



## The Effect of Entertainment, Informativeness, Personalization, Credibility, Irritation on Attitude of Advertising and its Implications on Purchase Intention in the Milenial Generation in Manado City

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**Abstract:** The internet can provide the conveniences needed by today's society, and is one of the most influential promotional media for big companies. Youtube is the most frequently used social media in Indonesia, where the largest users are aged 25-40 years or are the Millennial generation. This study aims to examine the effect of Entertainment, Informative, Personalization, Credibility, Irritation on Attitudes towards Advertising and their implications for Purchase Intentions on Millennial Generation in Manado City. This type of research uses the type of associative research method, with a total sample of 291 respondents using a purposive sampling method, namely a sampling method by establishing certain criteria. Data were analyzed descriptively and statistically using linear regression. The results showed that Entertainment, Informativeness, Personalization, Credibility, Irritation had a positive effect both partially and simultaneously on Attitudes towards Advertising. The research found that there was a positive effect of Attitudes on Advertising on Purchase Intentions from the Millennial Generation in the City of Manado.

**Key words:** Entertainment, Informativeness, Personalization, Credibility, Irritation, Attitude towards Ads. Purchase Intention.

### INTRODUCTION

#### Background of the problem

In today's digital era, the internet has become a necessity for all people. Most active internet users in Indonesia are the millennial generation or generation Z (Putra, 2020). In general, large companies now have strategies that are in line with the times, namely using the internet as a promotional medium to attract customers. Companies can use various kinds of digital media to advertise, one of which is social media platforms, including Youtube, Facebook, Instagram, Twitter, and so on. Baird and Sehl (2020) found that people who watch advertisements are three times more likely to pay attention to online advertisements than TV advertisements. Youtube is one of the social media platforms favored by the people of Indonesia which is used by as many as 93.5 percent of the population of internet users in Indonesia (We Are Social, 2021). Promotion plays an important role for the progress of the company, especially through advertising content that can attract the attention of customers. Ads that are displayed in the right way can work effectively in attracting customers. One of the problems faced by marketers is the inefficiency of delivering advertisements to market share. After getting the opportunity to skip the ad, it was found that consumers quickly make the decision to skip the next ad, besides that consumer behavior towards different ads is also influential. However, in research conducted by Tito and Gabriela (2019), it was found that consumers want to

watch advertisements that contain elements of entertainment, namely advertisements that contain unique, interesting and unpredictable storylines. One of the problems faced by marketers is the inefficiency of delivering advertisements to market share. After getting the opportunity to skip the ad, it was found that consumers quickly make the decision to skip the next ad, besides that consumer behavior towards different ads is also influential. However, in research conducted by Tito and Gabriela (2019), it was found that consumers want to watch advertisements that contain elements of entertainment, namely advertisements that contain unique, interesting and unpredictable storylines. One of the problems faced by marketers is the inefficiency of delivering advertisements to market share. After getting the opportunity to skip the ad, it was found that consumers quickly make the decision to skip the next ad, besides that consumer behavior towards different ads is also influential. However, in research conducted by Tito and Gabriela (2019), it was found that consumers want to watch advertisements that contain elements of entertainment, namely advertisements that contain unique, interesting and unpredictable storylines. In addition, advertisements that contain relevant information can better attract consumers' purchase intentions (Agustina, et al. 2016). A personalized advertisement is considered to be able to increase the effectiveness of the advertisement and increase the pleasure of consumers who receive the advertisement. This is because the advertisements received are in accordance with preferences so that it indirectly increases the value of credibility and the information conveyed can be well received by users through these advertisements. (Haloho & Parahyanti, 2020). Credibility is also needed in an advertisement, because the message in an advertisement can be felt and fully trusted on the basis that consumers have placed their trust in certain advertising sources (MacKenzie and Lutz, 1989; Zimand-Sheiner and A., 2019). One important indicator that influences the effectiveness of an advertisement is Attitude towards Advertising (Meulati, 2020). According to Deghani et al., (2016), advertising is considered to work effectively when there is an exchange of value between consumers and advertisers.

### **Research purposes**

1. To analyze the influence of entertainment on attitudes toward advertising in the Millennial Generation in Manado City?
2. To analyze the influence of informativeness on attitudes toward advertising in the Millennial Generation in Manado City?
3. To analyze the influence of personalization on attitudes toward advertising in the Millennial Generation in Manado City?
4. To analyze the influence of credibility on attitudes toward advertising in the Millennial Generation in Manado City?
5. To analyze the influence of irritation on attitudes toward advertising in the Millennial Generation in Manado City?
6. To analyze the influence of entertainment, informativeness, personalization, credibility, and irritation simultaneously on attitudes toward advertising in the Millennial Generation in Manado City?
7. To analyze the effect of attitude towards advertising on the purchase intention of the Millennial Generation in Manado City?

