

RESEARCH ARTICLE

THE ROLE OF ADVERTISING VALUE IN INFLUENCING CONSUMER ATTITUDES TOWARDS INSTAGRAM ADVERTISING IN INDONESIA

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Abstract— This study aims to determine the factors that influence consumer attitudes toward Instagram (IG) advertising in Indonesia. Besides, this study also studied the effect of consumer attitudes towards advertising on IG and its impact on consumer purchase intentions. Online questionnaires have been distributed to IG users and collected as many as 261 respondents who deserve to be processed, by first doing the validity and reliability tests to 30 respondents. The results are declared valid and reliable. An online questionnaire is used to collect data for IG users in Indonesia. The Structural Equation Modeling (SEM) method was used to analyze the data. The results showed that Informativeness (IF), Entertainment (EN), Irritation (IR) were not significant or had no positive impact on attitude toward Instagram advertising (AT). Meanwhile, only Personalization (PZ) has a positive effect on AT. However, AT had a positive and significant impact on Purchase Intention (PI).

Keywords: Informativeness, Entertainment, Irritation, Personalization, Attitude toward Instagram Advertising, Purchase Intention

JEL Classifications: A2, C1, F2

I. INTRODUCTION

Indonesia is one of the countries with the largest internet users in the world. The internet users in Indonesia until January 2020 reached 175.4 million, an increase of 17% or 25 million from 2019 so that internet penetration in Indonesia reached 64% in January 2020 (Kemp, 2020). The high number of internet users in Indonesia is believed to be in line with the increasing activity on social media. Apart from Facebook, the application that is often used is Instagram (IG). IG is an internet-based application built with Web 2.0 technology that enables the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Many companies use IG for promoting, relationship with their customer, and research (Zhao, Yang, Xie, & Wang, 2016), has value for organizational stakeholders (Tuten & Solomon, 2017). Based on data, IG users as of September 2020 in Indonesia reached 78.67 million users (napoleoncat.com, 2020) or an increase of 21% from 2016. The rise in IG users cannot be separated from the work from home (WFH) policy which is carried out a lot. Companies in Indonesia to their employees during the Covid-19 pandemic, thus providing freedom and more actively interacting on IG without working hours restrictions.

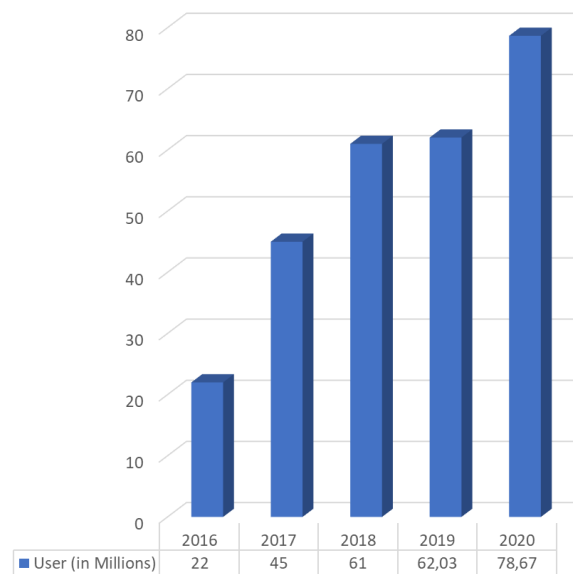


Figure 1. The Number of Instagram Users in Indonesia 2016-2020

Implementing marketing on social media such as IG can be done through two approaches, namely for free (Tuten & Solomon, 2017) or paid to advertise (Gaber, Wright, & Kooli, 2019). Social media marketing is still considered a relatively new thing, so there is still much that needs to be researched and further investigated, especially that academic publications have not been able to compete with the high-speed industrial development (Barger & Scultz, 2016).

Despite IG's rapid penetration among consumers and widespread use of social networks, there is a shortage of academic research examining advertising media on IG. In particular, some studies measure the factors that increase consumer attitudes towards IG advertising and their effect on consumer behaviour (Djafarova & Rushworh, 2017). Because consumer attitudes towards advertising are different from advertising media (Speck & Elliott, 1997), it is advantageous to study the factors that influence consumer attitudes towards this innovative form of marketing.

In this study, we try to determine how the effect of advertising value (informativeness, entertainment, irritation, and personalization) on consumer attitudes, how advertising value affects consumer purchase intentions, and how consumer attitudes influence consumer purchase intentions on IG advertising in Indonesia.

