

TABLE OF CONTENTS

THESIS	Error! Bookmark not defined.
THESIS APPROVAL.....	Error! Bookmark not defined.
THESIS DEFENSE COMMITTEE.....	Error! Bookmark not defined.
ABSTRACT.....	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENTS	4
LIST OF FIGURES.....	9
LIST OF TABLES	10
CHAPTER I.....	Error! Bookmark not defined.
INTRODUCTION	Error! Bookmark not defined.
1.1 Background of The Study.....	Error! Bookmark not defined.
1.2 Problem Statement	25
1.3 Research Objectives	25
1.4 Research Purpose	26
1.5 Limitation of Problem	27
1.6 Thesis Structure.....	27
CHAPTER II.....	29
LITERATURE REVIEW	29
2.1 Theoretical Basis.....	29
2.1.1 Integrated Marketing Communication (IMC)	29
2.1.2 Digital Communication	31
2.1.3 Social Media Advertising	33
2.1.4 Gen Z and Gen Y Consumer Behavior	35
2.1.5 Informativeness.....	36
2.1.6 Entertainment.....	38
2.1.7 Invasiveness/ Irritation.....	39
2.1.8 Advertisement Value.....	40

2.1.9 Attitude towards Advertisement	41
2.1.10 Online Purchase Intention	42
2.2 Hypothesis Development	44
2.2.1 Informativeness and Advertisement Value	44
2.2.2 Entertainment and Advertisement Value	45
2.2.3 Invasiveness/ Irritability and Advertisement Value	46
2.2.4 Advertisement Value and Online Purchase Intention	47
2.2.5 Attitudes towards Instagram Advertisements mediates Advertisement Value and Online Purchase Intention.....	48
2.3 Previous Research	49
2.4 Conceptual Framework	55
CHAPTER III	56
RESEARCH METHODOLOGY	56
3.1 Research Design	56
3.2 Type of Research	57
3.3 Measurement of Variables	62
3.4 Conceptual Definition and Operational Definition	63
Source: (Cahyani & Artanti, 2020; Cuu Long et al., 2022; Firat, 2019; Jain et al., 2018).....	Error! Bookmark not defined.
3.5 Unit of Analysis.....	71
3.6 Population and Sample.....	72
3.6.1 Population.....	72
3.6.2 Sample Size	72
3.6.3 Sampling Technique	74
3.7 Measurement Scale	77
3.8 Data Analysis Method	79
3.8.1 Descriptive Statistic	79
3.8.2 Inferential Statistic.....	81
3.8.3 Partial Least Squares – Structural Equation Modelling (PLS-SEM)	82
3.8.4 Measurement Model (Outer Model).....	83

3.8.4.1 Validity Testing (AVE).....	84
3.8.4.2 Research Instrument Testing.....	84
3.8.4.3 Convergent Validity	85
3.8.4.4 Discriminant Validity.....	85
3.8.5 Structural Model (Inner Model).....	87
3.8.5.1 Coefficient of Determination (R-square).....	87
3.8.5.2. Predictive Relevance (Q-Square)	87
3.8.5.3. F-Square.....	88
3.8.5.4. T-Statistics (Bootstrapping)	88
3.8.5.5 Mediation Test	89
3.8.5.6 Multicollinearity Testing.....	90
3.8.6. Pre-Test Validity Analysis.....	91
3.8.6.1.1 Convergent Validity Test.....	91
3.8.6.1.2 Discriminant Validity Test	96
3.8.6.2 Pre-Test Reliability Analysis	97
3.8.7 Hypothesis Testing.....	99
3.8.8 Importance-Performance Map Analysis	100
CHAPTER IV	102
RESEARCH FINDINGS AND DISCUSSION	102
4.1 Respondent Characteristics	102
4.2 Profile of Respondents	102
4.3 Data Analysis.....	106
4.3.1 Descriptive Statistics	106
4.3.1.1 Variable of Informativeness (IF).....	106
4.3.1.2 Variable of Entertainment (ENT).....	110
4.3.1.3 Variable of Irritability (IR).....	113
4.3.1.4 Variable of Advertisement Value (AV)	115
4.3.1.5 Variable of Attituded towards Advertising (AT).....	118
4.3.1.6 Variable of Online Purchasing Intention (PI)	121
4.3.2 Inferential Statistics	123

