The Influence of Online Advertising on Smartphone Purchase Intentions During Covid-19 Pandemic

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Abstract

Purpose– The study aims to determine the effect of online advertising on the intention to buy a smartphone during the Covid-19 pandemic in Batam. **Methodology/approach–** Research using a comparative causal method. The population in this study is the Batam people. The research sample is the people of Batam who have seen the smartphone online advertisements and have the intention to buy a smartphone. The samples collected in the study were 310 respondents. The data is processed using SmartPLS and SPSS software. **Findings–** The results showed Informativeness, Entertainment, Incentives, and Credibility had significant positive effect towards Advertising Value. Advertising Value had a significant positive effect on purchase intention. It was also found that Irritation had no significant effect on Advertising Value.**Novelty/value–** This study highlight the importance of Informativeness, Entertainment, Incentives, and Credibility to Advertising Value for designing appropriate advertisements in the future in order to increase purchase intention.

Keywords: Informativeness, Irritation, Entertainment, Incentives, Credibility, Advertising Value, Purchase Intention, Smartphone

INTRODUCTION

In today's life, several things have developed and become advanced in people's lives. One of them is smartphones. Smartphones are one of the tools needed by various circles of society. The 2018 Global Mobile Market Report stated that Indonesia is ranked 6th out of 50 countries that have the largest market in smartphone users and penetration. This is calculated based on the country's economic development, demographics, online population, and inequality (Habiebie & Rachmawati, 2020). Indonesian people also tend to follow the latest trends or lifestyles with a high shopping intention (Fatria & Christantyawati, 2018). Therefore, its characteristics are potentially being used by other countries, that create technological innovations such as smartphones, to segment Indonesia as a potential target market for them.

As a market segmentation of technology companies, there are several smartphone brands competing in Indonesia. Pertiwi Kusuma (2021) explained five brands dominate the Indonesian market in the second quarter of 2021 based on IDC research firm data. During that period, Xiaomi become the leader of the smartphone market in Indonesia, followed by Oppo, Vi3vo, Samsung, and Realme.
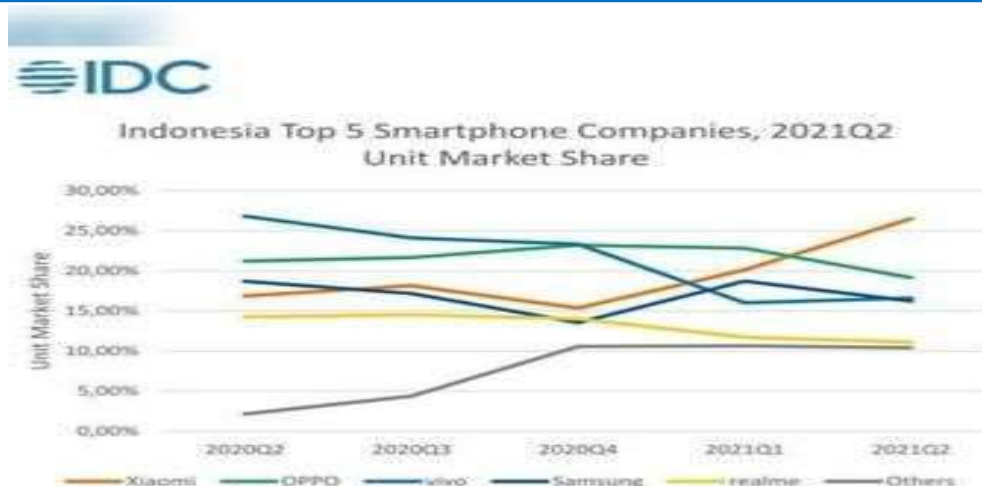
Figure 1.

The Top Five Smartphone Vendors in Indonesia in the Second Quarter-2021
In the IDC graphic listed, Xiaomi's market share of more than 25% occupies the first position. Even though it dropped to second place with a market share close to 20%, Oppo still leads the mobile phone segment in the lower class in Indonesia. This type of smartphone price ranges from (Rp 1.5 million-3 million) followed by Vivo in third place with a market share of more than 15% and up one rank from the previous period. Then, the fourth position is Samsung, with the same percentage of market share as Vivo. Furthermore, the brand that managed to close the top five with a market share percentage above 10% is Realme, which is almost the same as the smartphones in the "others" category.

