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## The Role of Media in Purchase Intention for Eco-Labelled Products with Advertising Value and Attitude as Mediator

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**Abstract:**

*The findings contained in this research aim to determine the variables of entertainment, informativeness, irritation on purchase intention with attitude and advertising value as mediation. Using a sample of eco-labelled products users in Batam City. The independent variables used in this research are entertainment, informativeness, irritation. The mediating variables used in this research are advertising value and attitude. The sample for this research consists of eco-labelled products users in Batam City. Data collection was carried out by sending a google forms questionnaire to 260 people. Hair technique et al. sample is used. The data in the findings contained in this research were analyzed using two programs, namely SPSS for respondent demographics and PLS SEM to determine the truth, consistency and size of the impact of existing variables. The findings from this research prove that entertainment, informativeness, irritation have a significant positive effect on attitude and advertising value. Meanwhile, advertising value and attitude has significant effect on purchase intention. Then entertainment, informativeness, irritation has a significant positive effect on purchase intention by mediating advertising value. Meanwhile, entertainment, informativeness, irritation has a significant positive effect on purchase intention by attitude. This research can be used to identify and understand the relationship between one variable and other variables which refer to consumer purchasing intentions*

**Keywords:** Eco-Labelled; Information; Purchase Intention; Technology

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### 1. Introduction

The advancement of globalization is closely intertwined with the progress of information and communication technology. As globalization progresses alongside advancements in information and communication technology, it naturally brings about a sense of ease and comfort with technological advancements. With the continuous evolution of technology, it enables entrepreneurs to innovate products and services, yet simultaneously leads to the emergence of new competitors in the business arena. The pervasive presence of technology also shapes people's lifestyles. In this era of globalization, nearly everyone relies on gadgets for various activities (Putra, Edy Yulianto & Kho, 2021). Consequently, all marketing strategies devised by

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business entities on social media platforms can heighten consumer purchasing intentions. This necessitates constant adaptation to both the environment and technological advancements by business actors (Muhammad Idris, 2022).

The era of globalization facilitates swift access to information for the general populace. Among the information disseminated to the public, environmental issues hold prominence. These environmental concerns encompass phenomena like global warming, attributed to the escalation of Earth's temperature owing to the greenhouse effect. Human activities such as air pollution from fossil fuels and waste incineration contribute significantly to global warming (Ahmad, 2020).

As business flourishes, consumer consumption of products naturally increases. This heightened consumption, however, also exacerbates environmental degradation due to the accumulation of waste. According to a statement by Suhardi Duka, a Member of Commission IV DPR RI, citing data from the Directorate General of Waste, Waste, and B3 Management (Ditjen PSLB3) of the Ministry of Environment and Forestry (KLHK) in 2021, Indonesia generated 68.5 million tons of waste, a figure projected to rise to 70 million tons in 2022, with 24% of this waste remaining unmanaged. Furthermore, only 7% of the waste was recycled, while 69% ended up in landfills. Mismanagement of this waste poses a threat to the environmental ecosystem (Muhammad Idris, 2022).

The increasing severity of global warming in recent years has prompted governments to implement robust environmental or green policies aimed at safeguarding the environment (Sakti, 2022).

The burgeoning interest among green consumers in utilizing environmentally friendly products bolsters companies such as Lion Star, Tupperware, and Lock&Lock, renowned for manufacturing plastic containers, to continually innovate and enhance their offerings. These products, crafted from high-quality materials and carefully selected plastics, boast durability and longevity. Coupled with superior product design, they attract a growing number of consumers. Additionally, products from Lion Star, Tupperware, and Lock&Lock bear ecolabels, indicating their adherence to certain environmental performance criteria, thus appealing to environmentally conscious consumers (Muhammad Idris, 2022).

Social media platforms yield numerous advantages, notably expediting access to a medium for enhanced communication in marketing endeavors (Yulianto

Putra, 2021). Customers' purchasing intentions are often influenced by their experiences, preferences, and external factors, including advertising. Advertisements that offer entertainment, information, or evoke certain emotions can significantly impact the perceived value of the advertisement and attitudes toward it, consequently influencing customer purchasing intentions.

This research amalgamates several prior studies (Hosseinikhah Choshaly & Mirabolghasemi, 2022; Gaber et al., 2019) to investigate the influence of entertainment, informativeness, and irritation as independent variables, mediated by ads value and attitude, on purchase intention as the dependent variable. Notably, this research diverges from previous studies by introducing two mediating variables simultaneously. Entertainment plays a crucial role in capturing individuals' attention, evoking enjoyment associated with advertisements, while informativeness pertains to the usefulness and benefit of information provided by the advertisement (Hosseinikhah Choshaly & Mirabolghasemi, 2022). Conversely, advertisements perceived as annoying, offensive, or manipulative are deemed irritating and unwelcome by consumers, prompting companies to strategize to avoid such negative perceptions (Gaber et al., 2019). This research endeavors to elucidate how entertainment, informativeness, and irritation influence ads value and attitudes, subsequently affecting purchase intentions.

Drawing from the aforementioned data, the researchers aim to explore the role of media in influencing purchase intentions for eco-labeled products, with advertising value and attitude serving as mediators.

