

Analysis of Factors Influencing Attitude Towards Advertisement: Case Study of Video Advertisements on the TikTok Platform

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ABSTRACT

This study aims to analyze the factors that influence attitudes towards advertisements (Attitude Towards Advertisement - ATA) on the TikTok social media platform, especially on In-Feed video advertisements. The factors studied include Entertainment (ENT), Informativeness (INF), Irritation (IRT), Credibility (CRT), and Personalization (P). The research method used is Structural Equation Modeling-Partial Least Squares (SEM-PLS). Data were collected through a survey distributed to TikTok users in Indonesia who are in generation Z. The results showed that the ENT, CRT, and P factors had a positive and significant effect on ATA, while the IRT factor had a significant negative effect. However, the INF factor did not have a significant effect on ATA.

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1. INTRODUCTION

Social media has undergone significant development and has now become an integral part of people's daily lives in Indonesia, as well as around the world. This phenomenon has resulted in fundamental changes in the way people communicate, share information, interact, and even conduct business activities [1]. Since the beginning of the emergence of social media platforms, we have witnessed their very rapid growth. Platforms such as Facebook, Twitter, Instagram, and more recently TikTok, have become the main means for individuals to communicate with friends, family, and even people around the world [2]. In addition to being used to share personal moments, these platforms are also used to spread news, opinions, and creative content. The importance of social media in a business context should also not be overlooked. Many companies have adopted social media marketing strategies to reach a wider audience and interact with potential customers. This has opened up new opportunities in the business world, but also presents challenges in managing reputation and responding to public feedback. According to data published by the Indonesian Internet Service Providers Association (APJII) in the report "Penetration and Behavior of Indonesian Internet Users" in 2023, it was revealed that in 2023, the number of internet users in Indonesia had reached more than 215 million people, which is equivalent to around 78% of the total population. This shows a continuing growth trend from year to year, social media is one of the main activities for internet users in Indonesia [3].

Data shows that 94.5% of internet users actively access social media regularly. This illustrates the high popularity of social media platforms in Indonesia. One of the social media platforms that is popular and often used by the Indonesian people is Bytedance's social media platform, namely TikTok, from data released by We Are Social as of July 2023 Indonesia is one of the countries with the largest TikTok users in the world, ranking 2nd with a total of 99.79 million users [4].

TikTok is a social media platform that focuses on sharing short videos. TikTok users can create and share short videos, usually between 15 and 60 seconds long [5]. This application has become very popular because it has various creative features that allow users to edit and beautify their videos with music, special effects, filters, and other tools. In addition, TikTok also provides advertising features for companies or anyone who wants to advertise on TikTok.

TikTok advertising refers to a form of promotion used by businesses and brands to reach a wide audience on the TikTok social media platform. TikTok provides various types of ads that allow advertisers to interact with TikTok users and promote their products, services, or messages. TikTok continues to develop various types of ads to meet the diverse needs of businesses who want to take advantage of its popularity to reach a larger audience. According to data provided by Hootsuite and We Are Social as of September 2022, 92% of users feel compelled to act after watching an ad on TikTok [6].

There are various types of ads on TikTok, one of which is In-Feed Ads, this ad appears in the TikTok user's for your page stream similar to regular videos. Typically, these ads are vertical in appearance and short in duration, usually ranging from 15 to 60 seconds [5]. Users have the option to skip the ad if they are not interested. Calls to Action (CTAs) and links to landing pages can be included in these ads, making it easy for users to take action. The engagement rate with these ads is comparable to other videos on TikTok, so they have great potential to be successful if the concept is interesting.

In order to establish meaningful connections with consumers and achieve positive views towards advertising, it is important for marketers to plan an efficient way to utilize short video content on TikTok. With the increasing influence of social media in media consumption and the use of media in marketing strategies by brands, it is socially important to understand how users respond to and interact with ads [7]. The influence of user attitudes towards advertising has significant implications for both business practice and academic research. To understand consumer attitudes towards TikTok video ads, marketers should first realize that attitudes are influenced by perceptions of the value of the ad itself. This is because how the audience responds and acts towards an advertisement will depend on their cognition (thinking) and affection (feelings) towards it [8]. Based on previous research that proves that the variables that influence Attitude Towards Ads (ATA) include Entertainment, Informativeness, Irritation, Credibility, and Personalization [8]. The uniqueness of this study compared to previous studies is that this study will be conducted on the TikTok social media platform and will also use different data processing methods. Data processing will involve descriptive analysis and the application of Structural Equation Modeling-Partial Least Squares (SEM-PLS), in this study latent variable modeling is applied which cannot be measured directly, so SEM-PLS is chosen because of its good ability to handle latent variables.

