

A Study Comparison Between TikTok and Instagram: Impact of Ad Informativeness, Ad Credibility and Ad Entertainment to Purchase Intention with Attitude Towards Advertisement as Mediator.

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Abstract

The rapid development of the Internet, the World Wide Web, and Digital Technology has driven the human way of interacting and information gathering in recent years. The escalation of social media use has been a significant interest in the marketing field lately. However, every social media has its personalities and characteristics that affect how consumers view advertising value/messages. This study aims to know if the customers' attitude to purchase intention is moderated by different social media. By using random sampling quota method with total respondent of 265 respondents consist of 168 respondents for Instagram which is 71,8 % and 74 respondents for Tiktok which is 28,2 % of the total respondent we found out that, the relationship between advertising informativeness, entertainment, and credibility to customers' attitude towards advertising is also examined in this research by surveying the public that uses either one of the platforms suggested and analysed with SmartPLS software. Results show that no moderating effect or difference between both platforms took place, but all the independent variables affect the attitude towards advertising positively, thus bringing positive purchase intention among the customers. The results obtained then draw the theoretical and managerial implications.

Keywords: Credibility, Entertainment, Informativeness, Purchase Intention, Social Media

1. Introduction

The rapid development of the Internet, the World Wide Web, and Digital Technology has driven the human way of interacting and information gathering in recent years. Customers use social media to get useful information or deals and promotions or even interesting or entertaining brand-related content and least to engage in two-way "conversations" with brands (Kotler & Keller, 2016). Research also stated that the younger population has different consumption patterns and is more skeptical of traditional marketing (Michael et al., 2020). Sports Brand Adidas' Chief Casts stated that "digital engagement Is key to us" and stated that it would focus on digital and social channels to boost their marketing efforts to reach their younger customers (McCarthy, 2017). Today, many marketers have started to allocate a budget for digital marketing to reach their target market due to emerging marketing efforts in social media. Statista estimates that overall digital investment in Indonesia in 2020 is USD 1,424 million, with a 1.1% increase in the programmatic category in 2021 and a USD 505,5 million allocations for social media advertising (Statista.com, 2020).

Every social media has its personalities and characteristics, which advertising influences the way customers perceive advertising value/messages. It is important to explore and compare several social media types in this

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subject to make sure we choose the suitable advertising medium to make sure that we reach our target audience and send the correct value/message to them (Dao, Le, Cheng, & Chen, 2015).

TikTok and Instagram are on top of the emerging social media platforms adopted by marketers to reach and engage the audience because the contents shared in these platforms are to short, fun, trendy, creative, and highly interactive (Mou, 2020). The popularity of TikTok among young generations is high with the use of older people aged 18-24 increased and reached almost 39% last March 2020 with videos content, while Instagram is very popular for college students with images and videos (Simpson & Christina, 2018). Users view Instagram as a trustworthy source of fashion details and luxury brands, while TikTok is the new social media platform used as a marketing platform (InfluencerMarketingHub, 2020; Chu, Kamal, & Kim, 2019). Instagram and TikTok have some different features even they are both SNS. Both platforms are driven by the algorithm based on the users' interests. Instagram users can post photos and videos instead; TikTok users can only post a video with a duration of up to 60 seconds (Mediakix, 2021). On Instagram, users can also post a long-duration video called IGTV. Based on the algorithm created, instead of sharing video in the user's internal circle-following and followers, as in Instagram, TikTok users can share their video with other users beyond their circle. TikTok and Instagram both have live features; however, this feature is privileged only to users with a certain number of followers in TikTok, not like in Instagram, where any users with any number of followers can enjoy these features. Videos in TikTok can also be shared on other social media platforms without requiring users to go to the TikTok channel by allowing users to share the video in a video format; for instance, the video can be shared on Instagram Story or feeds, WhatsApp story or messages, etc. TikTok can get viewers from any other social media platforms. However, TikTok's unique algorithm is unique from other social media apps since TikTok algorithm can drive a video from a user with absolutely no followers to quickly gain an audience as it appears in other users' feeds when the algorithm of other social media is modelled around the following and followers. This statement describes TikTok as a social network which has no relation with one's networks. Moreover, TikTok has its own unique feature as a lip-synching app that, each video is paired with a soundtrack instead of original sound of the video only, users can make special effects and edit such as adjusting the speed of the video, cut portion of the video, etc. Another unique feature in TikTok is that the content creator can enable/permit other users to download (save) and share the content. By sharing here is to make a duet or stitch with the video which helped TikTok to gain its popularity by encouraging users to make their own videos alongside the influencers and TikTok stars (Anderson, 2020). TikTok and Instagram are social media marketing platforms, a business that is in high demand because it has many significant benefits. That is because the students' lives want to be better than what they see in these two social media (Susilowati, 2018; Adenia, 2019). For its similarity to Instagram -which is very popular among social media users- and its probability of being the next big marketing platform, it is essential to generate early study to understand the marketing impact. However, due to the novelty of this platform, there is still a limited number of studies which examines the platform especially, academic research that compares the efficiency side-by-side of social media platform, few studies employ a holistic approach directly to social media platforms (Atanu et al., 2018), and few studies on other platforms but TikTok (Voorveld et al., 2018).

