

2.2.	Stimulus Organism Response (S-O-R) Model.....	19
2.3.	Social Media Advertising.....	20
2.3.1.	Instagram Advertisement	21
2.4.	Attitude.....	22
2.4.1.	Attitude towards Advertisements (ATA) of Instagram Video Ads	23
2.4.2.	Indicators of Attitude towards Advertisements (ATA) of Instagram Video Ads	24
2.5.	Purchase Intention.....	26
2.5.1.	Definition of Purchase Intention	26
2.6.	Informativeness (INF) of Instagram Video Ads	28
2.6.1.	Definition of Informativeness	28
2.6.2.	Indicators of Informativeness.....	29
2.7.	Entertainment (ENT) of Instagram Video Ads	31
2.7.1.	Definition of Entertainment	31
2.7.2.	Indicators of Entertainment.....	32
2.8.	Credibility (CRE) of Instagram Video Ads	34
2.8.1.	Definition of Credibility.....	34
2.8.2.	Indicators of Credibility	35
2.9.	Irritation (IRR) of Instagram Video Ads.....	37
2.9.1.	Definition of Irritation.....	37
2.9.2.	Indicators of Irritation	38
2.10.	Personalization (PER) of Instagram Video Ads.....	40
2.10.1.	Definition of Personalization	40
2.10.2.	Indicators of Personalization.....	41

2.11.	Incentives (INC) of Instagram Video Ads	42
2.11.1.	Definition of Incentives.....	42
2.11.2.	Indicators of Incentives	43
2.12.	Previous Research	44
2.13.	Hypothesis Development	49
2.13.1.	Relationship Between Informativeness and Consumer’s Attitudes Towards Video Ads.....	49
2.13.2.	Relationship Between Entertainment and Consumer’s Attitudes Towards Video Ads.....	51
2.13.3.	Relationship Between Credibility and Consumer’s Attitudes Towards Video Ads.....	52
2.13.4.	Relationship Between Irritation and Consumer’s Attitudes Towards Video Ads.....	53
2.13.5.	Relationship Between Personalization and Consumer’s Attitudes Towards Video Ads.....	54
2.13.6.	Relationship Between Incentives and Consumer’s Attitudes Towards Video Ads.....	55
2.13.7.	Relationship Between Consumer’s Attitudes Towards Video Ads and Purchase Intention.....	56
2.14.	Research Model.....	56
2.15.	Framework of Thinking	60

CHAPTER III RESEARCH METHODOLOGY

3.1.	Research Design.....	61
3.2.	Population and Samples	62
3.2.1.	Population	62

3.2.2.	Samples	63
3.3.	Data Collection Methods.....	65
3.4.	Operational Variable Definition and Variable Measurement	66
3.4.1.	Questionary Making Techniques	66
3.4.2.	Variable Measurement Scale.....	71
3.5.	Data Analysis Method.....	71
3.5.1.	Descriptive Statistics	72
3.5.2.	Inferential Statistics.....	72
3.5.2.1.	Structural Equation Modelling (SEM).....	73
3.5.3.	Reliability Testing.....	85
CHAPTER IV RESEARCH RESULT AND DISCUSSION		
4.1.	Profile Overview of PT Global Tiket Network (tiket.com).....	86
4.1.1.	History of PT Global Tiket Network (tiket.com).....	86
4.1.2.	Vision and Mission of PT Global Tiket Network (tiket.com)	89
4.1.3.	Logo of PT Global Tiket Network (tiket.com)	90
4.2.	Research Results	92
4.2.1.	Descriptive Statistics	92
4.2.2.	Characteristic of Respondents.....	92
4.2.3.	Overview of Respondent’s Response.....	93
4.2.4.	Descriptive Variable Analysis.....	101
4.2.4.1.	Respondent’s Response toward Each Variable.....	102
4.2.5.	Inferential Statistics – SEM Assumption Test	117
4.2.6.	Result of Data Quality Testing.....	118
4.2.6.1.	Evaluation of Data Normality	119

4.2.6.2.	Evaluation of Outliers	121
4.2.6.2.1.	Univariate Outliers	122
4.2.6.2.2.	Multivariate Outliers	123
4.2.6.3.	Evaluation of Multicollinearity and Singularity	124
4.2.6.4.	Confirmatory Factor Analysis.....	126
4.2.6.4.1.	Confirmatory Factor Analysis of Exogenous Variables	126
4.2.6.4.2.	Construct Reliability Testing	130
4.2.6.5.	Analysis of Full Structural Equation Modeling (SEM)	131
4.2.6.6.	Reliability Testing.....	133
4.2.7.	Result of Hypothesis Testing	135
4.3.	Discussion	140
 CHAPTER V CONCLUSION		
5.1.	Conclusion.....	186
5.1.1.	Conclusion for Hypotheses	189
5.1.2.	Conclusion for Research Problem.....	199
5.2.	Implication	201
5.2.1.	Comparison Research.....	201
5.2.2.	Theoretical Implication	204
5.2.3.	Managerial Implication	207
5.3.	Recommendation.....	218
 REFERENCES.....		220