## **2. Theoretical Background**

### **H1 : Entertainment has a significant effect on Ads Value**

According to (Martins et al., 2019) entertaining advertisements can attract consumer attention which helps increase advertising effectiveness. This advertisement has a positive impact on the perceived value of the advertisement by the audience. If an ad is felt to add entertainment and create feelings of joy and escape, it will be better received. This strengthens the hypothesis regarding the positive impact of entertainment factors on the value of an advertisement (Abbasi et al., 2021). Entertainment is a driving force that persuades consumers to see higher value from advertising when it is approved by closely affiliated peers by developing their opinions (Shareef et al., 2019). (Fanggidae, 2019) said entertainment can increase the value of advertising because people are not interested in advertisements that are "too serious". In addition, advertisers are advised to balance entertainment and information

content in an advertisement because the combination of the two will trigger a positive attitude towards advertising among consumers. Marketers need to create enjoyable content so that their advertisements can be considered valuable and useful (Kim, 2020). (Arachchige et al., 2022) developing an effective social media advertising strategy that focuses on entertainment actions can bring more profits to companies by increasing the value of advertising. (Arora & Agarwal, 2019) said that pleasant advertisements attract the attention of consumers exposed to advertising.

### **H2 : Informativeness has a significant effect on Ads Value**

(Martins et al., 2019) say that consumers consider advertising as a good source if there is product information and tend to think of it as something useful and enjoyable. According to (Shareef et al., 2019) the most important factor in perceiving the value of advertising is an informative message, with an informative message being the key to developing an impression of credibility towards the advertisement. Informativeness has the strongest relationship with advertising value, this can be seen in terms of the type of information. Excessive information content in television advertisements will reduce the value of certain advertisements (Fanggidae, 2019). When they want to target consumers who focus on promotions, marketers must develop messages with informative content so that advertising will have valuable value (Kim, 2020). (Arora & Agarwal, 2019) said seeking information is one of the important reasons for using social media. All marketing activities can be shifted into a digital context as the associated benefits of social media advertising increase. Therefore, advertisements must have informative content to increase the value of the advertisement (Arachchige et al., 2022). According to (Aziza & Astuti, 2019) advertising can inform consumers about the benefits of products and services. This makes respondents have a positive attitude towards the value of advertising.

### **H3 : Irritation has a significant effect on Ads Valwe**

According to (Shareef et al., 2019) Consumers do not feel any irritation when developing opinions about the value of advertising if promotional information about the product is generated, communicated, and shared by their peers. Irritation negatively affects advertising value, meaning consumers avoid annoying or annoying ads (Martins et al., 2019). Advertisements are generally considered a distraction by viewers. This leads to the viewers' feelings towards the advertisement to the extent that they may feel it is an invasion of privacy and space ruang (Abbasi et al., 2021). (Fanggidae, 2019) said that irritation does not have a significant relationship with advertising value, meaning that respondents do not consider the irritation dimension to be a dangerous factor

that can damage the value of a particular advertisement. In other words, based on the perception of television viewers in Indonesia, such advertisements do not bother them. The influence of irritation on advertising value will be greater for those focused on prevention than for those focused on consumer promotion (Kim, 2020). (Arachchige et al., 2022) stated the substantial negative implications of irritation on advertising value. This leads to an unfavorable environment for business enterprises. In addition, (Arora & Agarwal, 2019) said that online advertising and loss of privacy can also contribute to the irritation of advertising content in the case of online advertising.

#### **H4 : Entertainment has a significant effect on Attitude**

Entertainment advertising messages are very useful in attracting customer attention (Gaber et al., 2019). Entertainment is one of the activities that can help social media users remain interested in the entertainment provided on social media to provide a positive attitude (Yulianto Putra, 2021). Entertainment is one content that has a critical impact on consumers' attitudes towards advertising (Ho Nguyen et al., 2022). Entertaining is the user's emotional level when viewing an ad. High enjoyment and interest in interacting with marketing media will have a positive effect on consumer feelings (Nguyen et al., 2022). The strongest factor influencing respondents' attitudes towards advertising on social media is entertainment (Eshra & Beshir, 2019). Entertaining aspects of advertising on social media sites and making advertisements more interactive and interesting (M. Al et al., 2020). Attributes such as entertainment, increase the perceived usefulness of advertising and consequently have a positive impact on attitudes towards it (Falcão & Isaías, 2020). Individuals' feelings regarding the entertainment or enjoyment preferred in advertising play an important role in influencing their attitudes (Gupta & Syed, 2022).

#### **H5 : Informativeness has a significant effect on Attitude**

Informativeness has an impact on customer satisfaction which can form a positive attitude (Putra, Edy Yulianto & Kho, 2021). The accuracy and usefulness of the information presented in advertisements will have an impact on customer attitudes toward advertisements (Gaber et al., 2019). Informativeness has a positive effect on attitudes towards advertising (Ho Nguyen et al., 2022). Advertising information means that advertising provides information to users about product alternatives so that users feel satisfied (Nguyen et al., 2022). The first important factor of attitude is informativeness. Information is an important tool that has a major effect on developed perception (M. Al et al., 2020). For online advertising to be effective, the content must be relevant and well-informed about the brand and product

(Falcão & Isaías, 2020). Marketers must pay attention to the informativeness dimension of advertising because this dimension can influence consumer attitudes (Disastra et al., 2019). (Nazir & Tian, 2022) say consumer attitudes, perceptions, and purchasing decisions are all influenced by social media information at every stage of the purchasing process.

### **H6 : Irritation has a significant effect on Attitude**

On social media, the perception that ads interfere with their goal-directed tasks will lead customers to find the ads annoying (Gaber et al., 2019). Personal worry and annoyance hurt attitudes toward advertising (Ho Nguyen et al., 2022). Irritation is the level of discomfort a user feels from an advertisement (Nguyen et al., 2022). Advertising that leads to feelings of irritation in customers, results in negative attitudes towards the product (M. Al et al., 2020). Irritation is felt to be quite high and negatively affects consumer attitudes and interest in purchasing advertised products (Disastra et al., 2019). The relationship between irritation and attitudes towards advertising has a negative effect (Cahyani & Artanti, 2020).