LITERATUR REVIEW AND MODEL

Attitude Toward IG Advertising (AT)

The attitude in advertising is defined as the human learning tendency (Arora & Agarwal, 2019) to respond in a way that is continually favourable or unfavourable to advertising (MacKenzie, Lutz, & Belch, 1986), evaluation and personal feelings about something (Kotler & Armstrong, 2015), manifest individual exposure to advertising and their responses to it (Chowdhury, Parvin, Weitenberner, & Becker, 2006). In general, how one evaluates advertising messages depends on the attitude towards advertising (Greysier & Bauer, 1966; Ha & McCann, 2008; Mehta & Purvis, 1995), because perspective is considered a predictor for consumer behaviour (MacKenzie & Lutz, 1989; Putri, 2015; Tsang, Ho, & Liang, 2004) and the effectiveness of advertising (Mehta, 2000).

The main problem in advertising research measures the effect of advertising on recipients (Suarsa, 2020). IG advertising is a form of advertising that utilizes international technology, thus implying new challenges, and it isn't easy to measure its effect and effectiveness. Especially the reciprocal communication between marketers and consumers makes it difficult to isolate the impact of exposure to advertising because marketers influence customer behaviour, but customers also influence marketers' behaviour (Pavlou & Stewart, 2000).

Purchase Intention (PI)

The intention to buy is the tendency of consumers to buy or take an action related to a purchase that is measured by the level of possibility that consumers make a purchase. It can be connected to consumer behaviour and their attitude in responding to product offerings (Suarsa, 2020). In the other hand, (Kotler & Keller, 2016) defines it as an essential key point for consumers while considering and evaluating certain products. The intention of purchase consumers can largely be influenced by their perceptions and also by attitudes not to avoid advertisements. The purchase intention dimension used is a dimension based on (Gazley et al., 2015). Measurements used to consist

of: a. The tendency of consumers to want to buy a product. b. Consumer behaviour has a primary preference for the product. c. Consumer behaviour is always looking for information about the product of interest.

Advertising Informativeness (IF)

Advertising Informativeness (IF) is defined as the ability of advertising to provide information to consumers about product information (Dao, Le, Cheng, & Chen, 2014; Ducoffe, 1996) relevant and up to date (Brackett & Carr, 2001), which can create a balance between needs. Consumer and producer offerings thus enabling the market to be more efficient (Hoffman & Novak, 1996; Pollay & Mittal, 1993), and attracting attention (Dao et al., 2014), then creating value for consumers (Ducoffe, 1995, 1996; Zeng, Huang, & Dou, 2009), and able to provide satisfaction (Gao & Koufaris, 2006). Bauer & Greyser (1968) explained that the capacity of advertisements to offer useful information might be the main reason for consumer acceptance (Arora & Agarwal, 2019). Consumers will receive promotions when the product information is following what they want and need to induce a purchase that will result in satisfaction. Thus, communication acts as a significant incentive in marketing because consumers tend to be attracted to advertisements that offer incentives (Andrews, 1989; Varshney, 2003).

Previous research has shown that IF, traditionally and in a digital context, is one of the most decisive influencing factors on consumer perceptions and attitudes (Bauer, Reichardt, Barnes, & Neumann, 2005; Ducoffe, 1996; Haghirian, Madlberger, & Tanuskova, 2005; Tsang et al., 2004). For example, (Haghirian et al., 2005; Schlosser, Shavitt, & Kanfer, 1999) found that the higher the informativeness of advertising messages, the higher the value of advertising perceived by consumers and has a direct positive effect on attitudes towards advertising (Tsang et al., 2004). Besides that, (Hoffman & Novak, 1996) proved that the more informative an advertisement, the more positive the attitude of consumers towards the ad. Empirically (J. Lee & Hong, 2016) confirm the positive role of social media IF, and this, in turn, will increase their intention to buy products. The level of informativeness found in social media advertising can empower customers to have better buying behaviour and thereby increase their purchase intention. Thus, in this study, the proposed hypothesis is:

H1: Positive influence between IF and AT

H2: Positive influence between IF and PI

Entertainment (EN)

Fun advertisements will attract the attention of consumers who are exposed to ads (Ducoffe, 1995; Haghirian et al., 2005; Liu, Sinkovics, Pezderka, & Haghirian, 2012; Shimp, 2013). Entertainment (EN) refers to how advertising content can satisfy consumers for joy, aesthetic pleasure, the release of fatigue, diversion of pleasure or emotional pleasure (Ducoffe, 1996; McQuail, 2010; Muntinga, Moorman, & Smit, 2011; Xu, 2016). People's enjoyment is associated with advertising which plays a massive role in their entire attitude towards advertising (Shavitt, Lowrey, & Haefner, 1998).

