising value. According to previous research on attitudes towards the ethical, economic and social impacts of advertising by Beard (2003), consumers believe that advertising can encourage people to buy products that are not actually needed.

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Purchase Intention

Purchase intention in this variable is considered a dependent variable which can be influenced by the value of the influencer's advertising. The indicators for measuring the purchase intention variable are based on Schiffman & Kanuk (2008), namely being interested in finding out detailed information about a product, starting to consider making a purchase, being encouraged to try a product, and wanting to own a product. According to Kim & Ko (2010), purchase intention is defined as the consumer's possibility of carrying out purchasing activities in the future. Purchase intention will arise if a consumer has been influenced by the quality and quality of a product, as well as information about the product (Barr, 2007).

Advertising Value

Advertising value is a consumer's personal and subjective evaluation of the effectiveness and benefits of the advertisement they receive. Evaluation of advertising can vary between consumers based on their individual preferences, beliefs and personal experiences (Ducoffe, 1996). Advertising value is a number of benefits from an advertisement that viewers get after they watch the advertisement presented (Dwinanda et al., 2022). The audience's acceptance of advertising value can be influenced by the identity of the narrator and the level of usefulness received from the information conveyed. If the narrator has solid professional expertise and credibility, as well as a supporting background, then the audience tends to consider the advertisement delivered as a reliable source of information, so that they do not doubt the information about the product being promoted (Lisichkova & Othman, 2017).

Credibility

Source credibility or endorser credibility plays an important role in determining how effective brand endorsements are in influencing consumer decisions (Lou & Kim, 2019). Information originating from sources deemed trustworthy such as social media influencers have a significant impact on consumer beliefs, views, attitudes and behavior (Wang et al., 2017).

Informativeness

In an early study of information content in television advertising by Resnik & Stern (1977), informative advertising provides consumers with the information they need to

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choose a product or service that suits their needs. According to Kotler & Keller (2009), in general consumers obtaining information about a product through commercial sources such as advertisements provided by marketers. However, the most effective information in influencing purchasing decisions comes from the direct experience of someone who has used the product.

Entertainment

Entertainment is defined as an advertiser's ability to entertain their audience with the aim of providing certain pleasure or satisfaction in marketing promotions (Sharma et al., 2022). Entertainment should be packaged relevantly into digital advertising, because online platforms give Generation Z the freedom to avoid marketing promotions that interfere with their entertainment (Tabassum et al., 2020). Messages delivered in an entertaining way will increase customer attraction and advertising success, therefore advertising with entertaining affection has the effect of attracting the audience compared to other factors.

Irritation

Irritation in advertising is where the advertising content created contains negative elements that can annoy, offend, annoy and manipulate the audience (Campbell et al., 2017). This variable acts as an independent variable which influences the value of advertising which has an impact on attitudes and purchase intentions. In existing research, irritation does not affect the audience significantly (Herrando & Martín-De Hoyos, 2022). There are certain indicators of advertising irritation such as annoying content posts and annoying posts.