This study investigates whether advertisements on different social media would instigate different attitudes among millennials towards the advertising, thus leading customers to purchase intention. Furthermore, the research focuses on determining the mediating role of advertising attitudes toward the link between social networks (TikTok and Instagram) and marketing and customer purchase intention. TikTok and Instagram have different characteristics that can indicate anything about business in today's digital era.

2. Literature Review and Proposed Research Hypotheses

The Effect of Ad Informativeness, Ad Credibility, and Ad Entertainment on Attitude Towards Advertising

Informativeness could be articulated as the ability of the firm to give a suffice information that allows customers to evaluate among alternatives and reach satisfying exchange to make a better choice for purchase decision (Gaber, Wright, & Kooli, 2019). Align with Dao, Le, Cheng & Chen (2015) where Ad Informativeness is the advertisement's capacity to inform product details to match customers' needs and wants, which produce offering and result in a more effective marketplace. Based on an assumption, an entertaining advertising message would be perceived more positively by the users of social media and would eventually affect their attitudes towards advertising (Yuanxin & Noichangkid, 2011). In Rodgers & Thorson's (2000) research, customers purposely seek online advertisements to obtain information that fulfills their needs to deal with specific issues or complete particular tasks. Align with this research, advertising informativeness is also seen as an extent on how customers perceive an advertisement that provides relevant and useful information for them (Yeo, Tan, Lim, Goh, & Wahab, 2020). In this transitional economy, the combination of limited brand knowledge and the recent increase in product availability online have enhanced the demand for product

information and social media become one of many sources for customers to look for the information they need (Dao, Le, Cheng, & Chen, 2015). Based on this finding, it is believed that customers may react in the most favorable way to advertising that offers informative values, especially when the information fits what they are looking for and will positively influence customers' attitudes towards advertising (Arli, 2017; Alalwan, 2018; Yeo, Tan, Lim, Goh, & Wahab, 2020). That means, with the level of informativeness there in social media advertising, consumers should be positively influenced in having the intent to purchase due to the assistance provided by social media platforms (Alalwan, 2018). Thus, the hypothesis is as mentioned:

H1: There is a positive effect of ad informativeness on attitude towards advertising.

Ad credibility refers to the marketer's trustworthiness and audiences' perception of it. It is also described as consumers' general views on advertisement truthfulness, dependability, trustworthiness, and believability. The degree of advertising truthfulness, reliability, trustworthiness, and believability will affect customers' attitudes towards the advertising (Aydin, 2018). This finding was found in a various digital advertising media such as web-based ads and mobile advertising. Ad Credibility was used because a customer's perception of the ad was influenced by how credible the advertisement. When customers were provided with more relevant and credible content. Credibility achieved is to list key attributes and communicate trustworthiness to customers, the further benefit from the advertising and it has been proven that advertising credibility is a significant factor (Clarita, Fatimah, & Putu, 2018; Brackett & Carr Jr, 2001; Ekstrom & Gustafsson, 2012). The advertising medium used affects how consumers perceive the legitimacy of the information provided and broadly impacts their attitudes toward advertisements (Boateng & Abednego, 2015). Customers are more likely to pay attention to advertising on their trusted social media, because they believe that those medium has no risk and can trust information provided, hence reducing the perceived risk associated with social media advertising (Boateng & Abednego, 2015). When customer saw information as credible, it will positively influence their attitude towards advertising (Kempers, 2020). We can see how a customer behave toward advertisements is based on perceived credibility. This finding aligns with (Handrie Noprisson et al., 2016) who found that credibility has a positive impact on customers' attitude towards social media advertising where most of their respondents agreed that advertising on the certain social media was credible and bring biggest influence to their attitude towards the advertising. Another research field found that the social media advertising beliefs that include ad credibility have positive effects on customers' attitude towards advertising, which in turn positively influences purchase intention (Dao, Le, Cheng, & Chen, 2015; Yeo et al., 2020). Thus, based on these finding, our hypotheses are as follows:

H2: There is a positive effect of ad credibility on attitude towards advertising.

According to Teixeira, Picard, & Kaliouby (2014), entertainment in advertising is when the content contains elements that would make commercials more pleasant to watch for customers. Yeo et al. (2020) stated that entertainment indicates the degree of consumers' perceived amusement on content and the positive effect on consumers' attitudes toward an advertisement. This positive could positively affect users' attitudes toward mobile advertisements (Clarita, Fatimah, & Putu, 2018). Arli (2017) found that entertainment is one of the essential features in social media promotion and advertising which strongly impacted customers' attitude towards the advertising as it serves an outlet for consumers' emotional relief, diversion, and amusement through the exchanges of information, experiences, music, and video (Dao, Le, Cheng, & Chen, 2015). Thus, the key feature for social media marketing and advertisements is ad entertainment (Arli, 2017). Rivaldo (2016) also supports this finding stating that customers who were offered high entertainment value in advertising would be encouraged to use advertising media more often. Thus, based on these finding, our hypotheses are as follows:

H3: There is a positive effect of ad entertainment on attitude towards advertising.