According to the data, it has proven that smartphone competition is getting higher. The increasingly high competition between smartphone companies makes smartphone companies have to think about strategies to compete with one another. One of the strategies to consider is the marketing strategy. The rapid progress of the internet can be used by smartphone companies to market products through advertisements using the internet or online media that reach many people and even various countries. Online advertising considers the use of media such as Instagram, Twitter, Youtube, Website, Line, and others that are accessed using the internet (Santoso & Larasati, 2019). Smartphone companies continue to strive to promote their products and try to compete in order to make good advertisements to attract people's purchase intention (purchase intention) for their products. But in the end, consumers themselves will decide which smartphone product or brand they tend to buy (Macmud & Hidayat, 2020).

Research on smartphones is one of the studies that has been done a lot by researchers (Mustafi & Hosain, 2020; Arora & Agarwal, 2020; Arnianti et al, 2019; Siagian et al, 2021). Nevertheless, the topic of smartphone research still requires the latest data. During the COVID-19 pandemic, smartphone companies were positively impacted because they experienced market growth. Based on the information obtained from Pertiwi Kusuma (2021), IDC's market analysis explained that Indonesia's smartphone market could survive amid the Covid-19 pandemic due to changes in community interactions. The demand for smartphones is increasing because they need facilities to support the community in online interactions, such as working from home, home-based learning, online streaming services, or just communicating virtually. In addition, people also need the internet because they are increasingly active online. Therefore, this study aims to determine the effect of online advertising on smartphone purchase intentions during the COVID-19 pandemic.

LITERATURE REVIEW
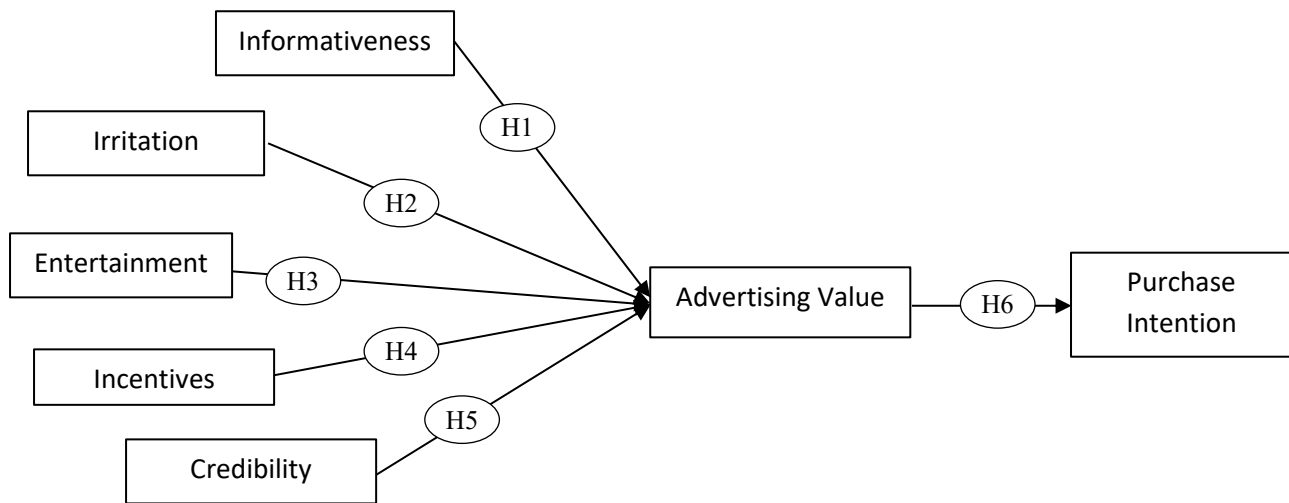**Theoretical Background**

Figure 2. The Conceptual Research Framework

Relationship between Informativeness and Advertising Value

Informativeness determines the advertising value perceived from product placement (Mustafi & Hosain, 2020). The better the information displayed in the ad, the better the perceived value of the ad will be. According to Martins et al (2019) informativeness is closely related to perceived advertising value. Consumers will focus on the message information about the product, concentrate on the details and put aside irrelevant thoughts. Goh et al (2020) stated that informativeness strongly correlates with perceived advertising value. An attractive form and informative content of the ad are essential to value the effectiveness of advertising, especially web ads. It is supported by Kim & Han (2014) which state that the informativeness of the ad is a significant predictor of the value of the ad and is very important for the effectiveness of the web ad.

