

THE INFLUENCE OF ADVERTISING VALUE TOWARDS THE PURCHASE INTENTION OF MORA.id's PRODUCTS

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Abstract: MORA.id, a start-up beverage business, has been struggling to improve their advertisements and advertising value. Advertising value is considered to be an important factor to determine the consumers' willingness to purchase advertised products or services. Hence, this research was conducted to analyze the influence of entertainment, informativeness, and irritation of advertising value towards the purchase intention of MORA.id's products. To collect data for this research, the researcher used a census technique, and distributed questionnaires to all of MORA.id's Instagram followers as the population. The distribution resulted a 69.51% return or 57 respondents, who were between the ages of 17–50 years old, followers of MORA.id's Instagram profile, and are living in Indonesia. This research utilized SPSS 22 to process the collected data, and used multiple linear regression analysis to describe the influence of the 3 main independent variables towards the purchase intention. Based on the results of the multiple linear regression analysis, entertainment and informativeness were found to have significant influences towards the purchase intention. However, irritation was found to not have a significant influence towards the purchase intention. The data analysis also showed that entertainment, informativeness, and irritation were found to have a positive correlation with the purchase intention.

Keywords: entertainment, informativeness, irritation, advertising value, and purchase intention

INTRODUCTION

The food and beverage industry in Indonesia has been thriving in the past few years. According to Statista (2020), the revenue and users of that industry has been consistently growing every year. In 2019, it was recorded that the revenue in the food and business industry amounts to US\$1,101 million. It is also expected to grow 15.6%, starting from 2020 until 2024. The food and beverage industry in Indonesia shows great potential and strong growth rate.

According to GrabFood (2019), who had gathered data from their business operations, Indonesia had a bubble tea growth rate of over

8,500% from January to December 2018. It was also recorded that Indonesians drink an average of 3 cups of bubble tea per person per month. The rising trend of bubble tea beverages in Indonesia has been growing rapidly, which is in line with the growth of the food and beverage industry in the country too. This explains the reason why the researcher decided to create a start-up beverage business named MORA.id. MORA.id is a bubble tea beverage business that was established in early 2019, in Surabaya, by 5 Universitas Ciputra students for their business project.

MORA.id is currently selling beverages that mainly focus on bubble tea, which are different types of beverages, mixed with tapioca pearls in

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it. Bubble teas have been trending for quite some time around the world, but have just started to gain traction in Indonesia last year. It has become such a big trend that many new start-up businesses have entered the bubble tea beverage market.

Even though MORA.id has been in the beverage business sector since the start of 2019, the business has failed to grow among the other competitors. MORA.id hasn't been able to grow as a business, as evident from the drastic decrease in sales revenue and profit over the past year and a half. The business had experienced a big drop in their sales over the span of half a year, and is struggling to survive in the industry. It is challenging for the business to grow, or at least continue to survive, with the rise of many new and existing foreign competitors in the market. There is also the limitation of not being able to sell offline, as the pandemic continues to rage on in the country.

The researcher conducted a pre-survey to determine the factors that influence the decrease in sales of MORA.id's products. The pre-survey was created based on the 4P Mar-

keting Mix, however it was created to focus only on the product and promotion aspects of the business, as they are more urgent to be addressed, compared to the other aspects. The result of the pre-survey shows that the lack of promotional activities done by MORA.id plays a big role in the weakening performance of the business in the past year, and that MORA.id should improve their promotional activities to overcome their problem. The researcher decided to focus on investigating and analyzing the advertising activities of the business, as it is considered an effective marketing strategy for small businesses (Todri *et al.*, 2019).