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RESEARCH FRAMEWORK

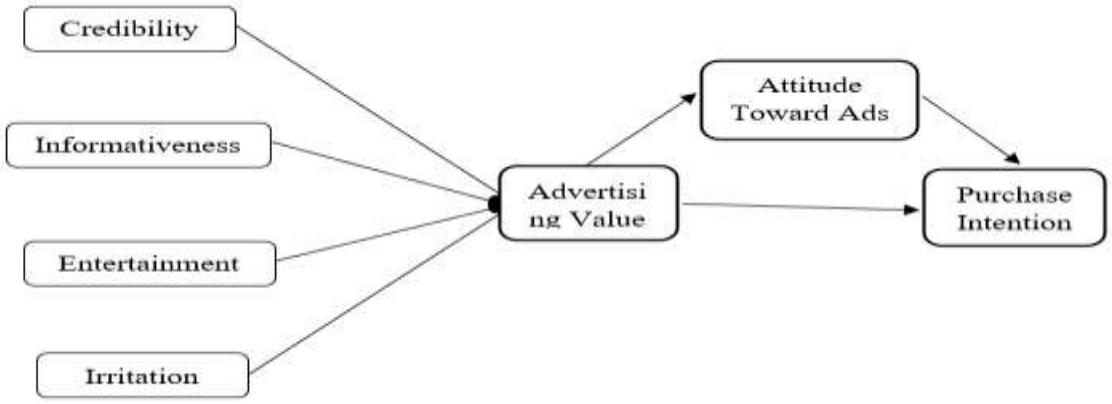


Figure 1. Research Framework

RESEARCH METHOD

This research uses a quantitative approach with an online survey method to collect data from active TikTok users in Indonesia. The survey was conducted through a questionnaire distributed via email and social media such as WhatsApp and Instagram. The research population is Indonesian people who use TikTok actively, and the sample was selected using a purposive sampling technique. The sample size was determined based on the formula from Hair et al., which resulted in a minimum number of 224 respondents. Data collection uses a Likert scale to measure respondents' responses to credibility, informativeness, entertainment, irritation, advertising value, attitudes towards advertising, and purchase intentions on TikTok. Data analysis was carried out using SPSS and SMART PLS software to test validity, reliability and research hypotheses.

RESULT AND DISCUSSION

Result

Instrument Validity and Reliability Testing

To ensure that research meets the standards of validity and reliability, the author can prove the research by conducting a pilot test or feasibility study to ensure that the research instrument can be trusted and meets the criteria for validity and reliability. In this

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process, researchers used SPSS software to measure validity and reliability by collecting data from 30 respondents.

Validity Testing

Table 1. Validity Testing Results

Variable	Indicators	R Count	R Table 5% (N=30)	Conclusion
Credibility	K1	0,944	0,361	Valid
	K2	0,933	0,361	Valid
	K3	0,908	0,361	Valid
Informativeness	I1	0,906	0,361	Valid
	I2	0,909	0,361	Valid
	I3	0,935	0,361	Valid
	I4	0,822	0,361	Valid
Entertainment	E1	0,943	0,361	Valid
	E2	0,905	0,361	Valid
	E3	0,923	0,361	Valid
	E4	0,867	0,361	Valid
	E5	0,905	0,361	Valid
Irritation	IT1	0,891	0,361	Valid
	IT2	0,934	0,361	Valid
	IT3	0,813	0,361	Valid
	IT4	0,847	0,361	Valid
Advertising Value	NI1	0,963	0,361	Valid
	NI2	0,951	0,361	Valid
	NI3	0,967	0,361	Valid
Attitude Toward The Advertising	SI1	0,908	0,361	Valid
	SI2	0,918	0,361	Valid
	SI3	0,915	0,361	Valid
Purchase Intention	NB1	0,960	0,361	Valid
	NB2	0,952	0,361	Valid
	NB3	0,942	0,361	Valid

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Reliability Testing

Table 2. Reliability Testing Results

Variable	Cronbach Alpha	Standart Cronbach's Alpha	Results
Credibility	0,919	0,6	Reliable
Informativeness	0,915	0,6	Reliable
Entertainment	0,947	0,6	Reliable
Irritation	0,891	0,6	Reliable
Advertising Value	0,956	0,6	Reliable
Attitude Toward Advertising Value	0,900	0,6	Reliable
Purchase Intention	0,946	0,6	Reliable