One of the main predictors of the effectiveness of online advertising is EN (Bauer et al., 2005; Ducoffe, 1996; Y. J. Wang & Hausman, 2006). Various studies have found that this predictor has a positive impact on consumer attitudes towards a brand (Mitchell & Olson, 1981; Shimp, 2013) or it can be said that entertaining advertising messages can be felt more positively by consumers (Bauer et al., 2005). Likewise, entertaining content was found to be positively related to positive attitudes and curiosity (Greyser & Bauer, 1966; K. C. Ling, Piew, & Chai, 2010), it can also increase customer loyalty and add value to customers (Haghirian et al., 2005). EN is also considered as an essential factor for marketing that affects consumer attitudes towards advertising (Tsang et al., 2004).

In a digital environment, advertising can meet the hedonic needs of consumers by offering fun entertainment (Edwards, Li, & Lee, 2002). The message must be short and funny, and thus immediately catches the attention of consumers (Haghirian et al., 2005; Xu, 2016). Therefore, it can be concluded that entertaining IG advertisements are considered positive by recipients and can increase consumer buying interest. Thus, the hypothesis can be formulated as follows:

H3: Positive influence between EN and AT

H4: Positive influence between EN and PI

Irritation (IR)

Irritation (IR) is defined (Y. J. Kim & Han, 2014) as the level of unrelated information from mobile advertising messages that affect consumer discomfort. The meaning of IR is a state of feeling irritated, impatient, or a little angry (Ducoffe, 1996). Feelings of humiliation, annoying messages and irritating stimuli are elements in IR (Brackett & Carr, 2001). Advertising effectiveness can be reduced in the presence of IR (Ducoffe, 1995; Liu et al.,

2012). It is caused by annoying feelings, offensive message content, or contains insulting elements, or manipulative features (Ducoffe, 1996) so that the content of advertisements can disturb consumers (Arora & Agarwal, 2019).

The only negative dimension of consumer attitudes towards advertising is IR. Individuals react negatively once they feel their freedom to settle on is vulnerable (Wong, 2010). In other words, annoying advertising techniques, offensive, offensive or manipulative cause consumers to perceive advertising as unwanted and annoying (Ducoffe, 1996). When people feel that the advertisement is irritating or annoying, their attitude towards the advertised product turns negative (Wong, 2010). If someone feels humiliated while watching an ad, this can have an impact on their attitude towards advertising (Shavitt et al., 1998). Intrusive advertising will generate negative public attitudes. IR is one of the factors contributing to the public's negative attitude towards advertising (Schlosser et al., 1999).

Research conducted by (Zanot, 1984) shows that public attitudes towards advertising tend to be unfavourable gradually from time to time because people tend to feel irritated by the presence of bombastic and annoying advertisements. Besides that, research conducted by (Cortés & Vela, 2013; Ducoffe & Curlo, 2010; Okazaki, 2004; Rau, Liao, & Chen, 2013; Tsang et al., 2004) states that IR and intrusiveness negatively affect consumer attitudes. So, the hypothesis is:

H5: Negative influence between IR and AT

H6: Negative influence between IR and PI

Personalization (PZ)

Personalization (PZ) will offer marketers to achieve their potential customers on individual basis, thereby enhancing their relationship with consumers (Xu, 2016). Customized mobile advertising expresses the delivery of advertising messages via mobile devices supported consumer demographic data (Xu, 2016).

The personalization facet turns mobile advertising into an actual m-commerce application. It permits the utilization of demographic info collected by wireless service suppliers and data regarding mobile users' current location. Mobile ads can easily be personalized depending on the day, geographic area, and consumer priorities such as written, audio, and visual. For example, mobile advertising messages can be sent with different content. For example, a movie is shown in the nearest cinema according to the mobile user's age, education, and location. Thus, advertising is distributed terribly exactly and clearly on the target cluster (Varshney & Vetter, 2002). In addition to personalizing consumer feedback, finding consumers allows specific user situations to be considered. As a result, advertising activities can be timed, and time-related thinglike native events. Customized M-advertising refers to causing advertising messages to mobile devices like cell phones over a wireless network supported customer users (Xu, 2016).

H7: Positive influence between PZ and AT

H8: Positive influence between PZ and PI

H9: Positive influence between AT and PI

The research model showing relationship between all variables which have been discussed above is presented in Figure 2.