Advertising is one of the main promotional activities that a business can do. According to Berger (2020:33), advertising is crucial to implement as it provides product knowledge for the audience, which includes people of all ages, including children. Berger (2020:33) also mentioned that companies continuously implement advertising into their marketing or promotional strategy, as it is highly effective. The researcher decided to delve deeper into the topic of advertising value, to be able to assess, evaluate, and

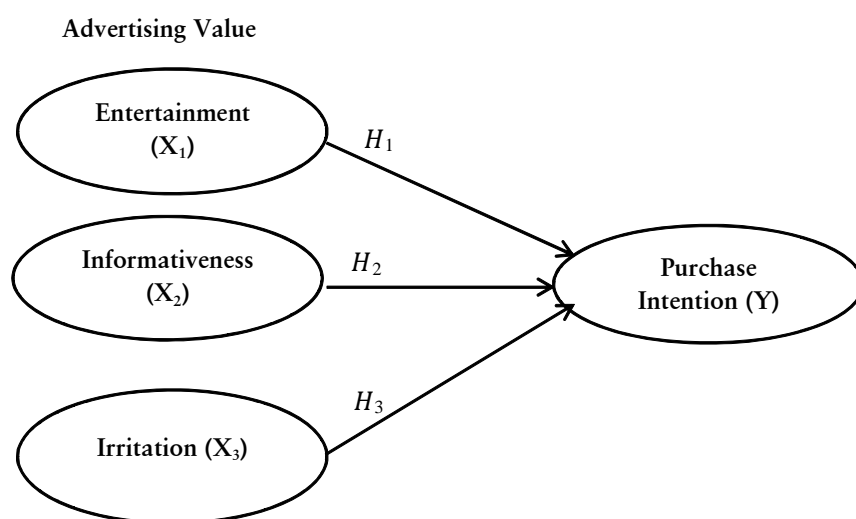


Figure 1 Model of Analysis
Source: Processed data (2020)

improve the quality of the business's advertising activities.

According to Ducoffe (1995), who formulated the advertising value model, advertising value is a consumer's personal assessment of the relative worth of an advertisement. By understanding how consumers view and perceive advertisements, the researcher would be able to create an appropriate advertisement that could influence consumers' intention to purchase the advertised products.

The value in advertising is measured by the degree, in which, an advertisement could give what the consumers want and expect from being exposed to it. The degree of advertising value is determined by several indicators, which are entertainment, informativeness, and irritation (Ducoffe, 1995). Therefore, this research is focused on analyzing "The Influence of Advertising Value Towards the Purchase Intention of MORA.id's Products".

Purchase Intention

Purchase intention is the probability of the consumer purchasing a certain product in the future (Peña-García *et al.*, 2020). Purchase intention does not necessarily mean that the consumers will actually purchase the product. It just means that they are thinking of, or willing to buy the product. Ajzen (1985:13) created a model called the Theory of Planned Behavior (TPB). The model shows the influence of attitude, subjective norms, and perceived behavioral control towards behavioral intention, which then influences behavior. It was mentioned that information influences an individual's intention through those factors. The TPB model helps to predict consumers' future behavior, concerning purchasing a product or service, and changing the consumers' behavior (Yzer, 2017).

Entertainment

Entertainment is the capability of being able to satisfy a consumer's emotional enjoyment (Hashim & Sajali, 2018). In advertising, it is important that the advertisement has an entertainment value, as it is able to gain and keep people's attention. This statement is supported by Ducoffe (1995), who formulated and created the advertising value model, Ducoffe (1995) mentioned that entertainment in advertisement is strongly considered by consumers, when looking at one. The entertainment factor in advertisement plays a big, significant role in affecting a consumer's thought on an advertisement. Hashim & Sajali (2018) have also mentioned that entertainment gives a positive influence towards consumers' acceptance in receiving advertisements.

H₁: Entertainment of advertising value significantly influences the purchase intention of MORA.id's products.

Informativeness

Informativeness is the capability of being able to inform details about the product or service advertised to consumers (Martins *et al.*, 2018). Providing clear and concise information in an advertisement is necessary for the consumers to be able to understand the product or service, and its uses and benefits. According to Disastra *et al.* (2019), informativeness influences advertising attitude significantly, which also influences consumers' purchase intention. Information concerning the product or service advertised is necessary to be used in advertisement, to be able to help in making the consumers understand what is being advertised.

H₂: Informativeness of advertising value significantly influences the purchase intention of MORA.id's products.

Irritation

Irritation is the capability of being able to negatively influence consumers through advertisements by offending and annoying them, and in a whole, being intrusive and manipulative (Martins *et al.*, 2018). Consumers may react negatively towards certain advertisements that they find annoying (Disastra *et al.*, 2019). Even though advertisements are meant to capture consumers' attention and get them interested in the product or service advertised, some advertisements could give the opposite effect. This is due to the content and frequency of the advertisement.