The Effect of Attitude Towards Advertising on Purchase Intention

Purchase intention refers to the consumer's desire and proclivity to purchase a good or service after evaluating it (Yohana & Meily, 2020). It combines interests with the possibility of buying a product advertised in an individual's (Arli, 2017), based on customers' preference for the desired product (Kotler & Armstrong, 2016). Attitude toward Ad has an influence on Purchase intention that is based on three dimensions from the attitude that already be tested the credibility, informativeness, hedonic. So, the advertising content can be credible to five informativeness to the audience and can touch the feelings who watch the advertising, and it can raise the audience's intention to buy the product (Andrianto, 2020). From the previous research the authors purpose that attitude gives a positive influence on user purchase intention towards products or service that offered on mobile advertising (Clarita, Fatimah, & Putu, Factors Affecting Users' Purchase Intention and Attitude Towards Mobile Advertising: a Tokopedia Case Study, 2018). In general, both external and internal factors affect purchasing intent. Customers assess a brand's product by six (six) processes: desired product awareness (awareness), brand information (knowledge), interest (preference), trust (persuasion), and buying

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(purchase) (Kotler & Armstrong, 2016). The existence of marketing can make customers consider the purchase. With social media, purchasing becomes very easy, so purchase intention is also increasing due to online marketing using influencers or displaying products that have been searched on the marketplace and will appear on social media users.

Attitude is described as a global and long-lasting assessment of objects, problems, individuals, or stable behaviors and bears a predisposition for customers' behavior (Hoyer & MacInnis, 2016; Fishbein & Ajzen, 1975). Schiffman and Kanuk (2007) stated attitudes as psychological tendency accrued from learning and continual evaluation towards a subject. Kotler (1997) suggested attitude as individual's long-lasting perceived evaluation of like, dislike, emotional feelings and action intention towards an object or idea. According to previous research, attitudes were preferred to various particular items, including attitudes toward advertisers, attitudes toward products (Lutz, Mackenzie, & Belch, 1983; Chen, 2007), attitude towards advertisements, and attitude towards brands (Rajeev et al., 1986). The current research focuses on Attitudes Towards Advertising (Advertisement), which is described as a proclivity to react favorably or unfavorably to the exposure of an advertisement (Sallam, Fahad, & Algammash, 2016). It is also an effective way of assessing advertising effectiveness (Boateng & Abednego, 2015). Attitude is a psychological factor that organizes motivation, emotion, and perception that affects an individual's purchase intention significantly towards an advertised product (Kusumawati, 2017). Lim, Aifa, Jun-Hwa, & Mun (2017) discovered a positive correlation between attitude on advertising and the intention to purchase, whereby the intent on making a purchase is positively affected by a positive attitude toward advertising. The purchase intention on a certain commodity is highly subjective to a person's beliefs and how they see the advertising in social media. This finding was supported by Fachryto & Achyar (2018) in their journal, where customers tend to have a stronger intention to purchase products when they are positively reacted to the product's advertising. Thus, based on these finding, our hypothesis is as follows:

H4: There is a positive effect of attitude towards advertising on purchase intention.

Moderating Effect of Types of Social Media

Social media is an SNS (web-based service) that lets users: 1) create a public or semi-public profile within a system, 2) set a shared connection with whom they prefer, and 3) access and traverse their connection list with others within the system. Users can comment, post photos, videos, or website links to each other's (Kujur & Singh, 2017). Toor, Mudassir, & Talha (2017) mentioned that social media influenced the way companies to create links with their customers in fast, effective, and convenient ways.

