

TABLE OF CONTENTS

STATEMENT OF APPROVAL	ii
RATIFICATION	iii
STATEMENT OF WORK ORIGINALITY	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
LIST OF FIGURES	xi
LIST OF TABLES	xii
INTISARI	xiii
ABSTRACT	xiv
CHAPTER I	1
INTRODUCTION	1
1.1 BACKGROUND	1
1.2 RESEARCH PROBLEMS	4
1.3 RESEARCH QUESTIONS	5
1.4 RESEARCH OBJECTIVES	5
1.5 RESEARCH SCOPE	6
1.6 PRACTICAL RESEARCH CONTRIBUTIONS	7
1.7 SYSTEMATIC WRITING	8
CHAPTER II	10
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	10
2.1. LITERATURE REVIEW	10
2.1.1 MOBILE ADVERTISING	10
2.1.2 THEORY OF REASONED ACTION (TRA)	11
2.1.3 TECHNOLOGY ACCEPTANCE MODEL (TAM)	12
2.1.4 ATTITUDE	14
2.1.5 BEHAVIORAL INTENTION	15

2.1.6 AFFECTIVE FACTOR	15
2.1.7 PERCEIVED ENTERTAINMENT	16
2.1.8 PERCEIVED IRRITATION	17
2.1.9 COGNITIVE FACTOR	17
2.1.10 PERCEIVED USEFULNESS	18
2.2 HYPOTHESES DEVELOPMENT	18
2.3 RESEARCH MODEL	23
CHAPTER III	24
RESEARCH METHOD	24
3.1 RESEARCH DESIGN	24
3.2 OPERATIONAL DEFINITION	25
3.2.1 PERCEIVED ENTERTAINMENT	25
3.2.2 PERCEIVED IRRITATION	25
3.2.3 PERCEIVED USEFULNESS	26
3.2.4 ATTITUDE TOWARDS MOBILE DISPLAY ADVERTISEMENT	27
3.2.5 ACCEPTANCE TOWARDS MOBILE DISPLAY ADVERTISEMENT	28
3.3 SAMPLING DESIGN	29
3.3.1 SAMPLING METHOD	29
3.3.2 SAMPLE UNIT	29
3.3.3 SAMPLE SIZE	30
3.4 RESEARCH OBJECTS	30
A. BANNER ADVERTISEMENT	30
B. INTERSTITIAL ADVERTISEMENT	31
C. NATIVE ADVERTISEMENT	32
3.5 DATA COLLECTION METHOD	32
3.6 RESEARCH INSTRUMENT	33
3.7 INSTRUMENT TESTING	34
3.7.1 VALIDITY TESTING	34
3.7.2 RELIABILITY TESTING	35
3.7.3 RESEARCH INSTRUMENT PRE-TEST	35
3.8 DATA ANALYSIS METHOD	36
3.8.1 HYPOTHESES TESTING	36
3.8.2 CLASSICAL ASSUMPTION TEST	36
3.9 GOODNESS OF FIT TEST	37

CHAPTER IV	39
DATA ANALYSIS	39
4.1 RESPONDENT CHARACTERISTICS	39
4.1.1 GENDER	39
4.1.2 EDUCATIONAL BACKGROUND	40
4.1.3 AGE	41
4.1.4 ESTIMATED MONTHLY EXPENDITURE	41
4.1.5 FREQUENCY OF ACTIVITY IN THE USAGE OF THE MOBILE PHONE	42
4.1.6 AVERAGE USAGE OF MOBILE PHONE FOR A DAY	43
4.2 THE RESULT OF VALIDITY AND RELIABILITY TEST	44
4.2.1 VALIDITY TEST	44
4.2.1.1 Content Validity Test	44
4.2.1.2 Construct Validity Test	45
4.2.2 RELIABILITY TEST	48
4.3 DESCRIPTIVE STATISTICS	50
4.4 MULTICOLLINEARITY TEST RESULT	52
4.5 TEST OF HYPOTHESIS	53
4.5.1 CORRELATION ANALYSIS	53
4.5.2 HYPOTHESES TESTING	54
4.5.2.1 RESULT TEST OF FIRST REGRESSION	55
Result Test of Hypothesis 1	55
Result Test of Hypothesis 2	56
4.5.2.2 RESULT TEST OF SECOND REGRESSION	56
Result Test of Hypothesis 3	58
Result Test of Hypothesis 4	58
Result Test of Hypothesis 5	58
4.5.2.3 RESULT TEST OF THIRD REGRESSION	59
Result Test of Hypothesis 6	60
4.6 DISCUSSION	61
4.6.1 HYPOTHESIS 1	61



4.6.2 HYPOTHESIS 2	62
4.6.3 HYPOTHESIS 3	63
4.6.4 HYPOTHESIS 4	64
4.6.5 HYPOTHESIS 5	64
4.6.6 HYPOTHESIS 6	65
CHAPTER V	66
CONCLUSIONS AND SUGGESTIONS	66
5.1 CONCLUSION	66
5.2 MANAGERIAL IMPLICATION	67
5.3 RESEARCH LIMITATION	69
5.4 SUGGESTION FOR FUTURE RESEARCH	70
BIBLIOGRAPHY	71
APPENDICES	75
APPENDIX I	75
APPENDIX II	83
APPENDIX III	89
APPENDIX IV	90
APPENDIX V	94