H₃: Irritation of advertising value significantly influences the purchase intention of MORA.id's products.

METHOD

Research Design

The method used in this research is correlational quantitative research, which is used to find the relationship between 2 or more variables, and to what extent does that relationship exists (Apuke, 2017). This type of quantitative research is chosen and implemented in this research, because it enables the researcher to analyze and determine the relationship between the variables and the extent of it too.

In this research, a questionnaire was used to obtain and collect the primary data needed. Questionnaire is a systematic data collection method using structured or open-ended questions (Jameel & Majid, 2018). The measurement scale used in the questionnaire for this research is the Likert scale. Likert scale is a rating scale that calculates how the respondents feel about something. The set of responses ranges from 1 to 5, with 1 as Strongly Disagree,

2 as Disagree, 3 as Neutral, 4 as Agree, and 5 as Strongly Agree (Wu & Leung, 2017).

Sampling Procedure

The research population was chosen to be MORA.id's existing Instagram followers, which are 82 people, as they are aware of the existence of MORA.id's brand, but would not necessarily purchase the products that the business sells. The researcher used the census technique, in which the researcher takes all of the population as the sample, due to the number of population being less than 100 people (Prena & Putri, 2020). Initially, based on the implementation of the census technique, the number of samples that was planned to be used is 82 respondents, however only 57 people had responded and took part in this research. Moreover, the respondents had to fulfil a certain criteria, to be considered eligible in being included in the research sample. The criteria the respondents have to fulfil are: within the age range of 17–60 years old, following MORA.id's Instagram profile, and currently living in Indonesia,

Measures

Purchase Intention

There are 3 indicators of purchase intention mentioned by Martins *et al.* (2018), which are as follows:

1. Worthwhile: The consumer feels purchasing the advertised product will be worth the effort, money, and time that they give, in exchange for the advertised product.
2. Frequency: The consumer would purchase the advertised product regularly, which ensures their intention to purchase repeatedly.

3. Recommendation: The consumer likes the advertised product and would suggest other people to purchase it too.

Entertainment

There are 3 indicators in entertainment of advertising value mentioned by Martins *et al.* (2018), which are as follows:

1. Entertaining: The advertisement is funny and amusing.
2. Enjoyable: The advertisement makes the consumer feel happy.
3. Pleasing: The advertisement makes the consumer feel pleasure and satisfaction.

Informativeness

There are 3 indicators in informativeness of advertising value mentioned by Martins *et al.* (2018), which are as follows:

1. Timely information: The advertisement is able to provide product information at the right time.

2. Useful information: The advertisement is able to provide valuable information about the advertised product.
3. Relevant information: The advertisement is able to provide important information about the advertised product

Irritation

There are 3 indicators in irritation of advertising value mentioned by Martins *et al.* (2018), which are as follows:

1. Irritating: The advertisement makes the consumer feel angry and frustrated.
2. Annoying: The advertisement makes the consumer feel bothered and disturbed.
3. Excessive: There is an overwhelming amount of the advertisement.

Data Analysis

The data and result gathered from the respondents of the questionnaire were analyzed using statistical techniques, through the utilization of IBM SPSS 22 software. The statistical

Table 1 Respondents' Characteristics

Respondents' Characteristics		Frequency	Percentage (%)
Gender	Male	35	61.4
	Female	22	38.6
Age	17–30 years	51	89.5
	31–40 years	4	7
	41–50 years	2	3.5
	51–60 years	0	0
Occupation	Student/College Student	39	68.4
	Employee	4	7
	Entrepreneur/Self - Employed	11	19.3
	Others	3	5.3
Follow MORA.id's Instagram Profile	Yes	57	100
	No	0	0
Currently Living in Indonesia	Yes	57	100
	No	0	0

techniques and methods that were used included descriptive analysis, Pearson Correlation, Cronbach's Alpha, multiple linear regression analysis, research tests, and classical assumption tests.