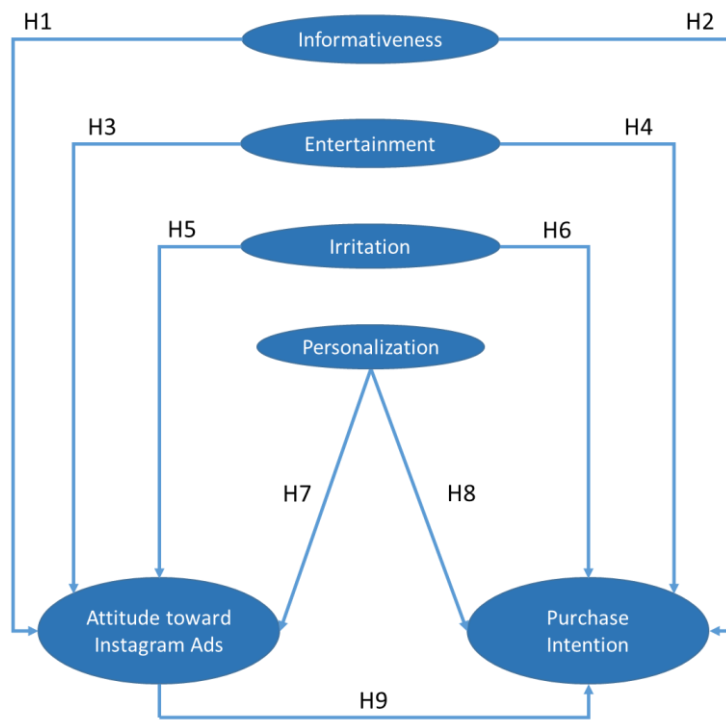


Figure 2. Research Model

METHODS

Based on the problems to be answered, this study can be categorized as a descriptive study using a survey research design, namely to obtain an explanation of the relationship between the variables observed in this study, namely advertising value, attitudes towards IG advertising, and purchase intention.

The population in this study were IG users who had seen product advertisements on IG so that the number was unknown. The questionnaire was distributed to respondents using a self-administered survey approach. Screening questions are asked before the questionnaire is submitted to ensure compliance with the expected characteristics of the respondents, and we used a semantic differential scale with 7 points Likert scale. This study uses a structural equation model (Structural Equation Modeling / SEM) with a sample size of 200 respondents (Hair Jr, Black, Babin, & Anderson, 2014; Malhotra & Dash, 2016), through the convenience sampling technique. In measuring the items representing the constructs shown in the research model on the table below.

Table 1. Operationalization of Variables

CONSTRUCT	INDICATOR	ITEM	
ADVERTISING VALUE	Irritation (Tsang et al., 2004)	I feel that IG ads are not bothering Substance of IG ad are not irritating	
	Informativeness (Tsang et al., 2004; Xu, 2016)	I believe that IG ads are a decent hotspot for convenience data IG ads give the data I need	
	Entertainment (Tsang et al., 2004; Xu, 2016)	I feel that perusing IG ads is pleasant and entertaining I feel that the exposure to IG promotion is charming	
	Personalization (Xu, 2016)	I feel that IG ads show customized message to me I feel that IG promotion are customized for my utilization	
	Attitude toward the IG Advertisement (Mehta, 2000)	Good Idea	Viewing IG advertisements is a smart thought
		Wise	Viewing IG advertisements is insightful thought
Purchase Intention (Gazley et al., 2015)	Probability	Probability that you will buy the item on offer around then	
	Consider	The probability that I would think about purchasing the item in the ad around then	

CONSTRUCT	INDICATOR	ITEM
	<i>Willingness</i>	My willingness to purchase the item in the ad around then

RESULT AND DISCUSSION

Data collection was carried out for one month and collected 266 respondents. After scanning the questionnaire, five questionnaires are not suitable for processing because the respondent does not have a GI account and has never seen an advertisement, so the respondent is declared unfit. Based on the scanning data, a total of 261 respondents were collected who deserve to be utilized as essential information in this investigation.