Outer Model (Measurement Model Testing)
Convergent Validity Testing

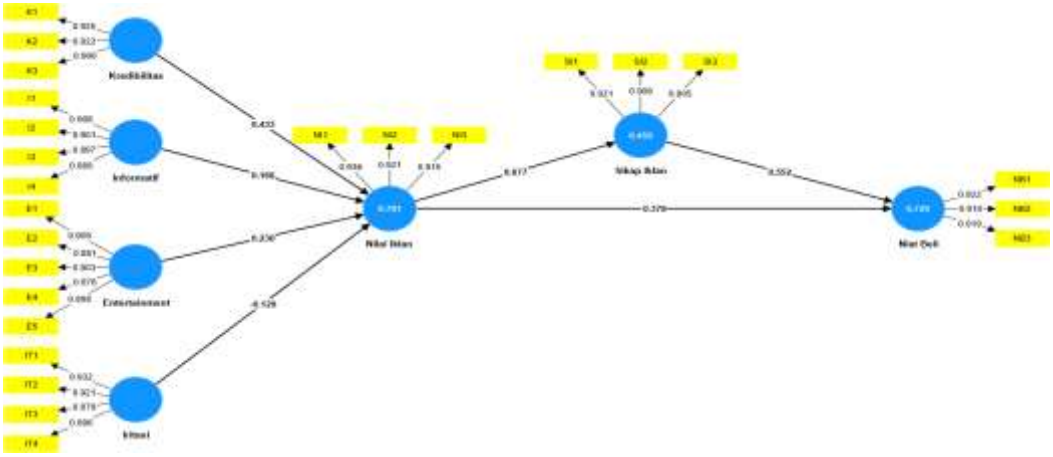


Figure 2. Convergent Validity Testing Results

Based on Figure 2 above, it shows that all the question items obtained have results above 0.70, which indicates that this questionnaire is suitable or valid to be used as a questionnaire instrument.

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aAnother method to see the validity of data is by looking at the square root of average variance extracted (AVE) value. The recommended value is 0.5. The following are the AVE values in this research:

Table 3. AVE Value Measurement Results

Variable	Average variance extracted (AVE)
Entertainment	0.799
Informativeness	0.807
Irritation	0.823
Credibility	0.842
Purchase Intention	0.841
Advertising Value	0.854
Attitude Toward The Ads	0.831

The results of measuring the AVE value in Table 3 show a value above 0.5 for all constructs contained in the research model. This means that the AVE test results indicate that all variables are declared valid.

Discriminant Validity Testing

Table 4. Fornell Lacker Criterion

	Entertainment	Informativeness	Irritation	Credibility	Purchase intention	Advertising value	Attitude toward the ads
Entertainment	0.894						
Informativeness	0.892	0.899					
Irritation	-0.717	-0.713	0.907				
Credibility	0.789	0.762	-0.750	0.918			

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Purchase intention	0.712	0.710	-0.679	0.757	0.917		
Advertising value	0.815	0.796	-0.740	0.840	0.752	0.924	
Attitude toward the ads	0.586	0.591	-0.577	0.661	0.808	0.677	0.911

From the research results in table 4, it can be seen that the indicators used in the research have met good discriminant validity. This is because all variables have greater results than the values of the variables below them. For example, the entertainment variable (0.894) has a greater value than the informative variable (0.892) below it, and so on.

Inner Model (Structural Model Testing)
Path Coefficient

Table 5. Path Coefficient Testing Results

Variables Connection	Path Coefficient	Results
Credibility -> Advertising value	0.433	Positive
Informativeness -> Advertising value	0.168	Positive
Entertainment -> Advertising value	0.230	Positive
Irritation -> Advertising value	-0.129	Negative
Advertising value -> Attitude toward the ads	0.677	Positive
Advertising value -> Purchase intention	0.378	Positive
Attitude toward the ads -> Purchase intention	0.552	Positive

Based on the results of the path coefficient test above, it can be seen that almost all variables have a positive influence relationship. In other words, the level of the influencing variable will likely impact the level of the influencing variable in a positive way.

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R-Square (R^2)

Table 6. R-Square (R^2) Testing Results

Variable	R-square	R-square adjusted
Purchase Intention	0.729	0.727
Advertising Value	0.781	0.777
Attitude Toward The Ads	0.459	0.456

Based on table 6, the R-square value of the purchase intention variable is 0.729, meaning that the purchase intention variable is influenced by the independent variable by 72.9%. Meanwhile, the advertising value variable shows an R-square value of 0.781, thus the advertising value variable is influenced by the independent variable by 78.1%. And for the advertising attitude variable, it shows an R-square value of 0.459, so the advertising attitude variable is influenced by the independent variable by 45.9%.

Goodness of Fit (Q^2)

Table 7. Q^2 Testing Results

Variable	*Q-Square (Q^2) predict*
Purchase Intention	0,607
Advertising Value	0,659
Attitude Toward The Ads	0,377

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Based on table 7, the Q-Square value for the advertising value, advertising attitude and purchase intention variables above 0 indicates the model has predictive relevance. The purchase intention variable (Q2=0.607) was predicted by the advertising value and advertising attitude variables by 60.7%. Furthermore, the advertising value variable (Q2=0.659) was predicted by the credibility, entertainment, informative and irritation variables by 65.9%. And the advertising attitude variable (Q2=0.377) was predicted by the advertising value variable by 37.7%. Thus, it can be concluded that the model is declared predictive.