RESULTS

Descriptive Analysis

As seen in Table 1, the total number of samples in this research is 57 respondents. 61.4% of the respondents are male, and 38.6% of the respondents are female. The age of the respondents ranges from 17–50 years old. The table above shows that 89.5% of the respondents fall in the 17–30 years age group, while 7% were in the 31–40 years range, and 3.5% were in the 41–50 years range. The 41–50 years range is included in this research questionnaire, as they still consume bubble tea beverage, even though they tend to purchase it less frequently than the younger consumers (Wang & Marjerison, 2019).

The table also shows that out of the 57 respondents, 68.4% of the respondents are students or college students, 7% of the respondents are employees, 19.3% of the respondents are entrepreneurs, and 3% of the respondents did not classify their occupation.

All 100% of the respondents fit the criteria that was set by the researcher, which was that they had to be between 17–60 years old, following MORA.id's Instagram profile, and currently living in Indonesia. This means that all of the respondents, who filled in the research questionnaire, fit the criteria that was set by the researcher and all of them were eligible to be included in the sample of this research.

The data result of the first independent variable of this research, which is entertainment, can be seen in Table 2. The result shows that the majority of the respondents think that the entertainment value in an advertisement is an important factor. The mean value among the indicators in the entertainment variable all averages at 4.35, which means that it is important

Table 2 Data Result of the Entertainment Variable (X_1)

Indicator	Scale	Frequency	Percentage (%)	Mean	Standard Deviation
$X_{1.1}$	1	0	0	4.3158	0.65895
	2	1	1.8		
	3	3	5.3		
	4	30	52.6		
	5	23	40.4		
$X_{1.2}$	1	1	1.8	4.386	0.72591
	2	0	0		
	3	2	3.5		
	4	27	47.4		
	5	27	47.4		
$X_{1.3}$	1	1	1.8	4.3509	0.69414
	2	0	0		
	3	1	1.8		
	4	31	54.4		
	5	24	42.1		
Average				4.35	0.69

Table 3 Data Result of the Informativeness Variable (X_2)

Indicator	Scale	Frequency	Percentage (%)	Mean	Standard Deviation
$X_{2.1}$	1	0	0	4.5439	0.53686
	2	0	0		
	3	1	1.8		
	4	24	42.1		
	5	32	56.1		
$X_{2.2}$	1	0	0	4.1579	0.49242
	2	0	0		
	3	3	5.3		
	4	42	73.7		
	5	12	21.1		
$X_{2.3}$	1	0	0	4.6842	0.50561
	2	0	0		
	3	1	1.8		
	4	16	28.1		
	5	40	70.2		
Average				4.46	0.51

to display an advertisement that can make those that are exposed to it find the advertisement enjoyable, and feel entertained and pleased by it too.

$X_{1.2}$ shows the highest mean, at 4.386, and the highest standard deviation, at 0.72591, which means that some of the respondents find MORA.id's advertisements to be enjoyable. $X_{1.1}$ shows the lowest mean, at 4.3158, and also the lowest standard deviation, at 0.65895, which means a high number of the respondents think that MORA.id's advertisements are entertaining

The data result of the second independent variable of this research, which is informativeness, can be seen in Table 3. The result shows that the majority of the respondents think that the informativeness value in an advertisement is also an important factor. The mean value among the indicators in the informativeness variable averages at 4.46, which means that the respondents find it important for advertisements to be able to provide them with timely, useful, and relevant information about the advertised products.

$X_{2.3}$ shows the highest mean, at 4.6842, which means that the respondents think MORA.id's advertisements are able to provide relevant information about the advertised products. $X_{2.2}$ shows the lowest mean, at 4.1579, which means that the respondents think MORA.id's advertisements are also able to provide useful information, but it is less effective, when compared to the other indicators. On the other hand, $X_{2.1}$ shows the highest standard deviation, at 0.53686, which means that some of the respondents think that MORA.id's advertisements are able to provide timely information about the advertised products. $X_{2.2}$ shows the lowest standard deviation, at 0.49242, which means that a high number of the respondents agree that MORA.id's advertisements are able to provide useful information about the advertised products.