H1: Significant effect of informativeness on advertising value

Relationship between Irritation and Advertising Value

Kim & Han (2014) states that annoying advertisements provoke and cause feelings of displeasure and patience in consumers. Advertising may irritate consumers because they feel disturbed or insulted when they see it. Although the level of impact is different and depends on the advertising channel, Irritation harms advertising value (Lee et al, 2017). According to Martins et al (2019), Irritation has a negative relationship with advertising value because it reduces the effectiveness of advertising and perceived value by consumers.

H2: Significant effect of irritation on advertising value

Relationship between Entertainment and Advertising Value

According to Goh (2020), an advertisement containing entertainment elements is considered a sense of enjoyment from the content of the message. Sari et al (2020) stated that the entertainment aspect could increase the marketing message because entertainment represents the advertising liking, pleasure, and enjoyment for consumers. The ability of advertising to entertaining depends on the message's effectiveness. Martins et al (2019) explained that entertainment in advertising is positively related to advertising value. Entertainment is an essential value that consumers seek in advertising.

H3: Significant influence of entertainment on advertising value

Relationship between Incentives and Advertising Value

Incentives on advertising were considered an important marketing tool because the lower value of superior advertising increased sales volume (Mustafi & Hosain, 2020). Customers can feel the value of advertising with incentives (Kim & Han, 2014). Consumers can sense the value of advertising with incentives because incentives have an attractive effect on the advertisement. It will lead to advertising value. Martins et al (2019) state that if consumers are interested in tangible benefits and pay more attention to advertising messages for financial gain, then consumers can feel the value of advertising with incentives.

H4: Significant effect of incentives on advertising value

Relationship between Credibility and Advertising Value

According to Goh et al (2020) The term credibility is a level of trust from someone in an information based on its source and content. Credibility is the strongest factor of advertising value and also has a strong relationship effect. The more prominent the credibility of the ad, the more visible the value of the ad will be. Sari et al (2020) argues that credibility is active and important in determining the effectiveness and value of advertising. Martins et al (2019) determine that credibility of the ad is evaluated using the ad content, which will then be influenced by the credibility of the company and the message holder. Thus, credibility in advertising has a positive influence on the perceived value of advertising.

H5: Significant effect of credibility on advertising value

Relationship between Advertising Value and Purchase Intention

Advertising value is a measure of the effectiveness of advertising (Martins et al, 2019). Martiawan (2021) argues that the value of advertising can be used as a subjective assessment of the relative value or usefulness of advertising to consumers and is also an important concept. According to Sari et al (2020), advertising value is considered to have a strong relationship with purchase intention. The value of advertising is the assessment that consumers feel about advertising. When consumers positively evaluate an advertising value, their attitude towards the product or service becomes positive which can affect the purchase value (Kim & Han, 2014).

H6: Significant effect of advertising value on purchase intention

METHOD

This research belongs to the type of quantitative research with the causal-comparative method. Two types of processing data are used in collecting this research data, namely primary and secondary data. To obtain the number of samples, the researcher used the formula JFJ Hair et al (2019) which is determined from the number of questionnaire questions by using an estimate of nx 10, or it can be a ratio of 1:10. Therefore, for each question will be required to have a minimum of 10 samples. In this study, there were 26 questions. Hence, the minimum respondents of the research is 260 respondents. However, to prevent the occurrence of insufficient data acquisition and ensure that the data obtained is accurate, the researchers decided to collect 310 respondents. To obtain the desired results from the research, the researcher utilizes a sampling method or technique, namely non-probability sampling with a purposive sample model. The researcher determines the population of the Batam community and sets a sample with the criteria: the Batam community who have seen online advertisements and have the intention to buy a smartphone. The data was processed using SmartPLS and SPSS software.