Profile of Respondents

The following is a table of the results of the descriptive analysis of respondents with the help of the statistical program SPSS ver 23.0:

Table 2. Respondents Profile

PROFILE	AMOUNT	PERCENTAGE
GENDER:		
Male	87	33%
Female	174	67%
IG INTEREST:		
Private	235	90%
Business	26	10%
TOTAL IG ACCOUNT:		
One	210	80%
Two	39	15%
>Two	12	5%

Source: Data Processed using SPSS 23, 2020

In view of the table above, it tends to be seen that out of a total of 261 respondents, female respondents dominate compared to male respondents. Meanwhile, if viewed from the respondent's interest in having me, the majority of IG is for personal interests, namely socializing with friends, following trends, getting information about hobbies and preferences or about idols, many interesting IG features that provide entertainment and a pleasant experience. On the other hand, when viewed from the number of IG accounts they have, the majority of respondents only have one IG account. While respondents who have two or more IG accounts, the reasons include having other interests such as selling separately from personal histories, creating individual for specific sections, for example, select settings for education, following artists, or fan pages that intentionally promote their idol artist. Alter accounts, secondary accounts, second accounts, anonymous accounts, or whatever they are called are more dominated by millennials. Based on a survey conducted by (hai-online.com, 2018), the results found that 46% of adolescents have altered accounts.

Table 3. Respondents Province of Origin

No	Province of Origin	Amount	Percentage (%)
1.	Aceh	1	0,4
2.	Bali	1	0,4
3.	Banten	3	1,1
4.	Bengkulu	2	0,8
5.	Gorontalo	1	0,4
6.	Jakarta	4	1,5
7.	Jambi	3	1,1
8.	West Java	154	59,0
9.	Central Java	12	4,6
10.	East Java	20	7,7
11.	West Kalimantan	2	0,8
12.	South Kalimantan	1	0,4
13.	Central Kalimantan	1	0,4
14.	East Kalimantan	1	0,4
15.	North Kalimantan	1	0,4

No	Province of Origin	Amount	Percentage (%)
16.	Bangka Belitung Islands	1	0,4
17.	Riau Islands	1	0,4
18.	Lampung	4	1,5
19.	Maluku	0	-
20.	North Maluku	0	-
21.	West Nusa Tenggara	1	0,4
22.	East Nusa Tenggara	1	0,4
23.	Papua	1	0,4
24.	West Papua	1	0,4
25.	Riau	2	0,8
26.	West Sulawesi	1	0,4
27.	South Sulawesi	3	1,1
28.	Central Sulawesi	1	0,4
29.	Southeast Sulawesi	1	0,4
30.	North Sulawesi	3	1,1
31.	West Sumatra	9	3,4
32.	South Sumatra	9	3,4
33.	North Sumatra	14	5,4
34.	Yogyakarta	1	0,4
TOTAL		261	100,0

Source: Data Processed using SPSS 23, 2020

Respondents came from 34 provinces in Indonesia. The majority of respondents came from the island of Java. Therefore, due to the distribution of respondents from all regions of Indonesia, although Maluku and North Maluku provinces do not have respondents, they are significant enough for other areas so that the results of this study can generalize to all of Indonesia.

Data Analysis

The data were processed using SEM, which was previously tested for normality. The normality evaluation was identified both univariate and multivariate. Univariate, there is one indicator that has a value of > 2.58 , namely the IR2 (not normally distributed), while the multivariate value is $21.479 > 2.58$, so it can be concluded that the multivariate data is not normally distributed. Because the information individually contains one indicator that is not normal and multivariate data is not standard, then outlier testing must be carried out.

The outlier test results showed 36 observational values p_1 and $p_2 < 0.05$ so that all of these data needed to delete from the research data. Then performed the normality test again. The results of the second normality test after elimination, it turns out that there are still 18 observational values that have p_1 and $p_2 < 0.05$ so that all of these data need to be eliminated (deleted) from the research data. Then the normality test was carried out again. The results after this second elimination show that 13 observation values have a $p_1 < 0.05$, but the p_2 value is far above 0.05 so that the thirteen data are considered not having outlier problems (the outlier value is acceptable). After doing two outlier tests, the total data that can be processed in this study were 207 respondents.