### **THEORETICAL BASIS**

#### **Social media**

Kaplan and Haenlein (2010) define social media as a group of internet-based applications that build Web 2.0 ideology and technology that enable the creation and exchange of user-generated content.

#### **YouTube**

Youtube is a video sharing community where Youtube users can upload and view all kinds of video clips online using various web browsers (Miller, 2009).

#### **Entertainment**

Binalti and Sunal (2014) define entertainment as an activity that allows consumers to have a pleasant time especially in spare time, helps to relax and forget especially the current situation.

**Informative**

Informativeness is a consensus related to the ability of advertising to provide information to consumers about alternative products, through which consumers can make satisfying purchase decisions (Yang et al., 2017).

**personalization**

Personalization is about how companies empathize and understand consumer needs (Wire, 2021).

**Credibility**

Credibility is the quality, ability, or power to generate trust(Husnul, 2021).

**irritation**

Irritation is based on measuring the level of annoying, invasive, predictive, or coercive advertising (Ashmawy and Sahn, 2014:43; Mahmudah et al., 2019).

**Attitude towards Advertising**

Attitude towards an ad is an affective framework that shows consumer feelings that support or not the ad itself (Agustina, et al., 2016).

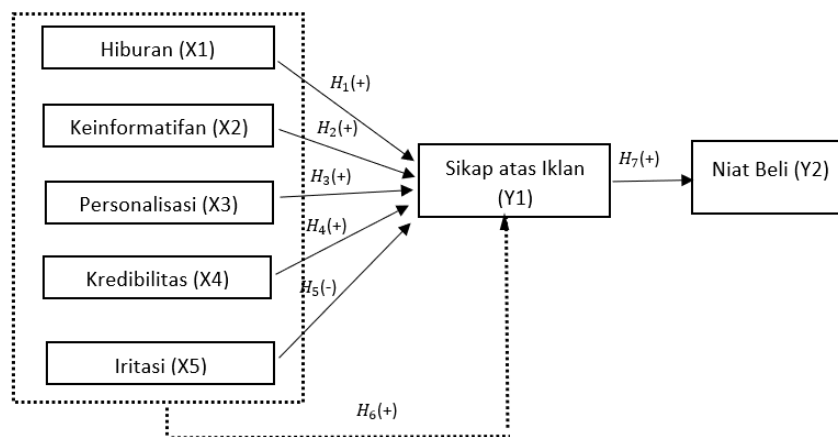
**Purchase Intention**

Purchase intention is a consumer's tendency to buy or take an action related to a purchase as measured by the level of probability that the consumer makes a purchase (Suarsa et al., 2020).

**Research Model and Hypothesis**

**Research Model**

Figure 1 displays the research model:



**Figure 1. Research Model**

Source: *Processed data (2022)*

**Research Hypothesis**

H1: It is suspected that entertainment has a positive effect on attitudes towards advertisements on advertisements on YouTube.

H2: It is suspected that informativeness has a positive effect on attitudes towards advertisements on advertisements on YouTube.

H3: It is suspected that personalization has a positive effect on attitudes towards advertisements on advertisements on YouTube.

H4: It is suspected that credibility has a positive effect on attitudes towards advertisements on advertisements on YouTube.

H5: It is suspected that irritation has a negative effect on attitudes towards advertisements on advertisements on YouTube.

H6: It is suspected that entertainment, informativeness, personalization, credibility, irritation have a positive effect on attitudes towards advertisements on advertisements on YouTube.

H7: It is suspected that attitude towards advertising has a positive effect on purchase intention.

## RESEARCH METHODS

The type of research used in this research is associative research. According to Sugiyono (2015), associative research is research that aims to determine the relationship between two or more variables. This type of research is also categorized as quantitative research, where quantitative research is research using numerical data and statistical analysis (Sugiyono, 2015).

The research location is in the city of Manado and its surroundings. The data collection technique is using an online questionnaire, namely Google Forms.

The population in this study are all millennials in the city of Manado. The sampling technique used in this research is purposive sampling. The data analysis techniques used in this study are descriptive statistics, hypothesis testing, multiple linear regression, and classical assumption tests. In processing the data, the authors use the Microsoft Excel Program and IBM SPSS Statistics version 26.0.