RESULT AND DISCUSSION

Table 1 presents the results regarding the processing of demographic data from respondents. From the data obtained, it is proven that more male respondents filled out the questionnaire with a percentage of 51.3% and 48.7% women. The last education of the dominant respondents was in SMA/SMK with a total of 147 or 47.4%. Based on the age of the respondents, the results obtained are that there are far more respondents who have an age range of 15 – 30 years with a total of 280 respondents or equivalent to 90.3% and for the age of the respondents the least is in the age range > 64 years with a total of 1 or 0.3 %. The majority of the work of the respondents based on the results of the data obtained are students or students with a total of 144 respondents and a percentage of 46.5%. For respondents' monthly income, there are the most choices at <Rp4,200. 000 with a total of 132 respondents and a percentage of 42.6%. From the results obtained, it was found that the average use of the internet in a day in respondents with the most choices was more than (>) 8 hours, with a total of 142 respondents and a percentage of 45.8% and the least choice was <1 hour, with number of respondents 3 or 1.0 presentation. These results prove that the majority of respondents spend quite a long time using the internet on a daily basis. From the results of the data regarding smartphone advertisements, there is Samsung being the most preferred brand of the respondents with a total of 83 respondents and a percentage of 26.8%, then followed by Xiaomi which is the second most preferred brand with a percentage of 25.2%, totaling 78. Nielsen.com (2018) stated that the most purchases of smartphone advertisements were on the Samsung brand. There are results regards the platform for watching smartphone

online advertisements, which proves that Youtube is the choice of platform for watching smartphone online advertisements with 132 respondents or 42.6%.

Table 1. Characteristics of Respondents

Category	Amount	Percent
Gender:		
Man	159	51.3
Woman	151	48.7
Last education:		
SD	1	0.3
JUNIOR HIGH SCHOOL	16	5.2
SMA/SMK	147	47.4
D3/D4	29	9.4
S1/S2/S3	117	37.7
Age:		
15-30 Years	280	90.3
31-45 Years	26	8.4
46-64 Years	3	1.0
>64 Years	1	0.3
Work:		
Student or Student	144	46.5
Businessman	48	15.5
Private employees	98	31.6
Government employees	15	4.8
Other	5	1.6
Income per Month:		
<Rp.4.200.000	132	42.6
IDR 4,200,000 – IDR 7,999,000	125	40.3
Rp7,999,000 – Rp10,000,000	33	10.6
> Rp10,000,000	20	6.5
Average Internet Use in a Day:		
<1 Hour	3	1.0
1 – 5 Hours	74	23.9
6 – 8 Hours	91	29.4
>8 Hours	142	45.8
Viewed Smartphone Ads:		
Xiaomi	78	25.2
Oppo	60	19.4
Vivo	31	10.0
Samsung	83	26.8
realme	22	7.1
Other	36	11.6
Smartphone Online Advertising Viewing Platform:		
Instagram	109	35.2
Twitter	22	7.1
Youtube	132	42.6
Website	12	3.9
Other	35	11.3

Validity test

Table 2 shows the results of Average Variance Extracted (AVE) and outer loadings. The requirement for the AVE value that meets the criteria is that it must be above 0.5. Meanwhile, to assess an outer loadings

value, the value obtained must be more than 0.6 in exploratory research. Based on the results, it proves that all AVE values per variable and outer loadings of per indicator on variables can be declared valid.

Table 2. Validity Test

Variable	AVE	Indicator	Outer Loading
Informativeness	0.533	Informativeness1	0.747
		Informativeness2	0.746
		Informativeness3	0.711
		Informativeness4	0.715
Irritation	0.882	Irritation1	0.974
		Irritation2	0.954
		Irritation3	0.942
		Irritation4	0.884
Entertainment	0.559	Entertainment1	0.702
		Entertainment2	0.791
		Entertainment3	0.748
Incentives	0.636	Incentives1	0.798
		Incentives2	0.890
		Incentives3	0.830
		Incentives4	0.653
Credibility	0.632	Credibility1	0.806
		Credibility2	0.821
		Credibility3	0.774
		Credibility4	0.779
Advertising Value	0.552	Advertising Value1	0.754
		Advertising Value2	0.741
		Advertising Value3	0.773
		Advertising Value4	0.703
Purchase Intention	0.614	Purchase Intention1	0.854
		Purchase Intention2	0.679
		Purchase Intention3	0.808

Reliability Test

Table 3 shows the results of the reliability test. It can be seen that Cronbach's alpha value and also composite reliability. Cronbach's alpha and composite reliability values must be greater than 0.6. In the results, there is a value of Cronbach's alpha and composite reliability on each variable with a value greater than 0.6 which proves that all data are reliable.

