

**THE EFFECT OF ADVERTISING CONTENT (ENTERTAINMENT,  
IRRITATION, INFORMATIVENESS) ON CONSUMER RESPONSE AND  
PURCHASE INTENTION IN TOKOPEDIA WHATSAPP BROADCAST  
ADVERTISEMENTS**



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**Abstract**

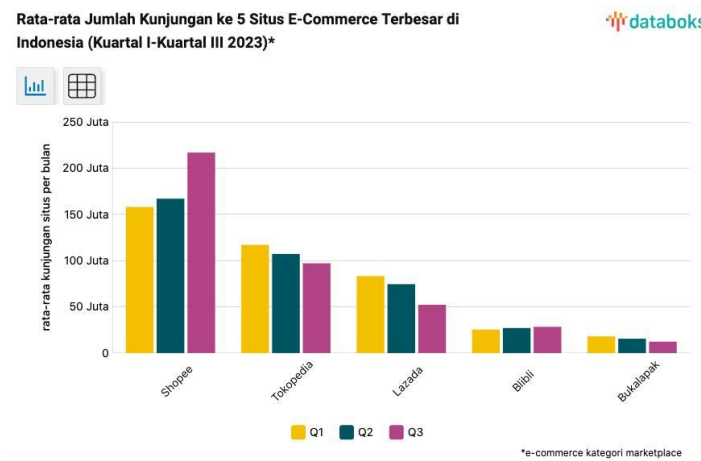
The advancement of the digital era at this time many ways to promote products or services, including Tokopedia promoting through the WhatsApp broadcast social media platform. Through WhatsApp broadcast as a marketing medium with effective and relevant advertising content, it will have an impact on consumer purchasing intentions. The purpose of this study is to examine the impact of advertising content (entertainment, irritation, informativeness) on advertising value, attitude towards advertising, and flow experience, as well as its influence on purchase intention. This study was conducted using a quantitative approach through an online survey distributed via Google Form to respondents who had at least seen Tokopedia advertisements on WhatsApp broadcasts. There were a total of 197 respondents. Data analysis in this study used Smart PLS 3.0. The results showed that entertainment and informativeness had a positive and significant effect, while irritation had a negative and significant effect on advertising value, attitude towards advertisement, and flow experience. Furthermore, it was proven that advertising value and flow experience had a significant positive effect on purchase intention, while attitude towards advertisement did not have a significant effect on purchase intention.

**Keywords:** Advertising Content, Consumer Response, Purchase Intention

## INTRODUCTION

The advancement of the digital era at this time can be a promising opportunity for large companies and UMKM in Indonesia. The marketing can be done through three types of media is print media, audio-visual media, and online media. Online media is the cheapest form of marketing for large companies and UMKM in Indonesia (Noorlitaria Achmad & Adhimursandi, 2021). Social media marketing is defined as a form of internet marketing that utilizes social networking sites as a marketing tool to help companies increase brand exposure and expand their customer reach (Goyal, 2018).

Based on data published on Datareportal.com in the “Digital 2023 Indonesia” WhatsApp ranks first in the category of social media and internet platforms that are widely used in Indonesia. WhatsApp introduced its new application specifically for business owners called WhatsApp Business to reach their potential customers through product messages or promotional activities, including status updates, broadcasting messages, private chats, and group chats. Tokopedia is one of the local marketplaces with the most visitors in Indonesia in the third quarter of 2023.



**Figure 1**  
**Average Number of Visits to the 5 Largest E-Commerce Sites in Indonesia (Quarter I-Quarter III 2023)**

Source: (<https://databoks.katadata.co.id>, 2023)

Tokopedia began utilizing its official WhatsApp Business platform to send notifications to users regarding successful transactions. In addition, Tokopedia distributed its advertisements by sending broadcast messages promoting discounts, free shipping vouchers, and many others. Advertisements distributed on Tokopedia through broadcast messages include skincare products, household products, and electronic devices, which are usually distributed on twin dates or every 25th of each month. Based on the above background, the researcher wants to see how advertising promotions on WhatsApp broadcast messages on Tokopedia can influence purchase intention.