## RESULTS AND DISCUSSION

### Results of Data Analysis

#### Validity and Reliability Test

The initial stages in conducting this research are perform instrument testing, namely the Validity and Reliability Test. The results of the test are as follows:

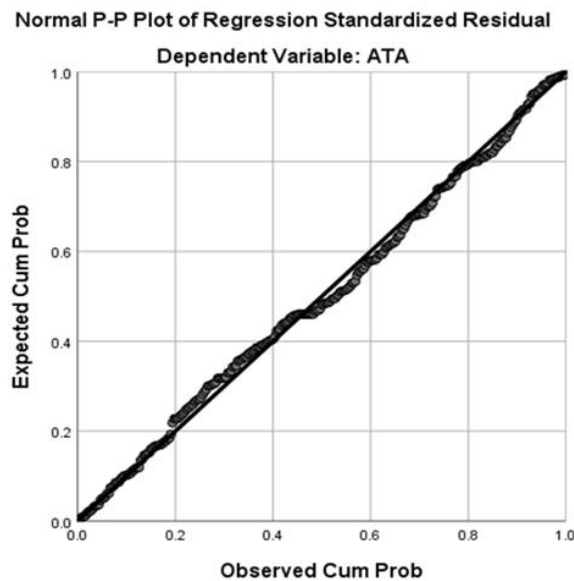
**Table 1. Validity and Reliability Test**

Variabel	Indikator/ Pertanyaan	R <sub>xy</sub>	r <sub>tabel</sub>	Keterangan	Cronbach's Alpha	Keterangan
Entertainment (X1)	1	0,856	0,334	Valid	0,919	Reliabel
	2	0,925		Valid		Reliabel
	3	0,918		Valid		Reliabel
	4	0,898		Valid		Reliabel
Informativeness (X2)	1	0,664	0,334	Valid	0,735	Reliabel
	2	0,788		Valid		Reliabel
	3	0,803		Valid		Reliabel
	4	0,773		Valid		Reliabel
Personalization (X3)	1	0,823	0,334	Valid	0,879	Reliabel
	2	0,868		Valid		Reliabel
	3	0,924		Valid		Reliabel
	4	0,841		Valid		Reliabel
Credibility (X4)	1	0,681	0,334	Valid	0,844	Reliabel
	2	0,895		Valid		Reliabel
	3	0,883		Valid		Reliabel
	4	0,840		Valid		Reliabel
Irritation (X4)	1	0,885	0,334	Valid	0,894	Reliabel
	2	0,909		Valid		Reliabel
	3	0,931		Valid		Reliabel
Attitude Towards Advertising (Y1)	1	0,843	0,334	Valid	0,877	Reliabel
	2	0,792		Valid		Reliabel
	3	0,832		Valid		Reliabel
	4	0,820		Valid		Reliabel
	5	0,827		Valid		Reliabel
Purchase Intention (Y2)	1	0,969	0,334	Valid	0,966	Reliabel
	2	0,971		Valid		Reliabel
	3	0,952		Valid		Reliabel
	4	0,920		Valid		Reliabel

Source: Data Processing (2022)

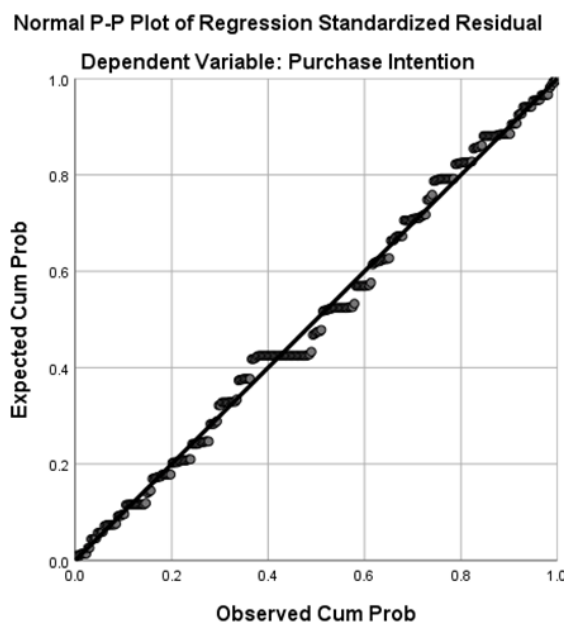
Based on the results of the table it can be concluded that all variables are considered valid because they meet the specified criteria, namely all values  $r_{xy} > r_{table}$ , so that the instrument items can be used to measure research variables. In the reliability test, the overall coefficient value of Cronbach's Alpha was  $> 0.6$  so that the data analysis was declared reliable and the research could be continued.