Table 3. Reliability Test

	Cronbach's Alpha	Composite Reliability
Advertising Value	0.731	0.831
Credibility	0.806	0.873
Entertainment	0.661	0.792
Incentives	0.808	0.874
Informativeness	0.709	0.820
Irritation	0.956	0.968
Purchase Intention	0.688	0.825

Direct Effects (Path Coefficients)

Table 4 shows the results regarding path coefficients. The significance of a relationship can be seen from the value of T-Statistics or P-Values. A relationship can be declared significant if the T-Statistics value is

more than 1.96 or the P-Values value is less than 0.05. Each relationship can be known to have a positive or negative relationship from the value in the sample mean column. If the value obtained is positive, the relationship is also positive, and vice versa.

Table 4. Path Coefficients

X→ Y Path	Sample Mean (M)	T Statistics (|O/STDEV|)	P Values
Informativeness→Advertising Value	0.265	3.123	0.002
Irritation→Advertising Value	0.102	1.782	0.075
Entertainment→Advertising Value	0.165	2.509	0.012
Incentives→Advertising Value	0.179	3.535	0.000
Credibility→Advertising Value	0.202	2.489	0.013
Advertising Value→Purchase Intention	0.512	6.608	0.000

H1: Informativeness Significantly Affects Advertising Value
Based on the data, informativeness has a significant effect on advertising value. This is supported by the results of the T-Statistics value with a value of more than 1.96 ($3.123 > 1.96$) and the P-Values value of less than 0.05 ($0.002 < 0.05$). Informativeness to advertising value has a positive relationship because the sample mean value obtained is positive with a value of 0.265. Based on the results, it shows that if there is information contained in smartphone online advertisements, it can provide a response to the value of these advertisements. The more updated, appropriate and good information on the ad, the more valuable the ad. The results found are in accordance with the research of (Ben Brahim, 2016; Goh, Ling mei ang, chin hwee tan, 2020; Martiawan, 2021; Kim & Han, 2014; Martins et al, 2019; Karamchandani et al, 2021; Dehghani et al, 2016; Chetioui et al, 2021; Aziza & Astuti, 2019; Rivaldo, 2016).

H2: Irritation Significantly Affect Advertising Value
Based on the data, the irritation relationship to advertising value can be proven to have no significant effect. The insignificant effect of the relationship is because the results of the T-Statistics value are still less than 1.96 ($1.782 < 1.96$) and the P-Values value is more than 0.05 with a value of 0.075. From the results of the sample mean, it found that the relationship between informativeness and advertising value is positive with a value of 0.102. Based on the results obtained, it proves that interference does not affect the respondent's value of smartphone online advertising. Disturbances in smartphone online advertisements do not affect the value of advertisements because what they watch does not make respondents feel annoyed, disturbed, bored or confused. In addition, this can occur due to interference with advertisements,
The results obtained are in line with research (Kim & Han, 2014; Dwinanda et al, 2022; Aziza & Astuti, 2019).

H3: Entertainment Significantly Affects Advertising Value
Based on the results, it is proven that entertainment has a significant effect on advertising value. This is supported by the results of the T-Statistics value having a value of more than 1.96 which is 2.509 ($2.509 > 1.96$) and a P-Values value of less than 0.05 which is 0.012. The relationship between entertainment and advertising value is proven to be positive with a value of 0.165. Based on the findings, it shows that entertainment in smartphone online advertisements can affect the value of these advertisements. With the entertainment that is fun and interesting, it can also provide a positive value for the ad.
The findings are considered in accordance with the research (Lee et al, 2017; Martiawan, 2021; Sari et al, 2020; Kim & Han, 2014; Martins et al, 2019; Karamchandani et al, 2021; Dehghani et al, 2016; Dwinanda et al, 2022; Aziza & Astuti, 2019; Rivaldo, 2016).

H4: Incentives Have a Significant Effect on Advertising Value
Based on the results, incentives have a significant effect on advertising value. This is evidenced by T-Statistics value of more than 1.96 with a value of 3.535 and the acquisition of the P-Values value of less than 0.05 with a value of 0.000. The relationship of incentives to advertising value obtained positive results with a value of 0.179. Based on the results, it shows that there are incentives in smartphone online

advertisements that can affect the value of these advertisements. Ads that offer incentives such as discounts, coupons, giveaways can make respondents act to get them.