The broadcast message is sent via WhatsApp to Tokopedia users who have registered their phone numbers when they first joined Tokopedia, so their target market is customers who have at least purchased items on the Tokopedia e-commerce platform once. In the structure of the WhatsApp message, Tokopedia has clear message information, and there are also various emojis that illustrate the message being sent. Thus, these emojis can play on the

emotional feelings of Tokopedia users who receive advertising messages in these broadcast messages. Online advertising is divided into several important factors, three of which are used in this study, namely entertainment, irritation, and informativeness (Mustafi & Hosain, 2020).

The first factor Ducoffe (1995), advertising is informativeness, defined as the extent to which an advertisement can provide useful and beneficial information to potential consumers. An advertisement can be considered successful if it contains clear information. Potential buyers will be interested in purchasing a product advertised with clear information. The second advertising factor is entertainment, which is the ability of an advertisement to meet customer needs by providing enjoyable entertainment. The last factor is irritation, which is the extent to which consumers find advertisements on social media annoying or disruptive, involving negative feelings towards the advertisement (Yang et al., 2013). In this study, the researcher's focus is to determine the factors that can encourage advertising content created and distributed by Tokopedia through broadcast messages on the WhatsApp application to be relevant to consumer needs and fulfill the variables of advertising value, flow experience, and advertising attitude that influence the purchasing intention of these consumers.

## **REVIEW OF LITERATURE**

### **Marketing Communication**

Marketing Communication is defined as marketing communication as a means used by companies to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell Kotler and Keller (2016). It can be said that marketing communication represents the voice of the company and its brand, through which the company can build dialogue and relationships with consumers. The Marketing Communication Mix is a specific combination of promotional instruments used by companies to communicate customer value in order to convince and acquire customers and build relationships with them. (Todorova, 2015). The concept that is generally used to convey messages is called the marketing communication mix, or better known as the promotional mix. The Marketing Communication Mix is a combination of several elements, such as advertising, personal selling, sales promotion, public relations, and direct marketing, that companies use to engage with consumers and carry out their advertising and marketing targets (Kotler & Armstrong, 2017).

### **Social Media Advertising**

Social media advertising is defined as "a general term that covers all forms of advertising, both explicit (banner ads and commercial videos) and implicit (fan pages or tweets related to companies) delivered through social networks (Taylor et al., 2011). In addition, marketers use social media advertising, such as displaying advertisements on social networking sites, to persuade users to buy their products (Neti, 2011). Consumers consider advertisements to be a valuable source of information because the product information displayed in advertisements helps them make the right and appropriate purchasing decisions (Rahman & Rashid, 2018).

### **Purchase Intention**

Purchase Intention is a form of consumer behavior that arises as a response to an object that desires to buy or choose a product based on its usefulness and desirability (Kotler

& Keller, 2016). Purchase intention indicates the likelihood that consumers will plan or prepare to buy certain products or services in the future. When customers positively evaluate the value of an advertisement, their attitude toward the product or service will be positive. Purchase intention can identify the consumer's ultimate goal of buying a product, whether goods or services, from an advertisement. This can be seen in the match between the advertisement and the consumer (Haghirian, 2005).

### **Whatsapp Broadcast Advertisement**

WhatsApp application has two types of media that can be used to disseminate information quickly, namely broadcast and group (Bestari et al., 2023). One of the most frequently used advertising channels through WhatsApp in a business is broadcast because it is easier to reach more customers by sending only one message automatically (Budiningrum et al., 2022). The Broadcast feature in WhatsApp Business allows business owners to send messages to multiple contacts or customers at once without having to create a group. With this feature, each message sent is considered an individual message, so recipients will not know who else received the same message. With this feature, business owners can easily and quickly send promotional messages, announcements, or other important information to multiple customers at once (Jannah, 2023).