The data result of the third independent variable of this research, which is irritation, can be seen in Table 4. The result shows that the majority of the respondents think that the irri-

Table 4 Data Result of the Irritation Variable (X_3)

Indicator	Scale	Frequency	Percentage (%)	Mean	Standard Deviation
$X_{3.1}$	1	36	63.2	1.3684	0.48666
	2	21	36.8		
	3	0	0		
	4	0	0		
	5	0	0		
$X_{3.2}$	1	22	38.6	1.614	0.49115
	2	35	61.4		
	3	0	0		
	4	0	0		
	5	0	0		
$X_{3.3}$	1	38	66.7	1.3333	0.47559
	2	19	33.3		
	3	0	0		
	4	0	0		
	5	0	0		
Average				1.44	0.48

tation value in an advertisement is not an important factor. The mean value among the indicators in the irritation variable averages at 1.44, which means that the respondents did not find MORA.id's advertisements to be irritating, annoying, or excessive.

$X_{3.2}$ shows the highest mean, at 1.614, and the highest standard deviation, at 0.49115, which means that a high number of the respondents think MORA.id's advertisements are not annoying to them. $X_{3.3}$ shows the lowest mean, at 1.3333, and the lowest standard deviation, at 0.47559, which means that most of the respondents think MORA.id's advertisements are not excessive at all.

The data result of the dependent variable of this research, which is purchase intention, can be seen in Table 5. The mean value among the indicators in the purchase intention variable averages at 4.49, which means that the majority of the respondents think that purchase intention is a highly important factor.

$Y_{1.1}$ shows the highest mean, at 4.6667, which means the respondents strongly agree that

purchasing MORA.id's products would be worthwhile for them. $Y_{1.2}$ shows the lowest mean, at 4.1404, which means the respondents agree that they would regularly purchase MORA.id's products. On the other hand, $Y_{1.3}$ shows the highest standard deviation, at 0.51725, which means that some of the respondents agree that they like MORA.id's products and would recommend them to other people. $Y_{1.1}$ shows the lowest standard deviation, at 0.47559, which means that most of the respondents agree that purchasing MORA.id's products would be worth the effort, money, and time that they give.

Based on the result of the descriptive analysis, the respondents agree that MORA.id's advertisements have to be entertaining, enjoyable, and pleasing. This is supported by the result of the questionnaire, in which it was found that the average mean of the entertainment variable was 4.35 out of 5.

The respondents also agree that MORA.id's advertisements have to be able to provide timely, useful, and relevant information. This is supported by the result of the questionnaire, in

Table 5 Data Result of the Purchase Intention Variable (Y)

Indicator	Scale	Frequency	Percentage (%)	Mean	Standard Deviation
Y _{1.1}	1	0	0	4.6667	0.47559
	2	0	0		
	3	0	0		
	4	19	33.3		
	5	38	66.7		
Y _{1.2}	1	0	0	4.1404	0.51543
	2	0	0		
	3	4	7		
	4	41	71.9		
	5	12	21.1		
Y _{1.3}	1	0	0	4.6491	0.51725
	2	0	0		
	3	1	1.8		
	4	18	31.6		
	5	38	66.7		
Average				4.49	0.50

which it was found that the average mean of the informativeness variable was 4.46 out of 5.

The respondents did not agree that MORA.id's advertisements have to be irritating, annoying, and excessive. This is supported by the result of the questionnaire, in which it was found that the average mean of the irritation value was 1.44 out of 5.

The dependent variable was found to have an average mean of 4.49 out of 5. This means that the respondents agree that purchasing MORA.id's products would be worthwhile, they would frequently purchase the products, and recommend them to others too.

Validity and Reliability

After executing the validity test using Pearson Correlation method, it was found that 2 of the 12 indicators used in the research were not valid and had to be removed. Those 2 indicators were X_{2.3} and X_{3.2}, thus they were removed from the research. Dimension reduction was then done on the indicators, to reduce

the remaining 10 indicators into just 4, while still retaining their important properties, before processing the data through the multiple linear regression analysis.