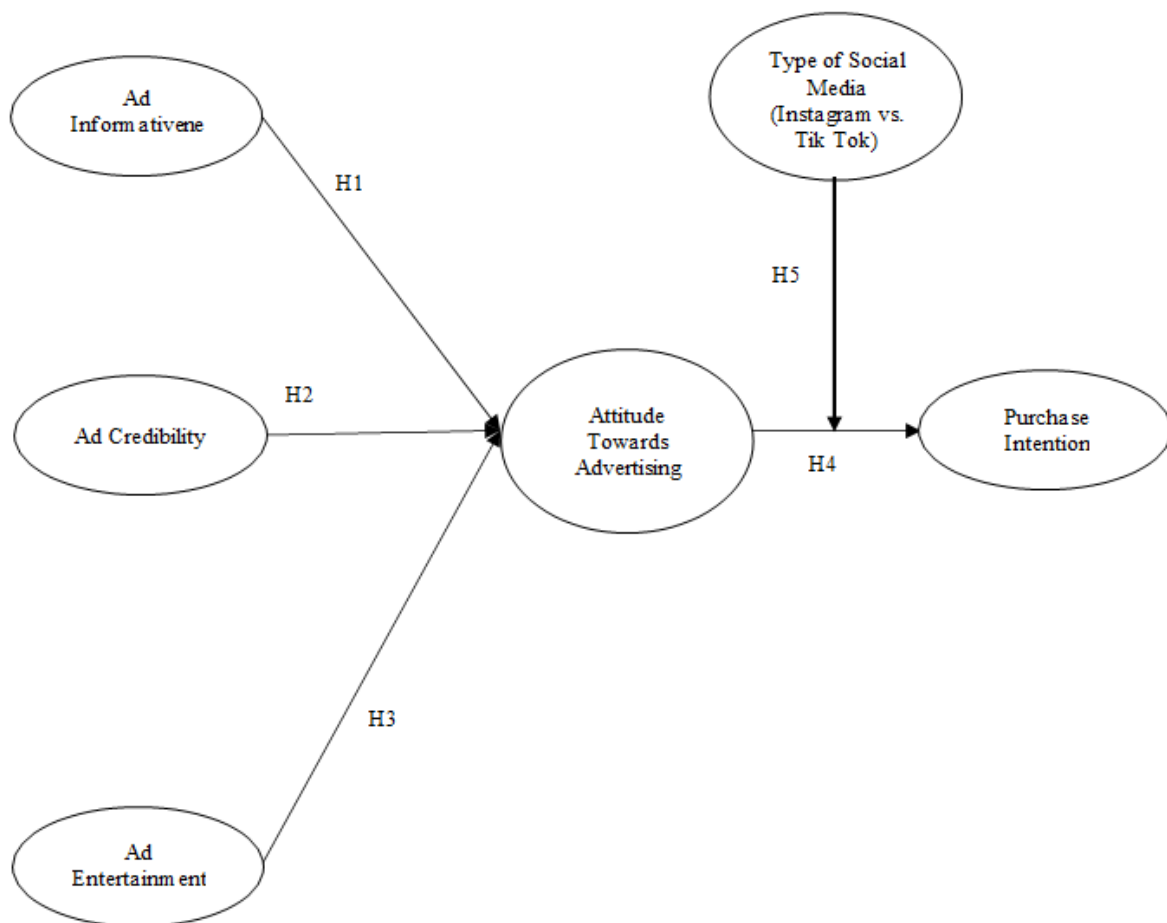
Social media plays a significant role in helping business since it facilitates communication with customers and enables the melding of social interactions on e-commerce sites. Furthermore, social media assists advertisers in marketing their brands to a particular target and segment, generating unique offers and coupons for specific consumers (Dollarhide, 2019). At present, advertisers use social media as a need because of its popularity in any demographics and its ability to encourage two-way communication and promote e-WOM (Kujur & Singh, 2017). For its advantages, social media was considered as quite effective media to increase purchase intention. Sports Brand Adidas' Chief Casts stated that "digital engagement is key to us" and stated that it would focus on digital and social channels to boost their marketing efforts to reach their younger customers (McCarthy, 2017). This enthusiasm is supported by significant incremental Internet and Social Media users.

Today, TikTok and Instagram are on top of the emerging social media (SNS) platforms adopted by marketers to reach and engage the audience because the contents shared in these platforms are short, fun, trendy, creative and highly interactive (Mou, 2020). TikTok's popularity is high among young generations; the use of older people aged 18-24 increased and reached almost 39% last March 2020 with content in the form of videos, while Instagram is very popular for college students with content in the form of images and videos (Simpson & Christina, 2018). These users tend to put more weight on social interaction and connection in order to build and maintain their social relationship with other as their motives of joining social media communities.

In addition of that, researchers believe that informativeness and entertainment are also part of social interactions and relationship building in social media (Kujur & Singh, 2017). Social media can provide platforms for marketers to introduce their products with as much information as possible (Rivaldo, 2016). According to Han (2020), entertainment motivation for using social media constructs amusement, social escapism, relaxation, and passing time factors that impact user acceptance of social media advertising (Aydin, 2018). From the advertising perspective, social media that provides entertainment in their advertising could increase hedonism in customers; hence customers desire advertising content to give them an experience through the existing media (Rivaldo, 2016). Social media has become a powerful marketing channel since the moderator posts give persuasive messages that create positive attitudes of customers (Kujur & Singh, 2017).

Each social media has its characteristic and personality that influences customers' perceptions of the advertisement it carries (Dao, Le, Cheng, & Chen, 2015). Align with Najib, Kasuma, & Binti Haji Bibi (2016) and Boateng & Abednego (2015) found that different social media platforms give different levels of advertising credibility that affect the way customers' see the credibility of advertising and thus affect their attitude towards the advertising. They found that customers tend to pay more attention to advertising where the medium is more trusted for them. Another example is that Instagram, with its highly visual, makes it the most popular for visual insights to lifestyles of celebrities and influencers and trustworthy source for fashion detail and luxury brand (Chu, Kamal, & Kim, 2019). Since each platform influences the audience differently based on their nature, it is believed that each audience's attitude towards the advertising is different, thus affect their purchase intention and decisions differently as well. Therefore, it is crucial to explore and compare each type of social media before deciding where to put our advertisement. Thus, based on these finding, our hypotheses are as follows:

H5: Types of Social Media moderates the relationship between attitudes towards advertising and purchase intention.