### **H7 : Ads Value has a significant effect on Purchase Intention**

According to (Herrando & Martín-De Hoyos, 2022) users who feel the value of the advertisement in the post will show a positive attitude towards the advertisement, thereby increasing their purchase intention. Customers can customize the ads they want to receive and those they don't want to receive. This is all-important for advertising because advertising with positive value will be able to generate purchase intentions and can also increase brand awareness (Aziza & Astuti, 2019). As a result of research, it was found that advertising value differs from several demographic factors, so businesses must think about the demographic factors of their target segment. advertisements that attract their attention positively influence their purchase intentions (Firat, 2019). (Arachchige et al., 2022) revealed that more users find the value of advertising via social media platforms useful. As a result, they will find it useful and go ahead with the purchase. These findings are consistent with previous scientific studies, which revealed that customers who perceive value in social media advertising create purchase intent. (Mustafi & Hosain, 2020) the main determinant is the value of the advertisement because when customers consider the advertisement to be important, useful, interesting, and valuable, they will buy the product without hesitation. (Martins et al., 2019) advertisers must develop advertising value by attracting consumer attention. Brands should consider investing in better-designed ads that make the ad viewing experience more engaging. Therefore, advertising value has an impact on purchase intention. If marketers can present value in their advertisements,

buyers are willing to watch the advertisements and are inspired to purchase goods and services (Kosanke, 2019).

### **H8 : Attitude has a significant effect on Purchase Intention**

Consumer attitudes based on trust and knowledge about a product can influence consumer attitudes towards the product (Putra & Fang, 2020). Attitude represents evaluative statements or feelings both pleasant and unpleasant towards individuals, objects, or event (Untari & Sholahuddin, 2023). In the customer purchasing decision-making process, attitude also plays an important role (Ho Nguyen et al., 2022). A positive attitude is needed to bridge the increase in consumer purchasing intentions (Debora Indriani et al., 2019). Consumers who are effectively influenced by advertising can form a positive attitude towards advertising which can then influence their purchase intentions (Nguyen et al., 2022). The audience's attitude towards the advertised product can influence their desire to buy the product (Grant Thornton, 2020). Consumers who have a positive attitude toward advertising tend to have a desire to buy the advertised product (Disastra et al., 2019).. The more positive the attitude towards advertising, the higher the intention to purchase (Cahyani & Artanti, 2020). (Chetioui et al., 2020) emphasize that the relationship between consumer attitudes and intentions is usually more consistent. According to (Darwati & Yulianto, 2019) there is a positive relationship between customer attitudes towards asking to buy, this happens when customers start to like advertisements, then the customer's interest in buying will appear.

### **H9 : Ads Value has a mediating relationship between Entertainment and Purchase Intention**

(Herrando & Martín-De Hoyos, 2022) When users feel that a post is useful, and entertaining then the value of the ad will increase, positively influencing their purchases. Consumers will pay more attention to more entertaining advertisements. In other words, to attract consumers' attention, businesses that want to advertise must consider these factors so that the value of the advertisement can be entertaining and thus positively influence their purchasing intentions (Firat, 2019). In the context of customer PI, advertising value is a factor that influences entertainment in advertising and purchase intention. These results show that when customers consider advertising to be entertainment, customers will buy the product (Mustafi & Hosain, 2020).

**H10 : Ads Value has a mediating relationship between Informativeness and Purchase Intention**

(Herrando & Martín-De Hoyos, 2022) increasing informative posts supports them to increase the value of related advertising. Once users find a post helpful, entertaining, and credible, the value of the ad will increase, consequently, positively influencing their purchases. Consumers will pay attention to the value of advertising that is more informative. In other words, to attract consumers' attention, businesses that want to advertise must have advertising values that attract their attention and positively influence their purchase intentions (Firat, 2019). (Mustafi & Hosain, 2020) shows that when customers consider the advertising value to be important, useful, interesting, and informative, informative they will buy the product.

**H11 : Ads Value has a mediating relationship between Irritation and Purchase Intention**

According to (Mustafi & Hosain, 2020) irritation hurts purchase intention, and the main determinant is the value of the advertisement. The results show that when customers consider smartphone advertisements to be important, useful, interesting, and valuable, they will buy the product without hesitation. One of the goals of advertising is of course to attract consumer attention; therefore, businesses must pay attention to advertising. Irritability hurts the value of YouTube ads. So if YouTube Ads annoy consumers, they will avoid, skip, or close the ad thereby affecting their purchase intentions (Firat, 2019). (Mustafi & Hosain, 2020) said that the value of an advertisement will be affected if the advertisement contains irritation which will have an impact on purchase intentions.

**H12 : Attitude has a mediating relationship between Entertainment and Purchase Intention**

The relationship between entertainment and attitudes towards advertising has a significant positive effect, the more entertaining and interesting the marketing, the more positive the attitude towards advertising will be, which has an impact on purchase intentions (Cahyani & Artanti, 2020). Entertainment causes their interactions to be entertaining and enjoyable. When advertising is pleasant and likable it is believed to have a positive influence on brand attitudes and purchase intentions (Haile & Kang, 2020). As empirical data confirms that entertainment influences consumer attitudes, entertainment is the strongest factor influencing respondents' attitudes and purchase intentions (Eshra & Beshir, 2019).

