

Table of Contents

| | |
|--|-----------|
| Acknowledgements | 1 |
| List of Tables | 4 |
| List of Figures | 5 |
| Abstract | 6 |
| CHAPTER I | 7 |
| 1.1 Background | 7 |
| 1.2 Research Question | 10 |
| 1.3 Research Objectives | 11 |
| 1.4 Research Benefit | 11 |
| CHAPTER II | 12 |
| 2.1 Theoretical Framework | 12 |
| 2.1.1 Diminishing attention span in advertising | 12 |
| 2.1.2 The role of content in advertising recall | 15 |
| 2.1.3 TikTok: New advertising medium for Generation Z | 18 |
| 2.1.4 Gen Z's digital media habits | 20 |
| 2.2 Conceptual Framework | 22 |
| 2.3 Hypothesis | 23 |
| 2.4 Operational Definition | 24 |
| CHAPTER III | 26 |
| 3.1 Research Method | 26 |
| 3.2 Research Subject | 26 |
| 3.3 Population and Sampling | 27 |
| 3.4 Data Collection | 28 |
| 3.5 Data Analysis | 30 |
| 3.6 Pilot Test and Validity and Reliability Testing | 31 |
| 3.6.1 Validity Test | 32 |
| 3.6.2 Reliability Test | 34 |
| 3.7 Measurement | 35 |
| 3.8 Research Limitations | 38 |
| CHAPTER IV | 39 |
| 4.1 Findings | 39 |
| 4.1.1 Distribution of Respondents | 39 |
| 4.1.1.1 Age | 39 |
| 4.1.1.2 Gender | 40 |
| 4.1.1.3 Domicile | 41 |
| 4.1.1.4 Last level of education | 43 |
| 4.1.1.5 Occupation | 44 |
| 4.1.1.6 Monthly expenses | 45 |

| | |
|---|------------|
| 4.1.1.7 Most used social media application | 46 |
| 4.1.1.8 Type of Prime Video Indonesia advertisement on TikTok | 46 |
| 4.1.2 Classical Assumptions Test | 47 |
| 4.1.2.1 Normality Test | 48 |
| 4.1.2.1 Heteroscedasticity Test | 49 |
| 4.1.3 Analysis | 50 |
| 4.1.3.1 Descriptive Mean Analysis | 51 |
| 4.1.3.2 Correlation Analysis | 60 |
| 4.1.3.3 Regression Analysis | 63 |
| 4.1.3.4 Sobel Test for Mediation | 72 |
| 4.1.4 Research Findings and Analysis Summary | 75 |
| 4.2 Discussion | 78 |
| 4.2.1 The Impacts of Attention Span on Advertising Recall of Prime Video Indonesia Advertisements on TikTok | 79 |
| 4.2.2 The Mediating Role of Content Attractiveness and Content Relevance on Attention Span and Advertising Recall | 83 |
| 4.2.3 Theoretical and Practical Implications | 86 |
| 4.2.4 Discussion Summary | 87 |
| CHAPTER V | 90 |
| 5.1 Conclusion | 90 |
| 5.2 Limitations | 91 |
| 5.3 Suggestions | 92 |
| References | 94 |
| Appendices | 105 |
| Appendix A: Research Instrument (Bahasa Indonesia) | 105 |
| Appendix B: Questionnaire (English) | 113 |
| Appendix C: Raw Data | 122 |
| Appendix D: Validity Test Results | 128 |
| Appendix E: Correlation Analysis | 133 |