3. Methods

This study investigates the effects of advertising informativeness, entertainment, and credibility towards customers' purchase intention between the two most common social media among the society, especially millennials, which are also the most favorable platforms for e-commerce to promote their products TikTok and Instagram. Since the population is vast and unknown and the study compares two social media platforms, the quota sampling method was implemented. Hair, Sarstedt, Pieper, & Ringle (2012) suggested a minimum sample size that is ten times the maximum number of independent variables in both outer and inner models. Five independent variables were used: the number of respondents equals 50 for both platforms to be used, and data is analysed using a structural equation modeling technique. The data for this study was gathered using an electronic survey from Google form, which will be distributed to the general public with an equal quota of 25 responses from each social media. The respondents are the general public who uses one of the platforms, women, and men who use TikTok or Instagram. The questioner consists of 23 items with a Likert measurement scale of five levels ranging from level 1 "Strongly disagree" to 5 "Strongly agree". At the end, the samples

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gathered from both platforms in total was 261 respondents. The questionnaires were distributed directly to our target respondents who fit the criteria mentioned in the beginning of the form section and within 13 days from April 7 to April 20.

4. Measures

As stated in sections 1 and 2, this study aims to examine and compare the effectiveness of various social media ads on purchasing intention among millennials, mediated by the attitude towards advertising. The study uses six items from ((Dao et al., 2015; Alalwan, 2018)) to measure Ad Informativeness. Six items to measure Ad Credibility from ((Dao et al., 2015; Chang, 2011)). Ad Entertainment is measured with four items (Dao, Le, Cheng, & Chen, 2015). Attitude Towards Social Media Advertising is (Aydin, 2018; Gaber, Wright, & Kooli, 2019). Then, to measure the final variable, Purchase Intention uses four items (Dao, Le, Cheng, & Chen, 2015).

5. Data Analysis and Results

This section reports the sample characteristics followed by discussions and assessment of the research results. Examining the structural model and the research hypotheses mentioned earlier. In this study, the authors employed the partial least squares (PLS) procedure approach using the SmartPLS for data processing and analysis tool (Dao, Le, Cheng, & Chen, 2015). The PLS methodology can calculate key reliability and validity indices such as Cronbach's Alpha, Composite Reliability, and Outer Loadings that match multi-collinearity datasets. To evaluate the hypotheses, the t-value must be greater than 1,96, and the p-value must be less than 0.05 at a significance level of 95% (Hair, Ringle, & Sarstedt, 2011). Using PLS enable authors to indirectly observe multiple indicators in the analysis that is also a simpler way to estimate measurement and parameters together and to consider all path coefficients simultaneously to avoid and circumvent biased and inconsistent parameter estimates for equations.

Table 1 PLS MGA Outer Loadings - Confirmatory Factor Analysis

	Outer Loadings Original (SOSMED_SOS(1.0))	Outer Loadings Original (SOSMED_SOS(2.0))	Outer Loadings Mean (SOSMED_SOS(1.0))
ATT1 <- ATT	0,898	0,887	0,898
ATT2 <- ATT	0,835	0,751	0,832
ATT3 <- ATT	0,786	0,641	0,786
CRE1 <- CRE	0,863	0,829	0,862
CRE2 <- CRE	0,918	0,812	0,918
CRE3 <- CRE	0,858	0,696	0,856
ENT1 <- ENT	0,767	0,802	0,764
ENT2 <- ENT	0,842	0,901	0,840
ENT3 <- ENT	0,741	0,764	0,739
ENT4 <- ENT	0,784	0,735	0,784
ENT5 <- ENT	0,827	0,840	0,828
INF1 <- INF	0,872	0,887	0,871
INF2 <- INF	0,816	0,953	0,815
INF3 <- INF	0,807	0,909	0,804
PUR1 <- PUR	0,875	0,897	0,874
PUR2 <- PUR	0,916	0,916	0,917
PUR3 <- PUR	0,879	0,891	0,878
PUR4 <- PUR	0,865	0,848	0,864

Sample Characteristics

There are two participant samples; the sample responds to Instagram advertising, and another sample focuses on TikTok advertising. The characteristics of our survey respondents are that most of them are university students as much as 67.9% (178 respondents), employees at 20.6% (54 respondents), entrepreneurship 3.4% (9 respondents), not yet working at 5% (13 respondents) and students with 3.1% (8 respondents). With an average income less than IDR 4,000,000, - as much as 70.2% (184 respondents), average income of IDR 4,000,001, until