This research uses Cronbach's Alpha to test the reliability of the data gathered from the result of the questionnaire. The Cronbach's Alpha has to be above 0.6 for the data to be considered as reliable (Ghauri *et al.*, 2020:85). The data that was gathered is considered reliable, at 0.731, in the Cronbach's Alpha measurement.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the linear relationship between 2 or more independent variables with one dependent variable (Santoso, 2017:343). As seen in Table 6, this research has a multiple linear regression model of, as follows:

$$Y = -3.573 \times 10^{-17} + 0.612X_1 + 0.33X_2 + 0.044X_3$$

The result of the multiple linear regression analysis shows that the constant value in the mul-

Table 6 Coefficients Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.573E-17	.080		.000	1.000
Entertainment (X ₁)	.612	.092	.612	6.662	.000
Informativeness (X ₂)	.330	.091	.330	3.624	.001
Irritation (X ₃)	.044	.082	.044	.533	.597

multiple linear regression model is -3.573×10^{-17} . A negative constant means that the value of the dependent variable would be less than 0 or negative, if the value of the independent variables are all set at 0.

The regression coefficient value of all the independent variables are positive, with entertainment (X₁) at 0.612, informativeness (X₂) at 0.33, and irritation (X₃) at 0.044. This means that for every 1 unit increase in entertainment, informativeness, and irritation, the purchase intention will increase by 0.612, 0.33, and 0.044, respectively. The values of the regression coefficients show that entertainment, informativeness, and irritation have direct, positive relationships with the purchase intention of MORA.id's products.

The t test is used to determine if the independent variables have a partially significant influence on the dependent variable (Santoso, 2017:348). As seen in Table 6, entertainment (X₁) has a significance value of 0.000, informativeness (X₂) has a significance value of 0.001, and irritation (X₃) has a significance value of 0.597. This means that both entertainment (X₁) and informativeness (X₂) have sig-

nificant influences on the purchase intention of MORA.id's products (Y), while irritation (X₃) does not have a significant influence on the purchase intention of MORA.id's products (Y).

F test is used to determine if the independent variables simultaneously influence the dependent variable significantly (Santoso, 2017: 347). As seen in Table 7, the F value is 34.106 and the significance value is 0.000. This means that entertainment (X₁), informativeness (X₂), and irritation (X₃) of advertising value simultaneously influence the purchase intention of MORA.id's products (Y) significantly.

Coefficient of correlation (R) test is used to determine the strength of the relationship between the independent and dependent variables. The R value ranges from -1 to 1, in which -1 is perfect negative correlation and 1 is perfect positive correlation (Santoso, 2017:346). The result of this test, which can be seen in Table 9, shows that the R value is 0.812. This means that entertainment, informativeness, and irritation of advertising value have a strong, positive relationship with the purchase intention of MORA.id's products.

Table 7 ANOVA Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.891	3	12.297	34.106	.000 ^b
Residual	19.109	53	.361		
Total	56.000	56			

Table 8 Model Summary Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812	.659	.639	.60045600

Coefficient of determination (R^2) test used to determine the proportion of variance in the dependent variable that can be explained by the independent variables. The R^2 value ranges from 0 to 1, in which less than 0.3 is considered as very weak, 0.5 is considered as moderate, and more than 0.7 is considered as strong (Santoso, 2017:346). As seen in Appendix R, the R^2 value is 0.659, which means that entertainment, informativeness, and irritation of advertising value can explain 65.9% of the purchase intention of MORA.id's products.

DISCUSSION

The Influence of Entertainment of Advertising Value towards the Purchase Intention of MORA.id's Products

Based on the result of the multiple linear regression analysis, which can be seen in Appendix O, entertainment is found to have a positive regression coefficient value at 0.612, the highest value among the other independent variables. As seen in Appendix Q, entertainment is found to have a significance value of 0.000 in the t test, which means that entertainment has a significant influence on the purchase intention of MORA.id's products. In Appendix R, the independent variables are found to have a strong correlation of 0.812 with the purchase intention of MORA.id's products.

From the results seen above, it can be concluded that the first hypothesis of the research is supported, in which entertainment of advertising value significantly influences the

purchase intention of MORA.id's products. This is consistent with the result found in a previous research done by Martins *et al.* (2018), who also found that entertainment has a strong correlation with purchase intention and that it significantly influences purchase intention too.