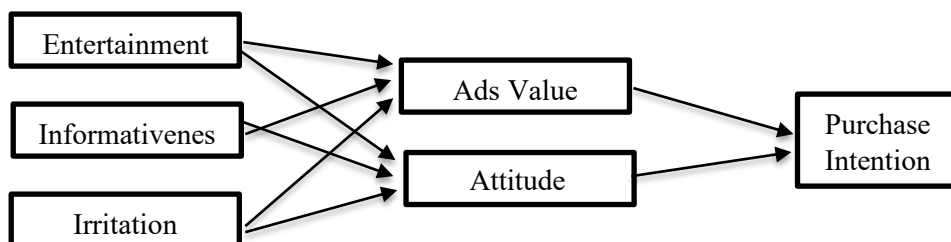


### **H13 : Attitude has a mediating relationship between Informativeness and Purchase Intention**

The relationship between informativeness and attitudes towards advertising has a positive and significant effect, meaning that the more informative the message from the advertisement, the more positive the acceptance of the attitude towards the advertisement will be and will have an impact on purchase intentions (Cahyani & Artanti, 2020). From the research results it can be seen that information influences the audience. advertising attitudes, product attitudes, and their purchase intentions (Grant Thornton, 2020). Knowledge/information has been proven to have a significant effect on attitudes. Attitudes towards green products can encourage purchase intentions. This shows that the Company has succeeded in forming positive consumer attitudes towards purchasing intentions (Debora Indriani et al., 2019). The informativeness dimension of advertising is because this dimension can influence consumer attitudes and ultimately influence their purchase intentions for the advertised product (Disastra et al., 2019).

### **H14 : Attitude has a mediating relationship between Irritation and Purchase Intention**

This negative consumer attitude will be shown by the behavior of rejecting, avoiding, or ignoring advertisements (Cahyani & Artanti, 2020). From the research results, irritation influences attitudes and purchasing intentions (Grant Thornton, 2020). When consumers are irritated or irritated when interacting with an ad, they don't like the ad. Dislikes ultimately influence consumers' purchasing intentions (Haile & Kang, 2020).



**Figure 5. Research Framework**

## **3. Methodology**

The research method used in this research is quantitative. According to (Kosanke, 2019) quantitative research focuses on collecting numerical data and generalizing it to entire groups of people or to explain certain phenomena.

The type of research used in this research is Causal Comparative Research. (Kosanke, 2019) said Causal design is a non-experimental design and its basic aim is to identify cause and effect between variables. Therefore, this comparative causal research is used to identify the causal relationship between the independent variables (Entertainment, Informativeness, Irritation) and the dependent variable (Purchase Intention) which is mediated by the Advertising Value and Attitude variables in viewing social media advertisements regarding eco-labeled products in Batam city by distributing questionnaires

The population in this research is social media users in the city of Batam, the sample from this research is social media users who know about eco-labeled products in the city of Batam. This is based on data from the Top Brand Award regarding products using plastic containers. Lion Star, Tupperware, and Lock&Lock are the products most frequently used. Therefore, the author used this object in this research.

The sample research method used in this research is non-probability sampling. The characteristics of the population used in this research are:

1. Social media users
2. Know eco-labeled products (Lion Star, Tupperware, Lock&Lock, Claris, Maspion)
3. Domicile Batam

In this research, the sample size was determined based on (H. et Al, 2019) which states that the number of samples was taken 5 times the number of indicators. The number of samples in this study is 260. This study has 26 questions, In this research, the SmartPLS program was used. The following is a list of questionnaire questions that will be distributed.

**Table 1. List of Questionnaire Questions**

<b>Variable</b>	<b>Questions</b>
Entertainment	<ul style="list-style-type: none"> <li>- I find social media advertising interesting</li> <li>- I feel that social media advertising can be enjoyed</li> <li>- I find social media advertising entertaining.</li> <li>- I feel that social media advertising is fun</li> </ul>
Informativeness	<ul style="list-style-type: none"> <li>- Advertisements on social media provide accurate information about products or services</li> <li>- Advertisements on social media provide relevant information about products or services.</li> <li>- Advertisements on social media are a good source of information.</li> <li>- Advertisements on social media are a source of the latest/latest information about products or services.</li> </ul>

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Irritation	<ul style="list-style-type: none"> <li>- Advertisements on social media are not a source of distraction</li> <li>- I believe that advertisements on social media do not contain viruses</li> <li>- Marketing messages on social media are not obnoxious</li> <li>- I don't delete ads on social media without reading them</li> <li>- Social media advertising is not annoying</li> <li>- I don't find the ads annoying because the information provided is reliable</li> </ul>
Ads Value	<ul style="list-style-type: none"> <li>- I feel that social media advertising is useful</li> <li>- I feel social media advertising is very valuable</li> <li>- I feel social media advertising is important</li> <li>- I feel that social media advertising helps me make better choices</li> </ul>
Attitude	<ul style="list-style-type: none"> <li>- I believe that social media advertising serves as a reference model for me</li> <li>- I believe that social media advertising comes with interesting content</li> <li>- I believe that social media advertising provides something new about various products and services</li> <li>- I consider social media advertising to be reliable as a source of information and discovery</li> </ul>
Purchase Intention	<ul style="list-style-type: none"> <li>- I tend to buy Eco-Labelled products recommended by social media advertisement</li> <li>- My willingness to buy Eco-Labelled products recommended by social media is high</li> <li>- I will buy Eco-Labelled products recommended by social media</li> <li>- Social media recommendations inspired me to buy recommended Eco-Labelled products</li> </ul>

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#### 4. Empirical Findings/Result

The analysis shows the demographic results of respondents, which shows that there were 260 respondents in conducting this research. As many as 36% of respondents were men and 64% were women. With an age range of <17 years there are 4%, 17 -21 years there are 66%, 22-25 years there are 25%, 26-30 years there are 3% and >30 years there are 2%. As many as 57% of respondents were students and the other 47% were housewives, employees, and entrepreneurs. In addition, income <Rp. 1,500,000 there are 16% of respondents, Rp. 1,500,000-Rp. 2,500,000 there is 2%, Rp. 2,600,000-Rp. 5,000,000 there are 39% and >Rp Rp. 5,000,000 there is 42%. So it can be concluded that this research is dominated by women aged 17-21 years who are students with an income of >Rp. 5,000,000 who live in Batam.