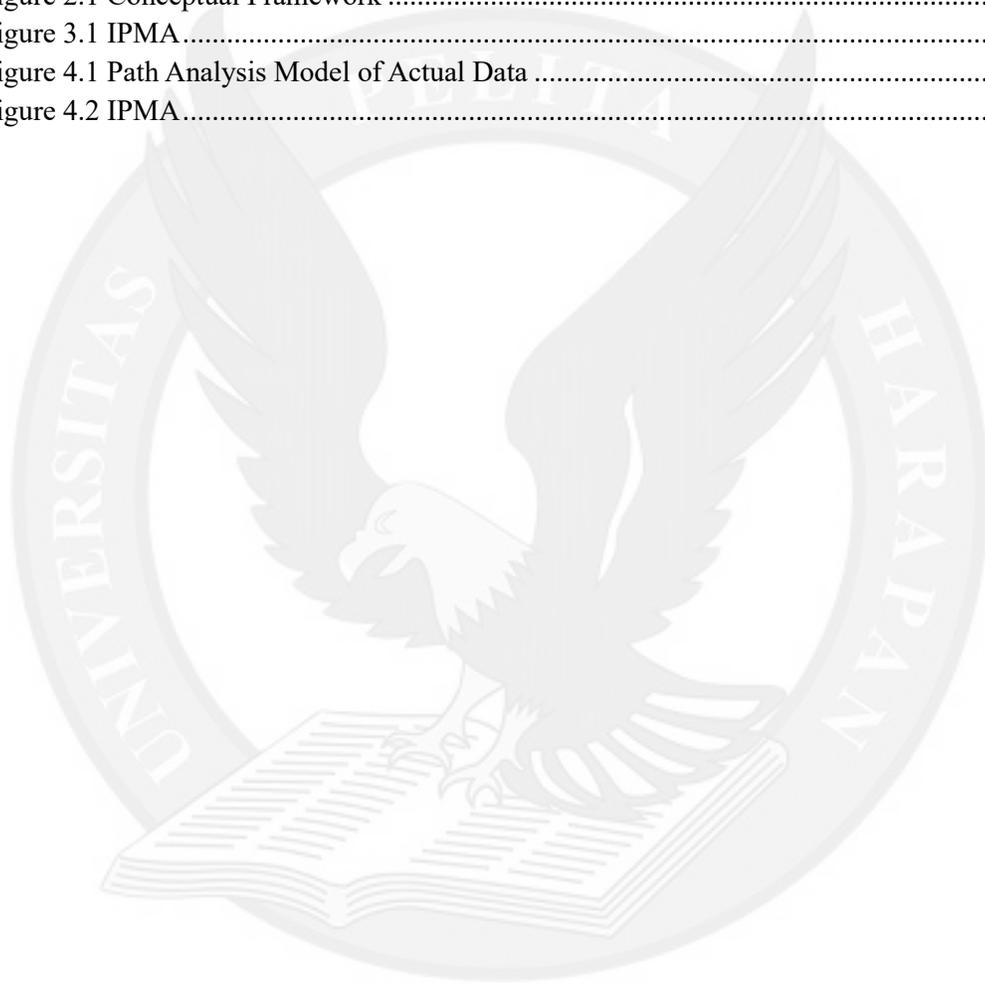
4.3.3 Validity and Reliability Test	124
4.3.3.1 Convergent Validity	124
4.3.3.2 Discriminant Validity.....	128
4.3.3.3 Reliability Test.....	129
4.3.4.1 Coefficient of Determination (R-square).....	131
4.3.4.2 Predictive Relevance (Q-square).....	133
4.3.4.3 F-Square.....	133
4.3.4.4 T-Statistics and P-Value	135
4.3.4.5 Multicollinearity Test.....	136
4.4 Hypothesis Testing	138
4.5 Discussion	143
4.5.1 Informativeness to Advertisement Value	143
4.5.2 Entertainment to Advertisement Value	144
4.5.3 Invasiveness/Irritability to Advertisement Value.....	144
4.5.4 Advertisement Value to Online Purchasing Intention.....	146
4.5.5 Attitude towards Advertisement mediates Advertisement Value to Online Purchasing Intention	147
4.6 Importance Performance Math Analysis (IPMA)	148
CHAPTER V.....	153
CONCLUSION AND RECOMMENDATIONS	153
5.1 Conclusion.....	153
5.2 Managerial Implications.....	154
5.3 Research Limitation	156
5.4 Recommendations	157
REFERENCES	159
LIST OF APPENDICES	173
1. Attachment of Preliminary Test	173
2. Attachment of Pre-Test and Actual Test.....	175
2.1 Questionnaire.....	175
2.2 Results of Pre-Test and Actual Test	181

2.2 SmartPLS Results 183
2.4 IPMA Results..... 187



LIST OF FIGURES

Figure 1.1 The World's Most Used Social Platforms Statistic (2023).....	13
Figure 1.2 Most-Used Social Media Platforms in Indonesia (2021)	15
Figure 1.3 Social Media Activities by Platform (2023).....	16
Figure 1.4 Instagram Conversion Rate	19
Figure 2.1 Conceptual Framework	55
Figure 3.1 IPMA.....	100
Figure 4.1 Path Analysis Model of Actual Data	124
Figure 4.2 IPMA.....	151



LIST OF TABLES

Table 1.1 Perbandingan Peringkat Kategori Produk Terlaris di Online Shop.....	12
Table 1.2 Age Range by Generation	14
Table 1.3 Preliminary Survey	22
Table 2.1 Previous Research.....	49
Table 3.1 Conceptual Definition and Operational Definition.....	63
Table 3.2 Likert-Scale.....	78
Table 3.3 Likert-Scale.....	80
Table 3.4 Outer Loadings.....	91
Table 3.5 Adjusted Outer Loadings	93
Table 3.6 Adjusted AVE Table	95
Table 3.7 HTMT Criterion Table	96
Table 3.8 Composite Reliability Table.....	97
Table 4.1 Profile of Respondents	103
Table 4.2 Profile of Respondents	107
Table 4.3 Descriptive Statistics on Variable of Entertainment.....	110
Table 4.4 Descriptive Statistics on Variable of Irritability	113
Table 4.5 Descriptive Statistics on Variable of Advertisement Value	115
Table 4.6 Descriptive Statistics on Variable of Attitude towards Advertising	118
Table 4.7 Descriptive Statistics on Variable of Online Purchasing Intention	121
Table 4.8 Outer Loadings Table	125
Table 4.9 AVE Table	127
Table 4.10 Table 4.10 HTMT Criterion Table.....	128
Table 4.11 Reliability Data with Cronbach's Alpha and Composite Reliability.....	130
Table 4.12 Coefficient of Determination Table.....	131
Table 4.13 Predictive Relevance Table	133
Table 4.14 F-Square Table	134
Table 4.15 T-Statistics and P-Values Table	135
Table 4.16 Multicollinearity Table.....	137
Table 4.17 Path Coefficients Table	138
Table 4.18 Indirect Effects Table	139
Table 4.19 IPMA.....	148