The previous research conducted by Martins *et al.* (2018) found entertainment to be one of the factors of an advertisement that is able to strongly influence consumers' purchase intention. This means that the more entertaining an advertisement is, the more it will be able to attract and influence the consumers to make a purchase on the advertised product.

This result is also in line with a previous research conducted by Wardhani & Alif (2019). The previous research found that young adults, which make up 89.5% of this research's respondents, think entertaining advertisements are able and have been able to significantly influence their attitude towards the advertisement itself and their intention to purchase the advertised product. This further supports the hypothesis that entertainment of advertising value significantly influences consumers' purchase intention.

The Influence of Informativeness of Advertising Value towards the Purchase Intention of MORA.id's Products

Based on the result of the multiple linear regression analysis, which can be seen in Appendix O, informativeness is found to have a positive regression coefficient value at 0.33. As

seen in Appendix Q, informativeness is found to have a significance value of 0.001 in the t test, which means that informativeness has a significant influence on the purchase intention of MORA.id's products. In Appendix R, the independent variables are found to have a strong correlation of 0.812 with the purchase intention of MORA.id's products.

From the results seen above, it can be concluded that the second hypothesis of the research is supported, in which informativeness of advertising value significantly influences the purchase intention of MORA.id's products. This is consistent with the result found in a previous research done by Disastra *et al.* (2019), who also found that informativeness has a significant influence on advertising attitude, and advertising attitude has a significant influence on purchase intention.

The previous research conducted by Disastra *et al.* (2019) found informativeness to be one of the factors in advertising value that has a significant influence on consumers' purchase intention. This means that informativeness of advertising value plays a significant role in influencing consumers' purchase intention. It can be said that an informative advertisement is able to give impact on consumers' intention to purchase the advertised product.

This result is also in line with a previous research conducted by Wardhani & Alif (2019). The previous research also found that young adults, which make up 89.5% of this research's respondents, think informative advertisements are able and have been able to significantly influence their attitude towards the advertisement itself and their intention to purchase the advertised product too. This further supports the hypothesis that informativeness of advertising value significantly influences consumers' purchase intention.

The Influence of Irritation of Advertising Value towards the Purchase Intention of MORA.id's Products

Based on the result of the multiple linear regression analysis, which can be seen in Appendix O, irritation is found to have a positive regression coefficient value at 0.044, the lowest value among the other independent variables. As seen in Appendix Q, irritation is found to have a significance value of 0.597 in the t test, which means that the variable does not have a significant influence on the dependent variable. In Appendix R, the independent variables are found to have a strong correlation of 0.812 with the purchase intention of MORA.id's products.

From the results seen above, it can be concluded that the third hypothesis of the research is not supported, which means irritation of advertising value does not significantly influence the purchase intention of MORA.id's products. The independent variables have a strong correlation with the purchase intention of MORA.id's products, however this variable is found to not have significant influence on the purchase intention. This is due to the fact that MORA.id implements less activity under the irritation variable into their advertisements, compared to the other variables, which impacted the result of the research and was found to have a strong, but insignificant relationship. This is consistent with the result found in a previous research done by Hashim & Sajali (2018), who also found that irritation does not have a significant influence towards purchase intention.

The previous research conducted by Hashim & Sajali (2018), whose respondents are mostly made up of young adults, which is the same with the respondents of this research, found that irri-

tation of advertising value does not have a significant influence on their respondents' purchase intention. The previous research concluded that irritation is unable to predict consumers' attitude towards advertising and their purchase intention. Based on the results of the previous research done by Hashim & Sajali (2018) and this research, the level of irritation of an advertisement is not crucial for young adults, as it does not have a significant influence on consumers' purchase intention. This further supports the hypothesis that irritation of advertising value does not significantly influence consumers' purchase intention.