2. METHOD

2.1 Research methods

The method used by the author in this study is a quantitative method. The use of quantitative methods was chosen because it can be used to test the influence of a variable on other variables and can be used to conduct quantitative and statistical data analysis [9]. The questionnaire will be divided into two main parts, the first part is questions about demographics to classify respondents and the second part will contain questions about operational variables (ENT, INF, IRT, CRT, P and ATA). This study will use a Likert scale with six points, starting from 1 indicating "strongly disagree" to 5 indicating

"strongly agree". The results of the questionnaire will be processed using Descriptive Analysis and SEM-PLS (Structural Equation Modeling with Partial Least Squares).

2.2 Data Types and Sources

In this study, the data to be used are primary and secondary data. Primary data was obtained from a questionnaire conducted on application users in the generation z group. The questionnaire will contain questions related to the indicators that have been described in the operational variable section.

2.3 Population and Research Sample

In this study, the author chose to use the purposive sampling method as a sample selection technique. This decision was based on special considerations that allowed the author to carefully select the most appropriate and relevant respondents for the research objectives. The choice of this method was triggered by several practical constraints in the research process, including resource constraints, time constraints, and obstacles in gaining access to the population as a whole. The population of this study includes all TikTok application users in Indonesia, and as an inclusion requirement, the research sample consisted of Generation Z individuals (born in 1997-2012) and had used the TikTok service. Regarding the number of participants in this study, the author tried to get at least 200 respondents as a minimum target. To ensure the validity and reliability of the research results, it is recommended to obtain participation in the range of 200 to 300 respondents. The decision regarding the number of participants refers to the guidelines described in the work. In his book, Malhotra highlights that in the context of marketing research, especially when dealing with a large population, the determination of the number of samples must be adjusted to the type and nature of the research being conducted. Therefore, it is expected that the number of samples selected can adequately represent the population and strengthen the validity of the research findings.

2.4 Data collection technique

In this study, the researcher used a questionnaire as a data collection method. The questionnaire was designed by presenting a series of closed questions, where respondents were asked to fill in and provide responses to the questions that had been prepared. The purpose of this questionnaire is to gain an understanding of the factors that support the implementation of gamification in increasing customer loyalty. The questionnaire filling process will be carried out online via the Google Form platform.

3. RESULTS AND DISCUSSION

3.3 Structural Model Evaluation (Inner Model)

In the Inner Model, the R-Square test is performed to assess the ability of variables to explain a phenomenon. The R-Square value ranges between 0 and 1, with higher values indicating better explanatory ability. R-Square values above 0.75 indicate a strong model, 0.5-0.75 indicate a moderate model, and 0.25-0.5 indicate a weak model.

Table 1. R-Square Test

	R Square
<i>Attitude Towards Advertisement</i>	0.537

Sumber: Output SmartPLS 4, data primer, 2024

Based on the results of the R-Square test in the table above, it can be explained that the habit of Attitude Towards Advertisement is included in the moderate model value. This indicates that ENT, INF, IRT, CRT, and P are included in the moderate model value. This explains that ENT, INF, IRT, CRT, and P have a moderate relationship with the Attitude Towards Advertisement variable with a percentage of 53.7%. This means that the variables used in this study are quite good at explaining the phenomenon.

3.4 Hypothesis Testing

Hypothesis testing is done using the bootstrapping method and by conducting a T test. The hypothesis will be accepted if it has a T value greater than 1.96 and has a P-Value less than 0.05 [10]. The results of the hypothesis test using the output path coefficient are in Table 4.8 below:

Table 2. Output Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<i>Entertainment -> Attitude Towards Advertisement</i>	0.137	0.134	0.057	2.401	0.016
<i>Informativeness -> Attitude Towards Advertisement</i>	0.075	0.081	0.058	1.294	0.196
<i>Irritation -> Attitude Towards Advertisement</i>	-0.129	-0.130	0.061	2.118	0.034
<i>Credibility -> Attitude Towards Advertisement</i>	0.246	0.249	0.056	4.413	0.000
<i>Personalization -> Attitude Towards Advertisement</i>	0.432	0.431	0.067	6.489	0.000

3.5 Entertainment Tiktok In-Feed ads affect ATA

The analysis shows a significant relationship between Entertainment and Attitude Towards Advertisement. This is evidenced by the T value of 2.401 which is greater than the critical value of 1.96 and the P value of 0.016 which is less than 0.05. Thus, the hypothesis stating that Entertainment has an effect on Attitude Towards Advertisement is accepted. It is known that from 252 respondents, Entertainment has a positive effect on Attitude Towards Advertisement. This finding is in line with research by [11] in the "Turkish Online Journal of Qualitative Inquiry" which found that the Entertainment variable has a significant positive effect on consumer attitudes towards advertising on the TikTok social media platform.