IDR 10,000,000, - 26% (68 respondents), average income of IDR 10,000,001, until IDR 15,000,000 as much as 3.4% (9 respondents), and income up to IDR 15,000,000 as much as 0.4% (1 respondent). The last education of our respondents is High School with 56.1% (147 respondent), S1 40.8% (107 respondent), and D3 as much as 2.7% (7 respondent). Most of the ages who filled out our questionnaire were 17-24 years old with 91.6% (40 respondents) and followed by under 17 years old at 0.4% (1 respondent), 25-31 years 6.9% (18 respondents), and 32-38 years 1.1% (3 respondents). With an average length of time using social media for one week less than 10 hours as many as 36.6% (96 respondents), 10 until 15 hours with 39.7% (104 respondents), more than 15 hours as many as 23.7% (62 respondents). The domicile of the respondents is Jabodetabek, amounting to 82.2% or 203 respondents, and Non-Jabodetabek 17.4% or 43 respondents. Respondents from the survey results played Instagram more often than TikTok, namely 71.8% (188 respondents) Instagram and 28.2% (74 respondents) TikTok. Furthermore, our respondent concludes that most of them see ads on Instagram or TikTok, mostly university students and income less than IDR 4,000,000. The last education of our respondent is High School, with the range of age 17 until 24 years old, with the average time of using social media in a week is 10 until 15 hours, the domicile mostly in Jabodetabek, and the most used social media is Instagram.

Hypothesis Testing: Direct Hypothesised Effect

To test the direct hypothesised effects, pooled samples from Instagram and TikTok were used and assessed. In examining the explanatory power constructs, R square evaluation was applied. The direct hypothesised effects (H1-H4) used t-tests and p-values with bootstrapping process of 5000 samples. Using significant level 0,05 or 95% confidence interval, the result is shown in Table 1 below. H1-H4 are all supported with P-Value > 0,05 and T-Statistic > 0,196. Moreover, the relationship or correlation between advertising informativeness, advertising credibility, and advertising entertainment to the attitude towards advertising is positive and relatively strong. As we can see, the strongest relationship shows in Figure 1 below is from the Ad Entertainment to the Attitude Towards Advertising with 0,457 in coefficient, followed by Ad Credibility with 0,240 and last by Ad Informativeness with 0,196, which shows a positive but weak correlation. There is an even stronger positive correlation between the attitude towards advertising to the purchase intention with 0,578 points based on the path analysis in Figure 1.

The R2 analytic results are shown in Table 2 below. The R square value of ATT (Attitude Towards Advertising) variable is 0.561 means that attitude towards advertising is influenced by informativeness, credibility, and entertainment by 56%. Meanwhile, the R square value of PUR (Purchase Intention) variable is 0.334 means that Purchase Intention is influenced by attitude towards advertising by 33,4%. All T-values are greater than 1,96, while all P-values are less than 0,05. Hypotheses coefficients for H1, H2, H3, and H4 were significant, and in the proposed direction thus, the hypotheses are supported.

Table 2 - Proposed Direct Hypothesised Effect Result

Hypotheses	Path	Path Coefficient	T-Statistic	P-Value	Conclusion
H1	INF --> ATT	0,1960	3,889	0,000	Supported
H2	CRE --> ATT	0,2400	4,563	0,000	Supported
H3	ENT --> ATT	0,4570	9,337	0,000	Supported
H4	ATT --> PUR	0,5780	11,114	0,000	Supported

Table 3- R Square Table

PLS Algorithm		
	R Square	R Square Adjusted
ATT	0,561	0,556
PUR	0,334	0,331

Hypothesis Testing: Moderating Effect of Types of Social Media

To test the types of social media moderating effect, the authors concluded that there is no effect towards the type of social media. The sample distribution that we use is assume as a reasonable representation of the population distribution with Bootstrapping process (Hair, Ringle, & Sarstedt, 2011). As seen in Table 3, the p-value of ATT à PUR is higher than significance level 0,05, which shows that H5 is rejected or social media does

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not affect the link of attitude towards advertising and the purchase intention. Therefore, hypothesis H5 is unsupported, and there is no moderating effect from social media types.