### Normality test



**Figure 2a. Normality test**

*Source: Data Processing (2022)*



**Figure 2b. Normality test**

*Source: Data Processing (2022)*

Based on the graphical test with the PP Plot Normal test which was processed with the SPSS Version 26 program, the results were obtained as shown in Figures 2a and 2b. It can be seen in Figures 2a and 2b that the points spread along the diagonal line (fit line), none of which deviate far from the diagonal line. Thus the hypothesis  $H_0$  can be accepted, namely the residual ( $e$ ) has a constant (homoscedastic) variance.



**Multicollinearity Test**

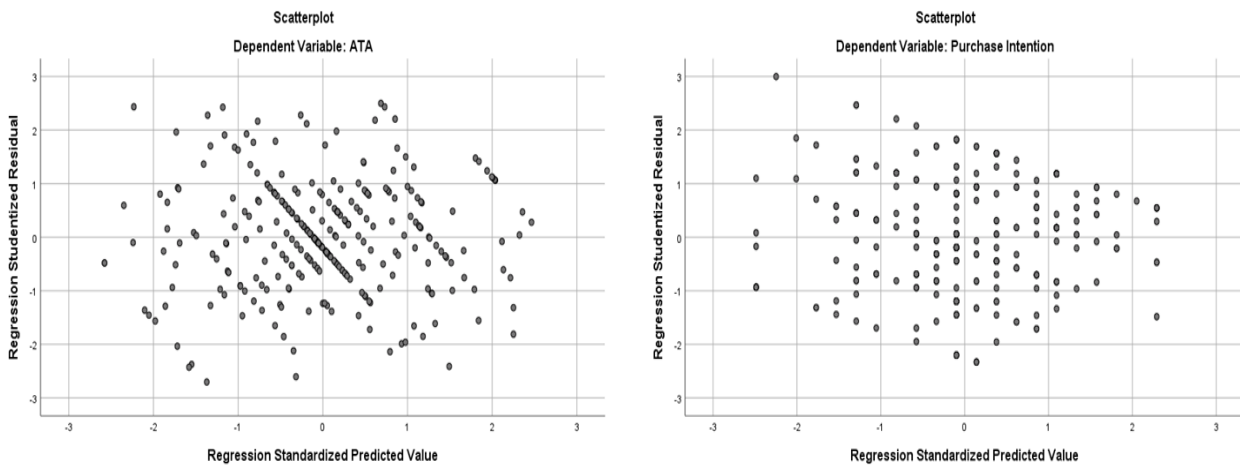
**Table 2. Multicollinearity Test**

Model	Koef. Regression	tolerance	VIF
intercept	1,351		
Entertainment	0.179	0.337	2,970
Informative	0.174	0.332	3.108
personalization	0.091	0.379	2,639
Credibility	0.612	0.437	2,291
irritation	0.130	0.831	1.204

Source; Data Processing (2022)

Based on the results of data processing with the SPSS Version 26 Program in the table above, the Tolerance and VIF values are obtained as can be seen in Table 5.2. The results of this test state that in all independent variables (Entertainment (X1), Informative (X2), Personalization (X3), Credibility (X4), and Irritation (X5)), multicollinearity does not occur, because all independent variables have VIF values < 10 or have a Tolerance value of > 0.1.

**Heteroscedasticity Test**



**Figure 3. Heteroscedasticity Test**

Source; Data Processing (2022)

Based on the test graphically with a scatterplot between the data  $Y_1$  and residual data (e) which were processed with the SPSS Version 26 program, the results are as presented in Fig. It can be seen in the Figure above, the scattering of the dots is not patterned, spreads randomly, therefore it can be concluded that H0 is accepted (Residual data (e) is normally distributed).