## **RESEARCH METHOD**

This research method is quantitative, collecting data by distributing questionnaires through Google Forms online surveys to respondents. The main focus population is Tokopedia app users whose accounts are linked to their WhatsApp accounts and are located in Indonesia. The number of respondents in this study was 197. Data analysis in this study used Smart PLS 3.0.

### **Research Hypothesis**

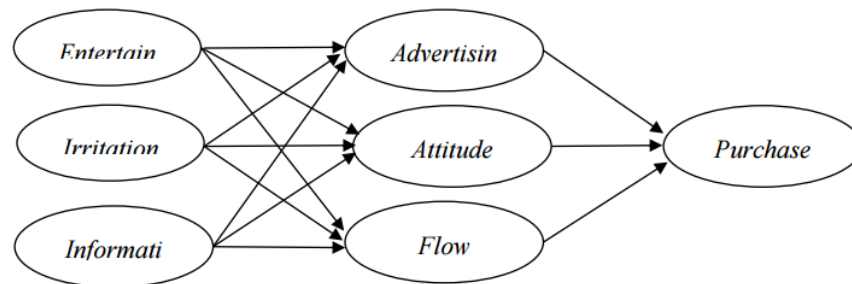
This study aims to analyze the impact of advertising content (entertainment, irritation, informativeness) on advertising value, attitude towards advertising, and flow experience, as well as its influence on purchase intention. Based on the problem formulation, research objectives, and theoretical basis described above, several hypotheses can be proposed in this study as follows:

- H1: Entertainment has an influence on advertising value in Tokopedia WhatsApp Business broadcast advertisements.
- H2: Entertainment has an influence on flow experience in Tokopedia WhatsApp Business broadcast advertisements
- H3: Entertainment has an influence on attitude towards advertisements in Tokopedia WhatsApp Business broadcast advertisements.
- H4: Irritation has an influence on advertising value in Tokopedia WhatsApp Business broadcast advertisements
- H5: Does irritation have an effect on flow experience in WhatsApp Business Tokopedia broadcast advertisements
- H6: Does irritation have an effect on attitude towards advertisements in WhatsApp Business Tokopedia broadcast advertisements
- H7: Does informativeness have an effect on advertising value in WhatsApp Business Tokopedia broadcast advertisements

- H8: Does informativeness have an effect on flow experience in WhatsApp Business Tokopedia broadcast advertisements
- H9: Does informativeness have an effect on attitude towards advertisements in WhatsApp Business Tokopedia broadcast advertisements
- H10: Does advertising value have an effect on purchase intention in WhatsApp Business Tokopedia broadcast advertisements
- H11: Does flow experience have an effect on purchase intention in WhatsApp Business Tokopedia broadcast advertisements
- H12: Does attitude towards advertisements have an effect on purchase intention in WhatsApp Business Tokopedia broadcast advertisements

### Research Model

This research model describes the relationship between independent variables (responsiveness, empathy, and interpersonal communication) to dependent variables (customer satisfaction). This model can be illustrated as follows:



The model in this study explains and identifies that the variables of entertainment, irritation, and informativeness have a significant effect on advertising value, attitude towards advertisement, and flow experience in the context of advertising marketing conducted by Tokopedia through WhatsApp broadcasts. Then, advertising value, attitude towards advertisement, and flow experience have an effect on the purchase intention of consumers and potential consumers of Tokopedia.