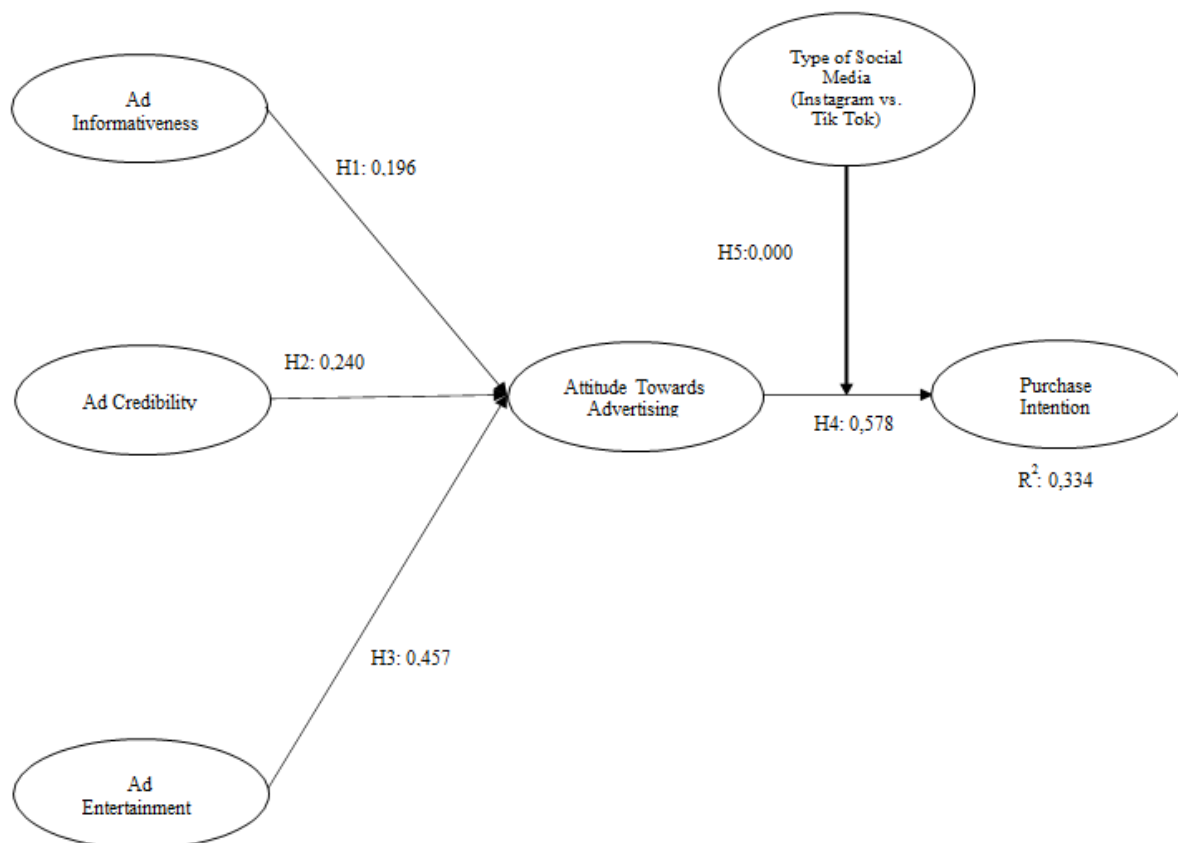


Figure 1 - Research Framework, Proposed Hypotheses and Direct Relationship Result

Table 4 - Multi-Group Analysis

Path	p-Value new (SOSMED_SOS(1.0) vs SOSMED_SOS(2.0))	Conclusion
ATT -> PUR	0,628	Not Supported
CRE -> ATT	0,109	Not Supported
ENT -> ATT	0,285	Not Supported
INF -> ATT	0,122	Not Supported

6. Discussion and Conclusions

The current research studies informativeness, credibility, and entertainment advertising on social media and online-purchasing-behavior effects in Indonesia. Social media and the Internet have grown rapidly, have taken a big part in human-daily life, and have played a major part in the marketing field. This study finds that advertising informativeness, credibility, and entertainment, positively affected consumers' attitude towards advertisement; thus, resulting in the positive correlation of attitude towards advertising to purchase intention, which is consistent with a previous study by (Dao, Le, Cheng, & Chen, 2015).

Moreover, customers tend to see the advertising as credible or trusted but less informative, as shown by the path coefficients from these elements. This could be because the advertiser focuses more on attracting users visually instead of supplying more product information in the advertising. This shows that customers tend to believe more in informative advertising with credible sources, such as influencers who test or research the product or an expert who explains the information and benefits of the product instead of showing the product.

By then, this can probably enhance the recognition of needs in the customers' mind, urging the positive attitude towards the advertising, which leads to increase their purchase intention.

It is shown that advertising entertainment brings the biggest effect to customers' attitude towards the advertising followed by the advertising credibility and informativeness. This implies that users still think that the advertising is entertaining and credible aligns with researches conducted previously (Alalwan, 2018; Arli, 2017; Yeo, Tan, Lim, Goh, & Wahab, 2020; Dao, Le, Cheng, & Chen, 2015). By following the social media trend, marketers can keep track of social media users' interests, jokes, and trending topics, which increases the attachment between the user/audience/customer with the advertising. As a result, people tend to react positively to advertising. This can be an effect of personalization or SNS algorithm that adjusts to users' interest and preference, making the advertising very interactive, and people could directly engage with the advertiser and other people who saw the advertisement. Consumers could see others' comments and opinions about an advertisement which made communication unrestricted. With this advantage, advertisers gain a positive attitude towards the advertising they advertised, affecting users' purchase intention because of the favourable image they see from the advertising that is fun and trusted in social media align with research from (Ekstrom & Gustafsson, 2012).

Ultimately, it is shown that attitude towards advertising has a positive and significant effect on customers' purchase intention, align with research conducted by Lim, Aifa, Jun-Hwa, & Mun (2017), which implies that when the customers react positively to the advertising, it will also increase the purchase intention of the product advertised. Therefore, the perceived value of advertising on both Instagram and TikTok does not differ, and the effect of informativeness, credibility and entertainment of advertisement on both SNS has a similar effect.