**Multiple Linear Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
(Constant)	1,351	.511		2,643	.009		
Entertainment	.179	.051	.173	3,505	.001	.337	2,970
Informative	.174	.057	.154	3,051	.002	.322	3.108
personalization	.091	.046	.093	1,993	.047	.379	2,639
Credibility	.612	.051	.522	12,033	.000	.437	2,291
irritation	.130	.042	.099	3.135	.002	.831	1,204

**Table 3. Multiple Linear Analysis**

a. Dependent Variable: ATA

Source: Data Processing (2022)

Based on the table above, the following equation is obtained:

$$Y1 = 1.351 + 0.179X1 + 0.174X2 + 0.091X3 + 0.612X4 + 0.130X5$$

The results of the interpretation of the regression equation above are as follows:

1. In this equation, the value of the constant or intercept is 1.351, meaning that if all the independent variables are equal to zero, the attitude towards advertising (Y) is 1.351.
2. The coefficient value is 0.179, meaning that every increase in entertainment (X1) will increase attitudes towards advertising (Y) by 0.179, assuming other variables are constant.
3. A coefficient value of 0.174 means that every increase in Informativeness (X2) will increase Attitudes towards Advertising (Y) by 0.174, assuming other variables are constant.
4. A coefficient value of 0.091 means that each increase in Personalization (X3) will increase Attitude towards Advertising (Y) by 0.091, assuming other variables are constant.
5. The coefficient value is 0.612, meaning that every increase in credibility (X4) will increase attitudes towards advertisements (Y) by 0.612, assuming other variables are constant.
6. A coefficient value of 0.130 means that each increase in Irritation (X5) will increase Attitude towards Advertising (Y) by 0.130, assuming the other variables are constant.

### Correlation coefficient

**Table 4. Correlation Coefficient**

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.875a	.766	.762	2044
a. Predictors: (Constant), Irritation, Credibility, Personalization, Entertainment, Informative				

Source: Data Processing (2022)

In the table above the correlation coefficient value is 0.875 meaning that Entertainment (X1), Informative (X2), Personalization (X3), Credibility (X4) and Irritation (X5) have a strong and moderate positive relationship with Attitudes towards Advertising (Y), because the R value is above 0.75. While the coefficient of determination (R<sup>2</sup>) is 0.766, meaning that the contribution of all independent variables is 77% to the dependent variable. The remaining 33% is explained by other factors outside the model or not examined in this study.

### Hypothesis Test

#### T Test (Partial)

**Table 4. T Test (Partial)**

Model	Koef. Regression	Koef. Betas	t test	Sig.
intercept	1,351		2,643	0.009
Entertainment	0.179	0.173	3,505	0.001
Informative	0.174	0.154	3,051	0.002
personalization	0.091	0.093	1,993	0.047
Credibility	0.612	0.522	12,033	< 0.001
irritation	0.130	0.099	3.135	0.002

Source: Data Processing (2022)

Based on the table above, the results of the t test state that partially all the independent variables studied have a positive and significant effect on Attitudes towards Advertising, because each has a Sig value. < 0.05.

**F Test (Simultaneous)**

**Table 5. F Test (Simultaneous)**

ANOVAa						
	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	3891482	5	778,296	186,237	.000b
	residual	1191034	285	4,179		
	Total	5082515	290			

a. Dependent Variable: ATA

b. Predictors: (Constant), Irritation, Credibility, Personalization, Entertainment, Informativeness

Source: Data Processing (2022)

Based on the table, the results of the F test state that simultaneously or simultaneously all independent variables have a positive effect on the Attitude towards Advertising variable with a Sig value of <0.5.

**Conclusion**

Based on the results of the research and discussion, the following conclusions are obtained:

1. Entertainment has a positive influence on Attitudes towards Advertising in the Millennial Generation in Manado City.
2. Informativeness has a positive influence on Attitudes towards Advertising in the Millennial Generation in Manado City.
3. Personalization has a positive influence on Attitudes towards Adson the Millennial Generation in Manado City.
4. Credibility has a positive influence on Attitudes towards Advertising in the Millennial Generation in Manado City.
5. Irritation has a positive influence on Attitudes towards Adson the Millennial Generation in Manado City.
6. Entertainment, Informative, Personalization, Credibility, Irritation have a positive influence on Attitudes towards Advertisingon the Millennial Generation in Manado City.
7. Attitude towards Advertising has a positive influence on Purchase IntentionMillennial Generation in Manado City.

**Suggestion**

Based on the results of this study, the authors provide several suggestions, namely as follows:

1. It is for the next writer to add new variables in future research considering the breadth of theories about Consumer Behavior that can be studied, especially in this day and age where consumers have patterns and habits that tend to be different from time to time.
2. For Companies or Marketers to create advertisements that contain elements of Entertainment, Informative, Personalization, Credibility so that they can further encourage Buying Intentions from consumers and increase sales.

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