## RESULTS AND DISCUSSION

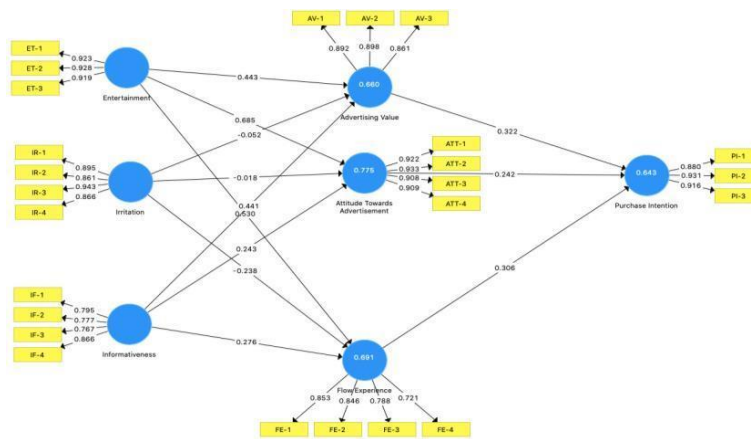
### Results of Respondent Characteristics

This study used 197 respondents, whose characteristic was that they had seen Tokopedia advertisements through WhatsApp broadcast messages. The results of the respondents' characteristics based on gender were 116 females and 81 males. Based on age, the majority were in the 17 to 24 age range. Based on occupation, the majority of respondents were students. Based on their highest level of education, most respondents had a bachelor's degree (S1/professional), and based on income, most respondents had an income of <Rp5,000,000.

### Convergent Validity Results

Convergent validity testing was conducted to determine whether the indicators used could accurately measure the dimensions or constructs or not. The convergent validity of the measurement model with reflective indicators was assessed based on the correlation between outer loadings calculated using PLS. An indicator can be said to be valid if its outer loading

value is  $> 0.70$  (Hair et al., 2017). Figure 2 shows the convergent validity results, where convergent validity  $> 0.70$  has been well fulfilled. Thus, it can be concluded that all indicators in this study are valid because they can measure their respective variables.



**Figure 2**  
**Test Measurement Model**

Source: SmartPLS 4 output, processed data (2025)

**Discriminant Validity**

An indicator is considered valid or meets the criteria for discriminant validity if its cross-loading value for the variable in question is higher than that for other variables (Hair et al., 2017). The result is that each indicator of the construct variable has the highest cross-loading value for that construct variable itself compared to the cross-loading values for other variables.

**Table 1.**  
**Cross Loading Value**

Variable	Composite Reliability
Advertising Value	0,914
Attitude TowardAdvertisement	0,955
Entertainment	0,945
Flow Experience	0,879
Informativeness	0,878
Irritation	0,939
Purchase Intention	0,934

Source: Data processed (2025)

**Composite Reliability**

This test is used to measure the true reliability value of a construct (Hair Jr et al., 2014). The rule of thumb used in this reliability test is that the composite reliability and Cronbach's alpha values must be  $> 0.7$ . In this study, each variable has a Cronbach's alpha value of 0.70. Therefore, the variables can be considered reliable, and the data collected from these measurements are suitable for further testing or analysis.

**Table 2.**  
**Cronbach's Alpha**

Variable	Cronbach's Alpha
Advertising Value	0,859
Attitude Toward Advertisement	0,938
Entertainment	0,913
Flow Experience	0,817
Informativeness	0,815
Irritation	0,930
Purchase Intention	0,895

Source: Data processed (2025)

### R-Square Results

Advertising value variable  $R^2$  value of 0.660, which means that the entertainment, irritation, and informativeness variables are able to explain the advertising value variable with a moderate level of accuracy of 66%, with the remaining 34% explained by other variables outside this model. Attitude toward advertisement variable  $R^2$  value of 0.775, meaning that the entertainment, irritation, and informativeness variables are able to explain the advertising value variable with a moderate accuracy level of 77.5%, while the remaining 22.5% is explained by other variables outside this model. Flow experience variable  $R^2$  value of 0.691, meaning that the entertainment, irritation, and informativeness variables are able to explain the flow experience variable with a moderate accuracy rate of 69.1%, while the remaining 30.9% is explained by other variables outside this model. Purchase intention variable  $R^2$  value of 0.643, meaning that the advertising value, attitude towards advertisement, and flow experience variables are able to explain the purchase intention variable with a moderate accuracy rate of 64.3%, with the remaining 35.7% explained by other variables outside this model.