Obtaining results in accordance with research (Goh, Ling mei ang, chin hwee tan, 2020; Martins et al, 2019).

H5: Credibility Significantly Affects Advertising Value

Based on the data, credibility has a significant effect on advertising value. This is because the results found have met the requirements, such the T-Staistics value of 2.489 (more than 1.96) and also the P-Values value of 0.013 (0.013 < 0.05). In addition, credibility on advertising value has a positive relationship with the result value of 0.202. Based on the results, credibility in an online smartphone advertisement can affect the value of the ad. Ads that are convincing and trustworthy can affect the value that is in the ad. Ads that display trust can make the value of the ad good or positive.

The results obtained are in accordance with the research (Sari et al , 2020; Goh, Ling mei ang, chin hwee tan, 2020; Kim & Han, 2014; Martins et al, 2019; Karamchandani et al, 2021; Chetioui et al, 2021; Dwinanda et al, 2022; Rivaldo, 2016).

H6: Advertising Value Has Significant Effect on Purchase Intention

Based on the data results, advertising value variable has a significant effect on the purchase intention variable. This is supported by the results of the T-Statistic value of 6.608 (6.608 > 1.96) and the result of the P-Values value of 0.000 (0.000 < 0.05). It is also found that the sample mean value is 0.512 which proves that there is a positive relationship between the advertising value variable and the purchase intention variable. Based on the results obtained, it proves that the value of smartphone online advertising can affect a person's purchase intention. Useful, valuable and important advertisements can be a factor in someone's purchase intention.

The results found are in accordance with the research (Goh, Ling mei ang, chin hwee tan, 2020; Kim & Han, 2014; Martins et al, 2019; Karamchandani et al, 2021; Dwinanda et al, 2022; Aziza & Astuti, 2019; Rivaldo, 2016; Riandy & Firdausy, 2022).

R Square Adjusted

In table 5 there are results regarding R Square Adjusted which determine the percentage of a model fit. In R Square Adjusted a value of 0.25, 0.50, and 0.75 can be classified as weak, moderate, and strong category. Based on the data obtained on R Square Adjusted, it was found that the R Square Adjusted value on the advertising value variable was 0.396, which means weak and proved that informativeness, irritation, entertainment, incentives, and credibility were able to explain the advertising value variable of 39.6%. As for the remaining 60.4%, it is explained by other factors that are not found in this study. In the purchase intention variable, it was also found that the R Square Adjusted value was 0.266. This proves that informativeness, irritation, entertainment, incentives,

Table 5. R Square Adjusted

Variable	R Square Adjusted
Advertising Value	0.396
Purchase Intention	0.266

Goodness Fit of Index Result

Table 6 shows the data results from the GoF Index. The GoF Index can be used to test sample data between two specific variables. Based on data testing, there are GoF Index results with a value of 0.456 which proves that the fit on the model is strong.

Table 6. GoF Index

Communality	R Square	GIF	Information
0.629	0.331	0.456	*Strong*

CONCLUSION

The informativeness variable has a significant positive effect on advertising value. The result shows that informativeness can affect an advertising value from consumer perception. We consider the company to improve the quality of the information provided or displayed to consumers so that it can still be a positive value for consumers. The irritation variable has no significant effect on advertising value. The result proves that interference with advertising cannot affect an advertising value from consumer perception. Therefore, we consider the company to minimize or even not cause interference with advertisements.

The entertainment variable has a significant positive effect on advertising value. The result proves that entertainment can affect an advertising value from consumer perception. In this case, we consider the company to maintain and develop entertainment in the advertisements displayed. The credibility variable has a significant positive effect on advertising value. The result proves that credibility can affect an advertising value from consumer perception. We highlight that credibility allows consumers to judge whether the advertisement is trustworthy or not. Therefore, we consider the company to prioritize credibility in making advertisements.

The advertising value variable has sa significant positive effect on purchase intention. The result proves that advertising value can affect consumers' purchase intention. Therefore, we consider the company to continue maintaining positive consumer advertising value.

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