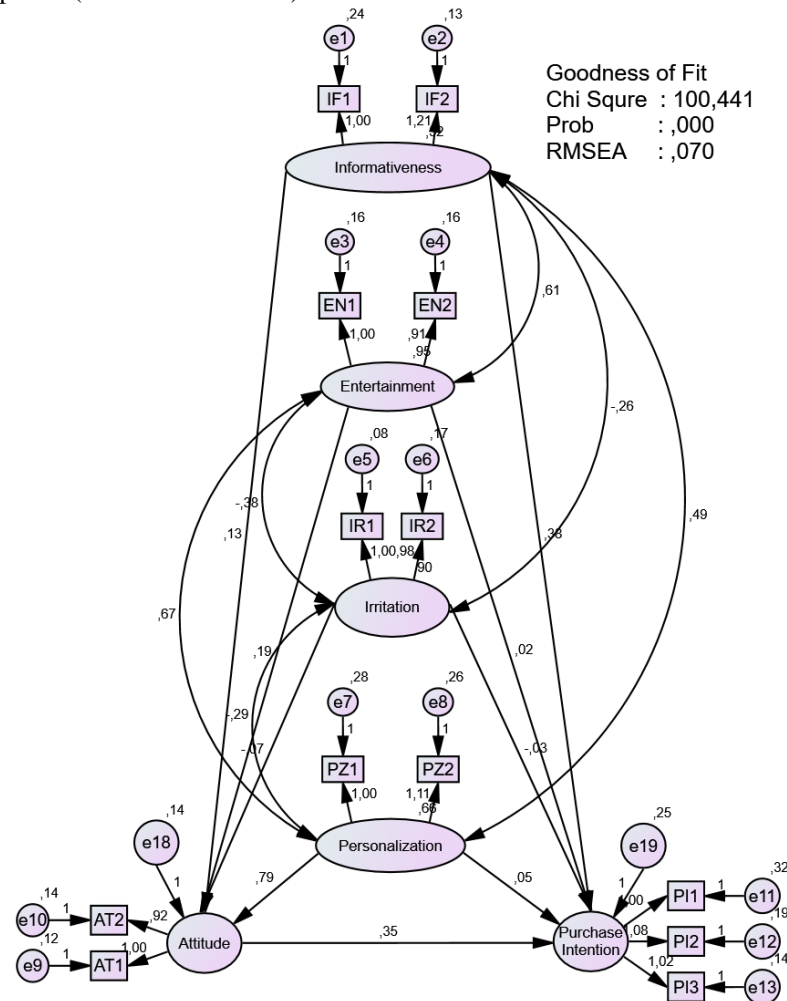
Descriptive Analysis

Respondents in this study agree that they get the required information about a product or service through IG. Besides that, they also think that IG is an excellent source to get information about a product or service, in that its delivery is quite entertaining and fun to watch. Even so, they are annoyed and feel annoyed with advertisements on IG. Respondents have the view that IG advertising simply displays a personal message, and the appearance of the ad is tailored to the needs of the respondent. The respondent thinks that seeing ads on IG is a pretty good and wise idea so that respondents are quite willing to buy products or services offered in IG advertisements at the time that and it is quite possible to purchase the product offered.

Model Test

The hypothesis is tested by SEM analysis, and the initial model is obtained, as shown in Figure 3. The figure shows that the Chi-Square value (χ^2) in this study is 100.441, with a probability of 0.000, indicating that the proposed research model is not fit. Likewise, the RMSEA value of 0.070 indicates an adequate level of conformity.

Based on the goodness-of-fit measurement, the model proposed in the study cannot be accepted because χ^2 is significant or $p < 0.05$ (the main requirement for the ML model the chi-square value must have a p value > 0.05) so the model must be repaired (model modification).



Source: Data Processed using AMOS 23, 2020

Figure 3. Structural Model

After modifying the model, the goodness of fit value of the proposed research model is obtained as follows:

Table 4. Goodness of Fit Model Modification

Goodness-of-Fit Index	Conformity Value	Result	Model Evaluation
Chi Square	Diharapkan rendah	56,987	Fit
Probabilitas	$\geq 0,05$	0,075	Fit
CMIN/DF	$\leq 2,00$	1,325	Fit
GFI	$\geq 0,90$	0,963	Fit
AGFI	$\geq 0,90$	0,921	Fit
TLI	$\geq 0,95$	0,990	Fit
CFI	$\geq 0,95$	0,994	Fit
RMSEA	$0,03 \leq 0,08$	0,040	Fit

Source: Data Processed using AMOS 23, 2020

Table four shows outline of the results obtained within the study and also the suggested values for measure the fit of the model. The eight minimum necessities, the model is fit, therefore it can be concluded that this model is appropriate. The path coefficient analysis can be seen from the significance of the regression weight model which might be seen in Table five below.