**Table 1. Summary of Demographic Analysis**

<b>Gender</b>	<b>Total</b>	<b>Percent</b>
Laki-Laki	93	36%
Perempuan	167	64%
<b>Total</b>	<b>260</b>	<b>100%</b>

<b>Work</b>	<b>Total</b>	<b>Percent</b>
Ibu Rumah Tangga	6	2%
Karyawan	87	33%
Pelajar/Mahasiswa	147	57%
Wiraswasta	20	8%
<b>Total</b>	<b>260</b>	<b>100%</b>

<b>Age</b>	<b>Total</b>	<b>Percent</b>
<17 Tahun	10	4%
17-21 Tahun	171	66%
22-25 Tahun	66	25%
26-30 Tahun	7	3%
> 30 Tahun	6	2%
<b>Total</b>	<b>260</b>	<b>100%</b>

<b>Income</b>	<b>Total</b>	<b>Percent</b>
<Rp. 1.500.000	42	16%
Rp. 1.500.000-Rp. 2.500.000	6	2%
Rp. 2.600.000-Rp. 5.000.000	102	39%
> Rp. 5.000.000	110	42%
<b>Total</b>	<b>260</b>	<b>100%</b>

<b>Domicile</b>	<b>Total</b>	<b>Percent</b>
Batam	260	100%

The outer loading value represents the reliability of the indicator in the construct. The recommended value for external loading should exceed 0.6 (H. et Al, 2019). Table 1 shows the outer loading value for each variable indicator. In this study, 2 indicators did not meet the criteria so they were deleted, namely

ENT1 (0.577) and INF3 (0.591).

**Table 2. Outer Loading**

<b>OUTER LOADINGS</b>		
<b>Variable</b>	<b>Sample Mean</b>	<b>Conclusion</b>
<b>ADV1 Advertising value</b>	<b>0,759</b>	Valid
<b>ADV2 Advertising value</b>	<b>0,756</b>	Valid
<b>ADV3 Advertising value</b>	<b>0,722</b>	Valid
<b>ADV4 Advertising value</b>	<b>0,714</b>	Valid
<b>ATT1 Attitude</b>	<b>0,783</b>	Valid
<b>ATT2 Attitude</b>	<b>0,737</b>	Valid
<b>ATT3 Attitude</b>	<b>0,698</b>	Valid
<b>ATT4 Attitude</b>	<b>0,735</b>	Valid
<b>ENT2 Entertainment</b>	<b>0,741</b>	Valid
<b>ENT3 Entertainment</b>	<b>0,703</b>	Valid
<b>ENT4 Entertainment</b>	<b>0,799</b>	Valid
<b>INF1 Informativeness</b>	<b>0,767</b>	Valid
<b>INF2 Informativeness</b>	<b>0,768</b>	Valid
<b>INF4 Informativeness</b>	<b>0,723</b>	Valid
<b>IRR1 Irritation</b>	<b>0,786</b>	Valid
<b>IRR2 Irritation</b>	<b>0,705</b>	Valid
<b>IRR3 Irritation</b>	<b>0,706</b>	Valid
<b>IRR4 Irritation</b>	<b>0,614</b>	Valid
<b>IRR5 Irritation</b>	<b>0,753</b>	Valid
<b>IRR6 Irritation</b>	<b>0,719</b>	Valid
<b>PI1 Purchase Intention</b>	<b>0,731</b>	Valid
<b>PI2 Purchase Intention</b>	<b>0,775</b>	Valid
<b>PI3 Purchase Intention</b>	<b>0,707</b>	Valid
<b>PI4 Purchase Intention</b>	<b>0,729</b>	Valid

AVE is valid if it meets a value of 0.50 or higher. AVE is the average value of the total squared loading of a series of indicators/variables (Dalowar Hassan et al., 2020). In Table 2 there are AVE values for this research variable with the results of all variables being declared valid because they have met the value of 0.50 or >0.5.

**Table 3. Validity Test Results**

<b>Average Variance Extracted (AVE)</b>		
<b>Variable</b>	<b>AVE</b>	<b>Conclusion</b>
<b>Ads Value</b>	0,545	Valid
<b>Attitude</b>	0,546	Valid
<b>Entertainment</b>	0,561	Valid
<b>Informativeness</b>	0,567	Valid
<b>Irritation</b>	0,513	Valid
<b>Purchase Intention</b>	0,542	Valid

In this research, the cross-loading measure compares the correlation of indicators with their constructs and the constructs of other indicators. If the correlation between the indicator and the construct is higher than the correlation with other construct blocks, this indicates that the construct predicts the size of the block better than other blocks (Purwanto & Sudargini, 2021). In table 4.4 it can be seen that several indicators show a figure of 0.6 but all indicators are highly correlated compared to other variables.

**Table 4. Cross Loading**

<b>Cross Loadings</b>						
<b>Variable</b>	<b>Ads Value</b>	<b>Attitude</b>	<b>Entertainment</b>	<b>Informativeness</b>	<b>Irritation</b>	<b>Purchase Intention</b>
<b>ADV1</b>	0,759	0,639	0,481	0,548	0,532	0,585
<b>ADV2</b>	0,756	0,586	0,515	0,443	0,546	0,613
<b>ADV3</b>	0,722	0,555	0,482	0,480	0,537	0,592
<b>ADV4</b>	0,714	0,600	0,521	0,518	0,509	0,634
<b>ATT1</b>	0,588	0,783	0,517	0,508	0,558	0,615
<b>ATT2</b>	0,567	0,737	0,502	0,575	0,532	0,601
<b>ATT3</b>	0,573	0,698	0,504	0,473	0,551	0,559
<b>ATT4</b>	0,655	0,735	0,525	0,546	0,551	0,627
<b>ENT2</b>	0,530	0,510	0,741	0,518	0,469	0,551
<b>ENT3</b>	0,436	0,497	0,703	0,393	0,537	0,505
<b>ENT4</b>	0,550	0,548	0,799	0,519	0,554	0,582
<b>INF1</b>	0,500	0,547	0,461	0,767	0,484	0,531
<b>INF2</b>	0,531	0,550	0,534	0,768	0,502	0,542
<b>INF4</b>	0,492	0,511	0,448	0,723	0,480	0,465
<b>IRR1</b>	0,553	0,565	0,505	0,465	0,786	0,567
<b>IRR2</b>	0,485	0,519	0,495	0,521	0,705	0,498
<b>IRR3</b>	0,521	0,552	0,514	0,485	0,706	0,488
<b>IRR4</b>	0,362	0,373	0,394	0,313	0,614	0,404