Conclusion

Based on the research that has been conducted by the researcher, the results can be concluded as follows:

1. Entertainment (X_1) has a strong, positive correlation of 0.812 with the purchase intention of MORA.id's products (Y), a moderate R^2 value of 65.9%, and a positive regression coefficient of 0.612. Entertainment of advertising value also significantly influences the purchase intention of MORA.id's products, as it was found that the significance value of the t test was 0.000.
2. Informativeness (X_2) has a strong, positive correlation of 0.812 with the purchase intention of MORA.id's products (Y), a moderate R^2 value of 65.9%, and a positive regression coefficient of 0.33. Informativeness of advertising value also significantly influences the purchase intention of MORA.id's products, as it was found that the significance value of the t test was 0.001.
3. Irritation (X_3) has a strong, positive correlation of 0.812 with the purchase intention of MORA.id's products (Y), a moderate R^2 value

of 65.9%, and a positive regression coefficient of 0.044. Entertainment of advertising value does not significantly influence the purchase intention of MORA.id's products, as it was found that the significance value of the t test was 0.597.

Limitations

This research experienced limitations that had affected the result of the research. The first limitation of this research is the lack of samples. The lack of samples occurred because the population of this research had been the Instagram followers of MORA.id, which was just 82 people. The size of the population itself was very limited, thus the researcher decided to use the census technique and take the whole population as the sample too. The small sample size and the criteria set by the researcher for a respondent to be considered as eligible for the research were proven to be problematic, as 69.51% of the sample had responded and answered the questionnaire, which brings the number of respondents to 57 people.

The second limitation of this research is the difference in the respondents' understanding of the questionnaire items. The questionnaire was distributed online through the use of Google Form, and the researcher was not able to explain the meaning of each questionnaire item to all of the respondents. This resulted in the respondents having different understanding of the questionnaire items, which affected their responses and the result of the questionnaire too.

Suggestions

Based on the result of the research that has been conducted by the researcher, there are

few suggestions that the researcher could offer to MORA.id for them to implement into their business. MORA.id's advertisements are already considered good enough and perceived well by the respondents, however the business still has to continuously improve on creating advertisements that are able to capture people's attention through being entertaining and informative. Nowadays, there is always something new, a new invention, a new technique, or a new strategy, so there is always room for more improvements to provide better advertisements.

In this case, an entertaining advertisement is one that is able to make the audience feel happy and delighted to see the advertisement, such as designing a row-by-row Instagram grid layout, which means that one row shows one certain event or one story. MORA.id could also consistently use a brown color scheme to symbolize the brown sugar that they use as part of their ingredients in their products, and a bright, light-hearted theme to freshen up the look and mood of their Instagram feed.

An informative advertisement is one that is able to provide relevant and useful information, to have the audience be well informed and enable them to easily understand the content. This means that MORA.id has to advertise at the right time, which is around 1 week before events or promotions, to increase the audiences' awareness of MORA.id's activities. MORA.id should also provide information on the benefits of consuming their products, the ingredients that they use to make the products, discounts and special promotions in celebration of their anniversary, and fun, unique facts about their main products.

MORA.id also still has to consider the irritation factor, as even though it was found to be not significant in this research, other previ-

ous researches had found that it is significant in different contexts. MORA.id has to advertise at most 3 times a week, to keep reminding the audience about MORA.id's existence and to influence them with the content of the advertisements, while not being annoying and irritating towards them too. MORA.id should also avoid repeatedly using and posting the same content for advertisements within the same week or month, but try to post various contents every 2 days.

The researcher could also offer several suggestions for future research, which are to determine a bigger population and utilize a bigger sample size. The sample size in this research is too small, since the population itself is under 100 people. It is recommended for a research to have a bigger sample size, at least 200 respondents, in order to increase the reliability and validity of the research data.

It is also suggested that the irritation variable needs to be broken down and investigated even further, now that this research has shown results that the entertainment and informativeness variables have significant influences on purchase intention, but the irritation variable was found to not have significant influence on purchase intention. The results of previous researches done by Martins *et al.* (2018) and Disastra *et al.* (2019) have shown that the irritation variable gives a significant influence on the purchase intention, but this research found otherwise. This means that the irritation variable needs to be investigated and analyzed further, as other researches have shown different results on the irritation variable.

Another suggestion is to consider other variables in advertising value that have been analyzed by other researchers, to be able to investigate and analyze the influence that they

may or may not have on purchase intention. Other variables not analyzed in this research can be found in a previous research done by Martins *et al.* (2018), in which they had also included “credibility” and “incentives” as the

independent variables in their research. It is suggested that further research would include “credibility” and “incentives” of advertising value as the independent variables of the research.

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