Table 5. Regression Weights

	Estimate	S.E.	C.R.	P
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			Estimate	S.E.	C.R.	P
Attitude	<---	Personalization	,749	,134	5,582	***
Attitude	<---	Irritation	-,068	,047	-1,454	,146
Attitude	<---	Informativeness	,087	,168	,519	,604
Attitude	<---	Entertainment	,256	,136	1,879	,060
Purchase_Intention	<---	Personalization	,105	,189	,556	,578
Purchase_Intention	<---	Attitude	,345	,149	2,311	,021
Purchase_Intention	<---	Entertainment	,082	,128	,640	,522
Purchase_Intention	<---	Irritation	-,028	,048	-,584	,559
Purchase_Intention	<---	Informativeness	,205	,152	1,349	,177

Source: Data Processed using AMOS 23, 2020

Hypothesis 1 aims to test whether IF has a positive effect on AT. The value of C.r IF to AT of 0.519 is not significant at $p < 0.05$ (5%), it can be concluded that there is no influence between IF on AT, or in other words hypothesis 1 is rejected. Indicates that respondents think that the increase in IF they receive has no positive effect on AT. The informativeness of the advertisements received by the respondents did not affect their attitude towards ads on IG. The information they obtain through IG about the product does not generate positive value, because advertisements do not provide the required information by respondents. The results of this study are in line with the results of analysis conducted by (Le & Nguyen, 2014; Zhang & Wang, 2005). However, contrary to what was conveyed by (Al Khasawneh & Shuhaiber, 2013; Arora & Agarwal, 2019; Brackett & Carr, 2001; Dao et al., 2014; Disastra, Hanifa, Wulandari, & Sastika, 2019; Ducoffe, 1996; Gaber et al., 2019; Giao & Vuong, 2020; Haghirian et al., 2005; Hashim & Kassim, 2018; Hghirian & Inoue, 2007; M. Kim, 2019; Y. J. Kim & Han, 2014; Liu et al., 2012; Murillo, Merino, & Nunez, 2016; Tsang et al., 2004; Ünal, Erciř, & Keser, 2011; Y. Wang, Sun, Lei, & Toncar, 2009; Xu, 2016) which states that IF produces value for consumers because advertising provides what consumers are looking for, namely information about products and purchases.

Consumer trust about information in advertisements generally comes from the experience of specific advertising messages, so that consumer confidence in advertising reflects the belief in which advertisements will provide useful information, thus creating a positive perception of advertising. Whereas in the context of IG advertising, the information provided is considered irrelevant by consumers, so consumers judge that it is as complete as any information provided, but it is deemed to be harmful because it is not relevant to readers (Daugherty, Logan, Chu, & Huang, 2008). This statement is reinforced by Waldt (2009), by stating that information must be relevant and up to date so that the perception of advertising is positive so that marketers must be able to ensure that they send relevant information to target consumers.

Hypothesis 2 aims to test whether IF has a positive effect on PI. Based on the calculation results in table 5.10, where the C.r IF value on purchase intention (PI) of 1.349 is not significant. It means that statistically, it can be shown that IF has no positive effect on PI. Indicates that respondents think that the increase in information does not result in an increase in the number of respondents' interest in buying. This finding is in line with the findings that have been made by (G. M. Ling, Tan, Yeo, & Lim, 2018) but are not in line and support previous studies which show that IF is a predictor of consumer intention towards mobile advertising (Chowdhury et al., 2006; Y. J. Kim & Han, 2014; Tsang et al., 2004; Ünal et al., 2011).

Hypothesis 3 aims to test whether EN influences AT. Based on the results of calculations in table 5.10, where the value of C.r EN against AT 1.879 is not significant. So it can be concluded that the hypothesis is rejected. It means that statistically, it can be shown that the increase in EN does not have a positive effect on AT. The results of this study are not in line with research conducted by (Al Khasawneh & Shuhaiber, 2013; Arora & Agarwal, 2019; Brackett & Carr, 2001; Dao et al., 2014; Ducoffe, 1996; Gaber et al., 2019; Giao & Vuong, 2020; Haghirian et al., 2005; Hashim & Kassim, 2018; Hghirian & Inoue, 2007; M. Kim, 2019; Y. J. Kim & Han, 2014; Le & Nguyen, 2014; Murillo et al., 2016; Tsang et al., 2004; Ünal et al., 2011; Y. Wang et al., 2009; Xu, 2016; Zhang & Wang, 2005) who said that EN has a positive effect on AT. EN refers to how content in advertisements can meet consumers' needs for aesthetic pleasure and emotional release (Ducoffe, 1996). People's enjoyment associated with advertising will play a massive part in their attitude towards advertising. EN can increase consumer loyalty and added value for consumers (Shavitt et al., 1998).