<b>IRR5</b>	0,555	0,570	0,537	0,450	0,753	0,606
<b>IRR6</b>	0,575	0,570	0,516	0,524	0,719	0,660
<b>PI1</b>	0,620	0,600	0,525	0,504	0,545	0,731
<b>PI2</b>	0,646	0,593	0,607	0,541	0,589	0,775
<b>PI3</b>	0,561	0,607	0,518	0,473	0,552	0,707
<b>PI4</b>	0,591	0,597	0,498	0,486	0,548	0,729

This figure shows the value of the reliability test on the composite reliability variable Ads Value 0.827, Attitude 0.828, Entertainment 0.792, Informativeness 0.797, Irritation 0.863, and Purchase Intention 0.825. So it can be concluded that based on the results of this research, all variables are declared reliable because the composite reliability value is  $>0.60$  (Mohd Dzin & Lay, 2021).

**Table 5. Composite Reliability**

Composite Reliability		
Variable	Composite Reliability	Conclusion
<b>Ads Value</b>	0,827	Reliable
<b>Attitude</b>	0,828	Reliable
<b>Entertainment</b>	0,792	Reliable
<b>Informativeness</b>	0,797	Reliable
<b>Irritation</b>	0,863	Reliable
<b>Purchase Intention</b>	0,825	Reliable

This figure shows the value of the reliability test on the Cronbach's Alpha variables Value 0,721, Attitude 0,722, Entertainment 0,607, Informativeness 0,617, Irritation 0,809, Purchase Intention 0,717. So it can be concluded that this research is declared reliable because it meets the value  $>0.6$  (Mohd Dzin & Lay, 2021).

**Table 6. Cronbach's Alpha**

Cronbach's Alpha		
Variable	Cronbach's Alpha	Conclusion
<b>Ads Value</b>	0,721	Reliable
<b>Attitude</b>	0,722	Reliable
<b>Entertainment</b>	0,607	Reliable
<b>Informativeness</b>	0,617	Reliable
<b>Irritation</b>	0,809	Reliable
<b>Purchase Intention</b>	0,717	Reliable

**Table 7. Direct Effect**

Direct Effect	Path Coefficients/Direct Effect		Hypothesis
	T Statistics	P Values	
Ads Value -> Purchase Intention	6,545	0,000	Significant
Attitude -> Purchase Intention	5,453	0,000	Significant
Entertainment -> Ads Value	2,926	0,004	Significant
Entertainment -> Attitude	3,267	0,001	Significant
Informativeness -> Ads Value	4,283	0,000	Significant
Informativeness -> Attitude	4,894	0,000	Significant
Irritation -> Ads Value	5,873	0,000	Significant
Irritation -> Attitude	5,137	0,000	Significant

### Hypothesis 1

Based on the test results, the T-Statistics variable Ads Value - Purchase intention is 6.545, and P Values are 0.000, so ad value has a significant effect on Purchase Intention. This is because the main determinant is the value of the advertisement. After all, when customers consider the advertisement to be important, useful, interesting, and valuable, they will buy the product without hesitation. The good value of an advertising post will influence a positive attitude towards the advertisement, thereby increasing customer purchasing intentions. The results of this study are by research (Herrando & Martín-De Hoyos, 2022), (Aziza & Astuti, 2019), (Arachchige et al., 2022), (Mustafi & Hosain, 2020), (Martins et al., 2019), (Kosanke, 2019).

### Hypothesis 2

Based on the test results, the T-Statistics for the Attitude - Purchase Intention variable is 5,453 and the P Values are 0.000, so Attitude has a significant effect on Purchase Intention. This is because the audience's attitude towards the advertised product can influence their desire to buy the product, the relationship between consumer attitudes and intentions is usually more consistent. Therefore, a positive attitude is needed to bridge the increase in consumer purchasing intentions. The results of this research are by research (Debora Indriani et al., 2019), (Nguyen et al., 2022), (Disastra et al., 2019), (Chetioui et al., 2020), (Cahyani & Artanti, 2020), (Grant Thornton, 2020).

### Hypothesis 3

Based on the test results, the T-Statistics for the Entertainment - Ads Value variable are 2.926 and the P Values are 0.004, so Entertainment has a significant effect on ad value. This is because entertainment is the driving force



that encourages consumers to see higher value from advertising. In addition, when the view of entertainment in an advertisement is approved by local peers, it can make the value of the advertisement more positive and an entertaining advertisement can attract consumers' attention, which helps increase the effectiveness of the advertisement. The results of this study are by research (Martins et al., 2019), (Abbasi et al., 2021), (Shareef et al., 2019), (Kim, 2020), (Arachchige et al., 2022), (Arora & Agarwal, 2019).