LIST OF FIGURES

Figure 1. 1 Type of Instagram Ads Format.....	2
Figure 1. 2 Average Video View Rate (VVR) per 2022-2023 Worldwide	4
Figure 1. 3 Global Adblock Users from 2017-2021	6
Figure 1. 4 Ad Blocking Usage Rate Globally	7
Figure 1. 5 Data of Region-wise Share of Total Adblocking Worldwide	7
Figure 2. 1 Instagram Ad Sizes for All Post Formats for 2023.....	22
Figure 2. 2 Research Model	58
Figure 2. 3. Framework of Thinking.....	60
Figure 4. 1 tiket.com’s Company Profile from Official Website.....	87
Figure 4. 2 Graphic Standards Manual (GSM) for the Correct tiket.com Logo ...	90
Figure 4. 3 Comparison Between the Previous and Current tiket.com Logos.....	91
Figure 4. 4 Color Guidance for the Correct tiket.com Logo.....	91
Figure 4. 5 Diagram (Pie Chart) of Respondents by Gender	94
Figure 4. 6 Diagram (Pie Chart) of Respondents by Age	95
Figure 4. 7 Diagram (Pie Chart) of Respondents by Monthly Income Range.....	96
Figure 4. 8 Diagram (Pie Chart) of Respondents by Educational Background	97
Figure 4. 9 Diagram (Pie Chart) of Respondents by Employment Status	98
Figure 4. 10 Diagram (Pie Chart) of Respondents by Duration of Instagram Usage	99
Figure 4. 11 Diagram (Pie Chart) of Respondents by Frequency of Encountering Ads on Instagram	100

Figure 4. 12 Measurement Model Estimated Results (CFA Exogenous Variables)
..... 127

Figure 4. 13 Estimated Structural Model Results 132



LIST OF TABLES

Table 1. 1 The Percentage of Positive Attitude Towards Different Advertising Format by Gen X, Y, Z Worldwide	5
Table 2. 1 Previous Scholarly Research.....	45
Table 3. 1 Core Design of Questionnaire (Operational Definition).....	67
Table 3. 2. Likert Scale Measurement	71
Table 3. 3 Description of Constructor Indicators.....	76
Table 3. 4. Relationship of Construct.....	78
Table 3. 5 The Conversion Results into The Equation of The Construct Measurement Model.....	79
Table 3. 6 Goodness-of-Fit Index	84
Table 4. 1 Overview of Demographic Respondent's Characteristics	93
Table 4. 2 Likert Scale Measurement	102
Table 4. 3 Descriptive Statistic on Research Variables	106
Table 4. 4 Summary of Survey Findings by Construct.....	116
Table 4. 5 Full Multivariate Normality Test	120
Table 4. 6 Multivariate Normality Test.....	121
Table 4. 7 Descriptive Statistics of Z-Score.....	122
Table 4. 8 Mahalanobis d-squared Test	124
Table 4. 9 The Detection of Singularity and Collinearity	125
Table 4. 10 Construct Validity Test Results	128
Table 4. 11 Constructs Reliability Testing Results.....	130

Table 4. 12 Structural Equation Model (SEM) Fit Indices (Goodness of Fit)....	133
Table 4. 13 Construct Reliability and AVE Test	134
Table 4. 14 Significance Test Results for the Interplay of Variables	136
Table 4. 15 Path Coefficient Test Results.....	145
Table 4. 16 Informativeness (INF) Indicators.....	149
Table 4. 17 Entertainment (ENT) Indicators.....	154
Table 4. 18 Credibility (CRE) Indicators.....	158
Table 4. 19 Irritation (IRR) Indicators	163
Table 4. 20 Personalization (PER) Indicators	167
Table 4. 21 Incentives (INC) Indicators.....	171
Table 4. 22 Attitude Towards Advertisement (ATA) Indicators	175
Table 4. 23 Purchase intention (PI) Indicators.....	179
Table 5. 1 Hypothesis Test Results	187
Table 5. 2 Comparison Research	201
Table 5. 3 Theoretical Implication.....	204
Table 5. 4 Managerial Implications	215

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE

APPENDIX B : QUESTIONNAIRE DATA TABULATION

APPENDIX C : DESCRIPTIVE STATISTIC TEST RESULT

APPENDIX D : NORMALITY TEST RESULT

APPENDIX E : UNIVARIATE OUTLIER TEST WITH Z-SCORE

APPENDIX F : MULTIVARIATE OUTLIER TEST WITH MAHALANOBIS

APPENDIX G : MULTICOLLINEARITY AND SINGULARITY TEST RESULT

APPENDIX H : ESTIMATED CONSTRUCT SEM MODEL

APPENDIX I : RELIABILITY AND AVE TEST RESULT

APPENDIX J : SEM AND CFA TEST RESULTS

APPENDIX K : TURNIT IN RESULTS