

TABLE OF CONTENTS

TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	v
LIST OF IMAGES.....	vi
LIST OF APPENDIXES.....	vii
ABSTRACT.....	viii
ABSTRAK.....	ix
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Problem.....	3
1.3 Research Questions.....	4
1.4 Research Objectives.....	5
1.5 Research Scope.....	5
1.6 Research Contribution.....	6
1.7 Systematic Writing.....	7
CHAPTER II.....	8
2.1 Music Streaming Service.....	8
2.2 Advertising.....	9
2.3 Attitudes toward the Advertisements.....	9
2.4 Informativeness.....	10
2.5 Irritation.....	12
2.6 Entertainment.....	13
2.7 Attitudes toward the Ad.....	14
2.8 Purchase Intentions.....	15
2.9 Review of Previous Studies.....	17
2.10 Hypothesis development.....	19
2.10.1 Informativeness on Attitudes toward the Ad.....	19
2.10.2 Irritation on Attitudes toward the Ad.....	21
2.10.3 Entertainment on Attitudes toward the Ad.....	22
2.10.4 Attitudes toward the Ad on Purchase intention.....	23
2.11 Research Model.....	24
CHAPTER III.....	25
3.1 Research Design.....	25



3.2 Operational Definition.....	25
3.2.1 Informativeness	25
3.2.2 Irritation	26
3.2.3 Entertainment.....	27
3.2.4 Attitudes toward the ad.....	28
3.2.5 Purchase Intention	28
3.3 Sampling Design	29
3.3.1 Population and Sampling Method	29
3.3.2 Sample Unit	30
3.3.3 Sample Size	30
3.4. Research Location	30
3.5 Research Object.....	31
3.6. Data Collection Method	31
3.7 Instrument Testing.....	33
3.7.1 Validity Testing	33
3.7.2 Reliability Testing	33
3.8 Data Analysis Method.....	34
3.8.1 Regression Method	34
3.8.2 Classical Assumption Test.....	36
3.8.2.1 Normality Test.....	36
3.8.2.2 Multicollinearity Test.....	36
3.8.3 Development of Basic Formulations	37
3.8.4 Goodness of Fit.....	37
3.8.5 Significance Level	38
3.9 Hypothesis testing.....	38
CHAPTER 4	40
4.1 The Result of Validity and Reliability Test	40
4.2 Respondent Characteristics	42
4.3 Research Data Quality.....	44
4.3.1 Classic Assumption Test	44
4.3.1.1 Normality Test	44
4.3.1.2 Multicollinearity Test.....	45
4.3.2 Descriptive Statistics	46
4.3.3 Correlation Between Variables.....	48



4.4 Hypothesis Testing	48
4.5 Discussion	50
4.5.1 Hypothesis One.....	50
4.5.2 Hypothesis Two	51
4.5.3 Hypothesis Three	52
4.5.4 Hypothesis Four.....	52
CHAPTER 5	54
5.1 Conclusions	54
5.2 Managerial Implication	55
5.3 Limitations	57
5.4 Future Research Suggestion	57
REFERENCES	58

LIST OF TABLES

Table 2.1 Review of Previous Studies	17
Table 3.1 Items of Informativeness	26
Table 3.2 Items of Irritation	27
Table 3.3 Items of Entertainment.....	27
Table 3.4 Items of Attitude toward the Ad	28
Table 3.5 Items of Purchase Intention	29
Table 4.1 KMO and Barlett’s Test.....	40
Table 4.2 Result of Validity Test: Rotated Component Matrix.....	41
Table 4.3 Result of Reliability Test	42
Table 4.4 Respondent Characteristics.....	43
Table 4.5 One-Sample Kolmogorov-Smirnov Test	44
Table 4.6 Multicollinearity test Result Regression Model 1	45
Table 4.7 Descriptive Statistics.....	46
Table 4.8 Correlations between Variables	48
Table 4.9 Testing of Hypothesis 1-3.....	49
Table 4.10 Testing of Hypothesis 4	50



LIST OF IMAGES

Figure 1.1 Spotify Summary User Metrics – Q3 and Q4 2020	1
Figure 1.2 Spotify Summary User Metrics	3
Figure 2.1 Research Model	24
Figure 3.1. Advertisements on Spotify about its services.....	31
Figure 4.1 Hypotheses Summary	53



LIST OF APPENDIXES

Appendix I: Questionnaire	65
Appendix II: Validity Test Results	70
Appendix III: Reliability Test Results	71
Appendix IV: Normality Test Results	74
Appendix V: Multicollinearity Test Results	74
Appendix VI: Descriptive Statistics Results	74
Appendix VII: Correlation Between Variables	75
Appendix VIII: Regression Model 1 Results	76
Appendix IX: Regression Model 2 Results	76