#### **Hypothesis 4**

Based on the test results, the T-Statistics for the Entertainment - Attitude variable is 3.267 and the P Values are 0.001, so Entertainment has a significant effect on Attitude. This is because entertainment is content that has a critical impact on consumer attitudes towards advertising, enjoyment and high interest in interacting with marketer advertisements will influence consumer feelings. Individuals' feelings regarding the entertainment or enjoyment preferred in advertising play an important role in influencing their attitudes. Therefore, entertainment is a very useful message in attracting customer attention. The results of this study are by research (Gaber et al., 2019), (Ho Nguyen et al., 2022), (Nguyen et al., 2022), (Gupta & Syed, 2022), (Falcão & Isaías, 2020), (Gupta & Syed, 2022).

#### **Hypothesis 5**

Based on the test results, the T-Statistics variable for the Informativeness - Ads Value is 4.283 and the P Values are 0.000, so information has a significant effect on ad value. This is because the most important factor in perceiving the value of an advertisement is an informative message, with an informative message is the key to developing an impression of credibility towards the advertisement. Consumers consider advertising to be a good source of product information and tend to view it as useful and enjoyable. In addition, information is one of the important reasons for using social media. All marketing activities can be shifted into a digital context as the associated benefits of social media advertising increase. Therefore, advertisements must have informative content to increase the value of the advertisement. The results of this study are by research (Martins et al., 2019), (Shareef et al., 2019), (Arora & Agarwal, 2019), (Arachchige et al., 2022), (Aziza & Astuti, 2019).

#### **Hypothesis 6**

Based on the test results, the T-Statistics for the Informativeness - Attitude variable are 4.894 and the P Values are 0.000, so Informativeness has a significant effect on Attitude. This is because advertising information means that there is information for users about product alternatives so that users feel

satisfied with the information provided. Therefore, for online advertising to be effective, the content must be relevant and well-informed about the brand and product. Marketers must pay attention to the informativeness dimension of advertising because this dimension can influence consumer attitudes. The results of this study are by research (Gaber et al., 2019), (Ho Nguyen et al., 2022), (Disastra et al., 2019), (Nguyen et al., 2022), (Nazir & Tian, 2022).

### Hypothesis 7

Based on the test results, the T-Statistics for the Irritation - Ads Value variable are 6.545 and the P Values are 0.000, so Irritation has a significant effect on Ads Value. This is because consumers do not feel any irritation when developing opinions about the value of advertising if information about the product is generated, communicated, and shared by their peers. Therefore, respondents do not consider the irritation dimension to be a dangerous factor that could damage the value of a particular advertisement. The results of this study are by research (Shareef et al., 2019), (Abbasi et al., 2021), (Fanggidae, 2019).

### Hypothesis 8

Based on the test results, the T-Statistics for the Irritation - Attitude variable is 5.137 and the P Values are 0.000, so Irritation has a significant effect on Attitude. This is because advertising leads to non-irritating feelings in customers, resulting in a positive attitude towards the product, the absence of feelings of irritation is the level of comfort that users feel from advertising. The results of this study are by research (Gaber et al., 2019), (Nguyen et al., 2022), (Ho Nguyen et al., 2022), (Disastra et al., 2019), (Martins et al., 2019).

**Table 8. Indirect Effect**

<b>Indirect Effect</b>			
<b>Indirect Effect</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Hypothesis</b>
<b>Entertainment -&gt; Ads Value -&gt; Purchase Intention</b>	2,509	<b>0,012</b>	Significant
<b>Informativeness -&gt; Ads Value -&gt; Purchase Intention</b>	4,248	<b>0,000</b>	Significant
<b>Irritation -&gt; Ads Value -&gt; Purchase Intention</b>	4,031	<b>0,000</b>	Significant
<b>Entertainment -&gt; Attitude -&gt; Purchase Intention</b>	2,686	<b>0,007</b>	Significant
<b>Informativeness -&gt; Attitude -&gt; Purchase Intention</b>	3,472	<b>0,001</b>	Significant
<b>Irritation -&gt; Attitude -&gt; Purchase Intention</b>	3,756	<b>0,000</b>	Significant

**Hypothesis 9**

Based on the test results in Table 8, show that the T-Statistics variable Entertainment - Ads Value - Purchase Intention is 2.509 and P Values are 0.012 so Entertainment has a significant effect on Purchase Intention which is mediated by Ads Value. This is because when users feel that a post is useful and entertaining, the value of the ad will increase, positively influencing their purchases. To attract consumers' attention, businesses that want to advertise must consider these factors so that the value of the advertisement can be entertaining and thus positively influence their purchasing intentions. The results of this research are by research (Herrando & Martín-De Hoyos, 2022), (Firat, 2019), (Mustafi & Hosain, 2020).

**Hypothesis 10**

Based on the test results in Table 5, shows that the T-Statistics variable Informativeness - Ads Value - Purchase Intention is 4.248 and P Values are 0.000 so that Informativeness has a significant effect on Purchase Intention which is mediated by Ads Value. This is because informative posts support them to increase the value of related advertising. Once users find a post helpful, entertaining, and credible, the value of the ad will increase, consequently, positively influencing their purchases. In other words, to attract consumers' attention, businesses that want to advertise must have advertising values that attract their attention and positively influence purchase intentions. The results of this research are by research (Herrando & Martín-De Hoyos, 2022), (Firat, 2019), (Mustafi & Hosain, 2020).

**Hypothesis 11**

Based on the test results in 6, the T-Statistics variable Irritation - Ads Value - Purchase Intention is 4.031, and P Values are 0.000 so Irritation has a significant effect on Purchase Intention which is mediated by Ads Value. This is because when customers consider advertising to be important, useful, interesting, and valuable, customers will buy the product without hesitation. One of the goals of advertising is of course to attract consumer attention. Therefore, businesses must pay attention to advertising. Therefore, if an advertisement annoys consumers, customers will avoid, skip, or dismiss the advertisement, thereby affecting brand purchase intentions. The results of this research are research (Firat, 2019), (Mustafi & Hosain, 2020).