This study did not find a direct effect of EN on AT; it means the advertising content has not been able to meet consumer needs for aesthetic pleasure and emotional release. The ad content itself can be in the form of ad appearance, design or layout, images or photographs, ad size, ad visual quality, and so on. The results of this study are in line with the research conducted (Chowdhury et al., 2006; Disastra et al., 2019). The results show that EN is negatively related to AT. EN is meant to attract attention. However, if the information desired by consumers is not

available, consumers tend not to give a fair assessment. Vice versa, if the advertisement contains elements of entertainment that are low or even non-existent, but there is complete information following consumer desires. Consumers will still have a fair assessment and positive attitude towards advertising.

Hypothesis 4 aims to test whether EN influences PI. The C.r EN value for PI is 0.640; it can be concluded that premise four is rejected. It means that statistically, it can be shown that EN has no positive effect on PI. The results of this study are in line with research (Disastra et al., 2019; G. M. Ling et al., 2018). However, it contradicts previous studies which show that pleasant advertising will build positive consumer attitudes towards advertising (Ducoffe, 1996; Jamjongdumrongkit, 2018; Uddin, Kalam, Uddin, & Jaman, 2019).

Hypothesis 5 aims to test whether IR harms AT. Based on the results of the calculation, it can be seen that the C.r value of -1.454 is not significant, so that hypothesis 5 is rejected. It means, statistically, it can show that IR does not harm AT. The results of this study are in line with research conducted by (Ducoffe, 1996; Hashim & Kassim, 2018; Le & Nguyen, 2014). However, this study means that it is not in line with previous research which shows that irritation harms attitude toward IG advertising (Al Khasawneh & Shuhaiber, 2013; Brackett & Carr, 2001; Disastra et al., 2019; Ducoffe, 1996; Gaber et al., 2019; Giao & Vuong, 2020; M. Kim, 2019; Liu et al., 2012; Murillo et al., 2016; Tsang et al., 2004; Ünal et al., 2011; Xu, 2016; Zhang & Wang, 2005).

Hypothesis 6 aims to test whether IR harms PI. Based on the results of the calculation of the value of C.r. is equal to -584 is not significant at $p < 0.05$ (5%), it can be concluded that hypothesis 6 is rejected. It means that statistically, it can be shown that IR has no adverse effect on PI. These results are in line with research conducted by (Disastra et al., 2019; Suarsa, 2020; Uddin et al., 2019). However, it is not in line with the study conducted by (Y. J. Kim & Han, 2014; G. M. Ling et al., 2018; Martins, Costa, Oliveira, Gonçalves, & Branco, 2019).

Hypothesis 7 aims to test whether PZ affects AT. It is known that the value of C.r PZ on AT is significant at $p < 0.05$ (5%), so it can be concluded that hypothesis 7 is accepted. It means that the increase in PZ affects increasing AT. The results of the study are in line with research conducted by (Al Khasawneh & Shuhaiber, 2013; Y. J. Kim & Han, 2014; Ünal et al., 2011; Xu, 2016). However, contrary to research conducted by (Arora & Agarwal, 2019; Gaber et al., 2019; Haghirian & Madlberger, 2005; Haghirian & Inoue, 2007).

Hypothesis 8 aims to test whether PZ influences PI. Based on the results of calculating the value of C.r PZ on the PI of 0.556 is not significant, it can be concluded that hypothesis 8 is rejected. It means that statistically, PZ has no positive effect on PI. The results of this study contradict research conducted by (Jamjongdumrongkit, 2018; Uddin et al., 2019). It is also a new finding in this research.

Hypothesis 9 aims to test whether attitude toward Instagram advertising influences purchase intention. Based on the calculation results in table 5.10, where the value of C.r attitude toward Instagram advertising on purchase intention is 2.311 significant at $p < 0.05$ (5%), it can be concluded that hypothesis 9 is accepted. It means that statistically, it can be shown that an increase in attitude toward Instagram advertising has a direct effect on increasing purchase intention. The results of this study are in line with research conducted by (Arshad & Aslam, 2015; Disastra et al., 2019; Jain, Rakesh, & Chaturvedi, 2018; E.-B. Lee, Lee, & Yang, 2017; Nabila & Achyar, 2019; Wahyuni & Darma, 2019; Wardhani & Alif, 2019).

CONCLUSION

The test shows that there are two lines analyzed that have a significant effect with a considerable amount of $< 5\%$ (0.05), namely PZ on AT, and AT on PI. Meanwhile, there are seven insignificant influence pathways, namely: IR on AT, IF on AT, EN on AT, PZ on PI, and EN on PI, IR on PI, and IF on PI because it has a probability or significance value > 0.05 (5%).

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