Hypotesis Testing

Table 8. Hypotesis Testing Results

Hypotesis	T statistics	P values	Conclusion
K → NI	4.926	0.000	H1 accepted and significant.
I → NI	2.107	0.035	H2 accepted and significant.
E → NI	2.620	0.009	H3 accepted and significant.
IT → NI	2.035	0.042	H4 accepted and significant.
NI → SI	14.579	0.000	H5 accepted and significant.
NI → NB	5.220	0.000	H6 accepted and significant..
SI → NB	8.108	0.000	H7 accepted and significant.

DISCUSSION

The research results show that credibility, informativeness, entertainment, and advertising irritation have a significant influence on the value of advertising on TikTok. Advertising credibility has been proven to increase advertising value, in line with the findings of Arora & Agarwal (2019) which stated that consumer trust in social media advertising has a positive effect on the perceived value of advertising. Apart from that,

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informative advertising also increases advertising value, as stated by Dwinanda et al. (2022), that relevant and interesting information in short video advertisements meets consumers' needs and influences their purchasing decisions positively.

Furthermore, entertainment in advertising has a significant positive impact on advertising value, supporting the research of Jain et al. (2018) which shows that entertainment elements influence advertising value more than information. Although irritation in advertising is usually considered negative, in the context of TikTok, irritation is found to be insignificant if the advertisement matches consumer interests and provides entertainment, supporting the results of Dwinanda et al. (2022). In addition, advertising value also has a significant effect on consumers' attitudes towards advertising and their purchase intentions, consistent with the findings of Herrando & Martín-De Hoyos (2022) which show that high advertising value increases purchase intentions. Positive attitudes towards advertising have also been proven to influence TikTok users' purchase intentions, supporting the research of Dwinanda et al. (2022) which shows that attitudes towards short video advertisements influence purchase intentions.

CONCLUSION

This research reveals that credibility, informativeness, and entertainment in advertising on TikTok have a positive and significant influence on advertising value, while irritation in advertising actually reduces advertising value. High advertising value has been proven to influence consumers' positive attitudes towards advertising and increase their purchasing intentions. Overall, the research results show that aspects that strengthen advertising value, such as credibility and entertainment, can increase the effectiveness of marketing on TikTok by building positive attitudes and higher purchase intentions among consumers.

MANAGERIAL IMPLICATION

The results of this research provide important insights for digital marketing practitioners, especially in developing effective advertising strategies on the TikTok platform. With a deeper understanding of the factors that influence consumer attitudes and willingness to purchase, practitioners can create advertising content that is engaging and appropriate to TikTok user personas.

The findings of this research can also help companies and brands develop more effective promotional strategies on social media. By knowing the factors that influence

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consumer attitudes towards advertising, companies can increase credibility, information, entertainment and irritation by involving someone who is influential (influencer) for Tik-Tok users.

RESEARCH LIMITATION

The majority of respondents in this study were students aged 12-27 years, which limited the perspective and analysis of other age ranges. Therefore, future research needs to obtain samples with a wider age diversity. This research also primarily focuses on advertisements that appear on the social media platform TikTok, making the results difficult to generalize to other social media platforms. In addition, the majority of respondents came from Jakarta and its surroundings, so the geographical distribution was not evenly distributed throughout Indonesia. Therefore, it is necessary to expand the geographical coverage to get a more representative picture.

RECOMMENDATION

It is recommended that future research focus on one particular generation, such as Generation Y (Millennial) or Generation Z, to understand consumer behavior patterns, preferences and attitudes on social media platforms such as TikTok in more depth. Additionally, it is important to consider variations in the social media platforms the research focuses on, such as Instagram, YouTube, or Twitter, to gain greater insight into the effectiveness of advertising across platforms. Research is also recommended to add relevant variables such as influencer influence, which is increasingly important in digital marketing, to identify how social media users respond to specific ads or content and strengthen more effective marketing strategies.

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