**Hypothesis 12**

Based on the test results in Table 5, show that the T-Statistics for the Entertainment - Attitude - Purchase Intention variable is 2.686 and the P Values are 0.007 so that Entertainment has a significant effect on Purchase Intention

which is mediated by Attitude. This is because entertainment causes their interactions to be entertaining and enjoyable. When advertising is enjoyable and likable it is believed to have a positive influence on brand attitudes and purchase intentions. The more entertaining and interesting the marketing, the more positive the attitude towards the advertisement will be, which will have an impact on purchase intentions. The results of this research are by research (Cahyani & Artanti, 2020), (Haile & Kang, 2020), (Eshra & Beshir, 2019).

### **Hypothesis 13**

Based on the test results in Table 5, show that the T-Statistics variable Informativeness - Attitude - Purchase Intention is 3.472 and P Values are 0.001 so Informativeness has a significant effect on Purchase Intention which is mediated by Attitude. This is because the more informative, believable, and interesting the message from the advertisement, the more positive the attitude towards the advertisement will be received and this will have an impact on purchase intention. The informativeness dimension of advertising can influence consumers' attitudes and ultimately influence their purchasing intentions for the advertised product. The results of this research are by research (Cahyani & Artanti, 2020), (Grant Thornton, 2020), (Debora Indriani et al., 2019, (Disastra et al., 2019).

### **Hypothesis 14**

Based on the test results in Table 5, show that the T-Statistics for the Irritation - Attitude - Purchase Intention variable is 3.756 and the P Values are 0.000, so Irritation has a significant effect on Purchase Intention which is mediated by Attitude. This is because positive consumer attitudes are demonstrated by the behavior of receiving, viewing, or searching for advertisements. When consumers do not feel irritated or irritated when interacting with an ad, they like the ad. So, ultimately it will influence consumer purchasing intentions. The results of this research are by research (Cahyani & Artanti, 2020), (Grant Thornton, 2020), (Haile & Kang, 2020).

R Square measures the variance explained in each endogenous construct and is therefore a measure of the explanatory power of the model (Purwanto & Sudargini, 2021). Table 6 shows an R Square value of  $>0.6$ , so it can be concluded that the Ads value, Attitude, and Purchase Intention variables are strong. Furthermore, SRMR is the fitness of the model which must be assessed using SRMR and the model has a good fit when this value is less than 0.100 (Nimasha Rashani, MBA, 2021).

**Table 9. R Square**

R Square		
Variable	Sample Mean	Conclusion
Ads Value	0,615	Kuat
Attitude	0,661	Kuat
Purchase Intention	0,731	Kuat

**Table 10. SRMR Test**

SRMR	
Variable	Sample Mean (M)
Saturated Model	0,055
Estimated Model	0,059

## 5. Discussion

Ecolabels are markings placed on product packaging or in electronic catalogs that can help consumers and institutional buyers quickly and easily identify products that meet certain environmental performance criteria and are therefore considered “environmentally preferable”.

Social Media also has benefits, one of which is speeding up access to a platform to improve communication in marketing (Yulianto Putra, 2021). Customers will have the intention to buy a product or brand based on their experiences, preferences, and external environment, including advertising. Advertisements that contain entertainment, information, and irritation can have an impact on the value of the advertisement and attitudes towards the advertisement. This can have an impact on customer purchasing intentions. This research combines several previous studies by (Hosseinkhah Choshaly & Mirabolghasemi, 2022), (Gaber et al., 2019), the testing carried out was to determine the influence of entertainment, informativeness, and irritation which are independent variables, which are mediated by ads value and attitude which influence purchase intention as the dependent variable. Apart from that, there is something that differentiates previous research from this research which discusses purchase intention, namely that in this research there are two mediating variables at once.

There are differences in this research with previous research. Previous research conducted research on how entertainment, informativeness and

irritation influence purchase intentions, but this research examines how entertainment, informativeness and irritation can influence advertising value and attitudes that can influence purchase intentions.

## **6. Conclusions**

The results of this research indicate that Entertainment, Informativeness, and Irritation have a positive effect on ad value and Attitude. This is because advertisements that are entertaining, interesting, have credible information, and are not annoying or mocking will have an impact on the value of the advertisement and customer attitudes towards the advertisement. In addition, ad value and Attitude have a significant effect on Purchase Intention because of the value of advertising when customers consider advertising to be important, useful, interesting, and valuable, they will buy the product without hesitation and customer attitudes toward the advertised product can influence their desire to purchase a product, the relationship between consumer attitudes and intentions is usually more consistent. Apart from that, there is a significant relationship between Entertainment, Informativeness, Irritation, and Purchase Intention which is mediated by ad value and attitude, this is because an advertising value and positive customer attitudes can be created by providing entertainment, credible and non-disruptive information in advertising which will have an impact on customer purchase intentions.

Despite the empirical study implications, it has some limitations as well. These limitations can be removed in future research. Firstly, the study was conducted only in Batam City, Meanwhile, social media users who use eco-labelled products are not only in Batam City. Other research samples in areas of Indonesia and also in other countries for other types of events could find different effects.

Secondly, the present study checks only the three factors role : entertainment, informativeness and irritation. Many others factors like credibility, customization, brand image social norms. But these factors are not under consideration in this study. Future authors expect to consider the role of these factors in the eco labelled products purchase intention while writing on this topic later on.

Based on the conclusions above, there are several suggestions or feedback from the author for further research, it is hoped that researchers can determine the research object correctly so that in the future there will be no errors and before distributing the questionnaire, researchers can pay attention to the questions given so that errors do not occur.

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