However, between Instagram and TikTok, no difference was found regarding the correlation of attitude toward advertising and intention to purchase. This shows how no moderating effect of social media types affects online purchase intention. This result led to the assumption that since Instagram and TikTok are both labeled as SNS, both platforms have slightly different in users' minds, leading them to understand that the advertising content between both platforms is just the same no matter where the advertising is. Another assumption why there is no difference of attitude relationship to purchase intention in both platforms is that there were not enough respondents for TikTok user where the ratio between both platforms is 1:2,7 instead of 1:1 as proposed. Most of the respondents come from university and 17-24 years old, which are considered very aware of social media TikTok and Instagram. This leads to an assumption that most respondents interact with both platforms; thus, the advertising and content in both platforms seem to have insignificance different for the respondents in general.

7. Implications

The results obtained from the current study deliver theoretical and managerial implications. For theoretical implications, the study adds to the understanding of social media's function in marketing, especially in Indonesia. This study explores and tests a conceptual structure that offers analytical perspectives into consumers' perceptions of social media advertisements. It has become an essential part of millennials' everyday lives, either gathering knowledge or engaging with others and affecting their purchasing intention. This study also compares platforms that have seldom been compared in the existing literature, adding to the information on the moderating function of various social media types as a medium for advertisement. Hence, this research helps to take a more profound understanding in the present knowledge of how customers see the advertising in social media, which is close to them and can be accessed at any time anywhere regarding the advertising components of advertising informativeness, advertising credibility, and advertising entertainment. As a result, this study determines how consumers view advertising as entertaining and influential on their attitude toward advertising.

Regarding managerial implications, this research helps researchers aware whether TikTok can replace Instagram in the near future as the most frequently used social media, and whether most people prefer to use TikTok and Instagram. Hence, marketers know which social media to promote their goods to reach their target market. Align with previous research mentioning how advertisers should focus on the informative, credibility, and entertaining elements in the advertising by Dao, Le, Cheng, & Chen (2015), this research found that marketers should make entertaining and attractive advertisements. Hence, maximizing the advertising effectiveness, informativeness and credibility should be added in the advertising elements without eliminating the entertaining elements to build a positive attitude towards advertising that will affect their purchase intention. For instance, marketers can infuse more product information based on the customers' needs, such as product attributes, features, options, and unique functions that differ from other brands' products (Dao, Le, Cheng, & Chen, 2015). The development of technology has enabled marketers to adjust the advertising needs based on customers' personal preferences and algorithms, enabling the marketers to send specific informative advertising yet entertaining to the customers. By this, customers might see the advertising as more informative and reliable,

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thus increasing the advertising value and creating a more favourable attitude towards the advertising. Next is to develop credibility by giving customers information source that is reliable, for instance, getting advice from industry experts or a well-loved figure to be in the advertising or adding actual data or fact in the advertising without limiting the entertaining element.

8. Future Research

There are multiple limitations from this study that should be considered in future studies. First, we investigate the general population in Indonesia for users of Instagram and TikTok as the demographic. However, it was seen that generally, the dominance of respondents is using Instagram more than TikTok. There is the possibility of respondents coming back to Instagram more often than TikTok, which creates a general perspective regarding the advertising they see. Moreover, the total number of respondents is considered low, and most are university students; thus, it is suggested for future research using a bigger and broader number and demographic. Second, the R2 value of Purchase Intention is considered low, which means Purchase Intention is practically affected by other variables that might play a critical role in urging the tendency of purchasing regarding the advertising they see. For instance, interactivity attitude towards the website and prior purchase intention can be considered as another variable in the following research as contributing factors that also affect the purchase intention that would improve the R2 value and provide deeper solution for the subject (Dao, Le, Cheng, & Chen, 2015). Previous studies indicate that attitude towards advertisements may also be influenced by other factors such as usefulness (Arli, 2017), irritation, and personalization (Gaber, Wright, & Kooli, 2019). Since these factors could influence consumers' attitudes toward advertisements that contribute to purchasing decisions, future studies may explore other factors, enhancing the R2 and yielding an integrated solution. Moreover, this research investigates two social media which identified as similar to each-others despite the difference in features as the moderating factor, and it is suggested for the future study to introduce a type of social media that has a significant difference in the eye of the users or introduce other social media types. Hence, a better definition of the moderating role as a broad spectrum of different social media settings is provided.

Variable	Items		Source
		When I see advertisements on my Instagram or TikTok, I think:	
Ad Informativeness	INF1 INF2 INF3	Advertisements are valuable sources of information about products. Advertisements tell me which brands have the features I am looking for. Advertisements help me to keep up to date about products available in the market.	(Dao, Le, Cheng, & Chen, 2015);
Ad Credibility	CRE1 CRE2 CRE3	Advertisements are credible. Advertisements are trustworthy. Advertisements are believable.	(Dao, Le, Cheng, & Chen, 2015);
Ad Entertainment	ENT1 ENT2	Advertisements are amusing. Advertisements are entertaining.	(Dao, Le, Cheng, & Chen, 2015)

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