**Table 3.**  
**R-Square Result**

Variable	R-Square
Advertising Value	0,660
Attitude Toward Advertisement	0,775
Entertainment	0,691
Flow Experience	0,691
Purchase Intention	0,643

Source: Data processed (2025)

### Hypothesis Testing

The criteria used in this study were a significant p-value of 0.05, while the t-statistic was considered to have a significant effect if its value was greater than 1.96 (Hair Jr. et al., 2021). There are three Original Samples (O) that are negative, so it can be concluded that if the original sample is positive, it indicates that the relationship between the two is positive and has a significant positive effect, and if the original sample is negative, it indicates that the relationship between the two is negative and has a significant negative effect.

**Table 4.**  
**Hypothesis Testing Result**

	<b>Original Sampel (O)</b>	<b>T Statistic ( O/STDEV )</b>	<b>P Values</b>
ET-AV	0,43	5,982	0,000
ET-ATT	0,685	12,993	0,000
ET-FE	0,53	8,599	0,000
IR-AV	-0,052	2,373	0,001
IR-ATT	-0,018	2,563	0,002
IR-FE	-0,238	4,961	0,000
IF-AV	0,441	5,895	0,000
IF-ATT	0,243	3,975	0,000
IF-FE	0,276	4,02	0,000
AV-PI	0,322	3,273	0,001
ATT-PI	0,242	1,151	0,215
FE-PI	0,306	3,381	0,000

Source: Data processed (2025)

### Discussion

Based on the results of the research discussion, it can be concluded that Tokopedia advertisements via WhatsApp broadcast are effective in purchase intention, especially through advertising value and flow experience, where both variables have been proven to have a positive and significant effect. Entertainment and informativeness play a major role as drivers by providing a positive and significant influence on advertising value, attitude towards advertisement, and flow experience. Conversely, irritation has a negative and significant impact on these three mediator variables. Meanwhile, attitude towards advertisement has no significant effect on purchase intention, indicating that in the context of this advertisement, consumer purchase intention is more influenced by the perceived value of the advertisement and the direct experience of involvement than by a general attitude towards the advertisement.

The results of this study are supported and consistent with previous researchers such as Haghirian (2005), who found that entertainment increases advertising value, and Disastra et al. (2019), who showed that entertainment has a significant positive effect on attitudes towards advertising and that irritation with mobile advertising has a significant negative effect on advertising attitudes, while informativeness has a significant effect on advertising attitudes. by Mustafi and Hosain (2020), showing that entertainment has a positive effect on flow experience, by Deghani et al. (2016), stating that consumer irritation towards YouTube ads affects advertising value, by Martins et al. (2019), showing that irritation towards smartphone ads has a negative effect on flow experience, by Mo et al. (2023), who consider that consumers will tend to experience flow when receiving informative advertisements, by Kim & Han (2014), showing that advertising value has a positive effect on purchase intention, and that flow experience has a significant positive effect on purchase intention because when a person is in a state of flow, and that the informativeness of advertising messages positively influences the perceived value of advertisements.

## CONCLUSION

Based on the results of the study, it can be concluded that Tokopedia advertisements via WhatsApp broadcast are effective in shaping purchase intention, especially through an increase in advertising value and flow experience, where both variables have been proven to have a positive and significant effect. The factors of entertainment and informativeness play a major role as drivers by having a positive and significant effect on advertising value, attitude towards advertisement, and flow experience. Conversely, the factor of irritation has a negative and significant impact on these three mediator variables. Meanwhile, attitude towards advertisement does not significantly influence purchase intention, indicating that in the context of this advertisement, consumer purchase intention is more influenced by the perceived value of the advertisement and the experience of involvement (flow) than by a general attitude towards the advertisement.

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