3.6 Informativeness of Tiktok In-Feed ads does not affect ATA

Statistical analysis shows that there is no significant relationship between Informativeness and Attitude Towards Advertisement. This is evidenced by the T value of 1.294 which is smaller than the critical value of 1.96 and the p value is greater than 0.05. This is consistent with a study by Efendioğlu who found that informative advertisements on social media do not have a significant impact on audience attitudes [12]. Febrina stated in her research that the motives of users in using Tiktok are to seek entertainment and spend time [13], not to seek information. Data from 252 respondents in this study also support the finding that Informativeness has no significant effect on their Attitude Towards Advertisement.

3.7 Tiktok In-Feed Ads Irritation Affects ATA

Based on statistical analysis, a significant relationship was found between Irritation and Attitude Towards Advertisement. This is evidenced by the T value of 2.118 which exceeds the critical value of 1.96 and the P value of 0.034 which is smaller than 0.05. Thus, the hypothesis stating that Irritation affects Attitude Towards Advertisement can be accepted. From the data of 252 respondents, it is clear that Irritation has a negative effect on their Attitude Towards Advertisement. Research supports this finding, showing that irritation in advertising can significantly and negatively affect consumer attitudes towards the advertisement. A study found that irritation in advertising is often considered annoying and can reduce the effectiveness of advertising, resulting in negative attitudes from consumers [14]. Another study showed that irritation is one of the main factors that causes consumers to have negative attitudes towards advertising [15].

3.8 TikTok In-Feed Ad Credibility Affects ATA

Statistical analysis shows a strong and significant relationship between Credibility and Attitude Towards Advertisement. This is evidenced by the T value of 4.413 which far exceeds the critical value of 1.96 and the P value of 0.000 which is much smaller than 0.05. Thus, the hypothesis stating that Credibility influences Attitude Towards Advertisement can be accepted. Based on data from 252 respondents, it is clear that Credibility has a positive effect on their Attitude Towards Advertisement. A study published in the "Journal of Risk and Financial Management" supports this finding, showing that credibility significantly influences attitudes toward advertising with a high T value and a very small P [16].

3.9 Tiktok In-Feed Ads Personalization Affects ATA

Based on the analysis, a strong and significant relationship was found between Personalization and Attitude Towards Advertisement. This is evidenced by the T value of 6.489 which far exceeds the critical value of 1.96 and the P value of 0.000 which is much smaller than 0.05. Therefore, the hypothesis stating that Personalization has an effect on Attitude Towards Advertisement can be accepted. From the data of 252 respondents, it is clear that Personalization has a positive effect on their Attitude Towards Advertisement. Research that supports this finding shows that advertising personalization significantly increases positive attitudes toward advertising because consumers feel that the advertisement is relevant and in accordance with the audience's personal interests [17].

4. CONCLUSION

The results of the descriptive analysis show that TikTok users' perceptions of the In-feed Video Ads feature tend to be positive, especially due to the high entertainment factor. Users appreciate creative and interesting ads, although ads that appear too often can be irritating. In addition, ads that are informative, credible, and personalized according to user interests also increase the audience's positive attitude towards ads. Entertainment: Users feel that the ads that appear in the form of In-feed Video Ads are good. Exciting and entertaining content successfully forms a positive attitude towards ads. Informativeness: Users also appreciate the information presented in the ads. However, this informative factor is not always the main determinant in forming a positive attitude towards ads. Irritation: Ads that appear frequently and interfere with the user's viewing experience can cause irritation. This irritation has a significant negative effect on audience attitudes, indicating the importance for advertisers to wisely manage the frequency and presentation of ads. Credibility: User trust in ads is also an important factor. Ads that are considered credible and honest are more acceptable to users, increasing positive attitudes towards the ads. Personalization: Ads that are tailored to user preferences and interests get a better response. Ad personalization helps increase audience relevance and engagement.

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