

REFERENCES

- Aaker, D.A. and Stayman, D.M. (1990), "Measuring audience perceptions of commercials and relating them to ad impact", *Journal of Advertising Research*, Vol. 30 No. 4, pp. 7-18
- Alsamydai, M. J. and Al Khasawneh, M. H. (2013), "Antecedents and Consequences of E-Jordanian Consumer Behaviour Regarding Facebook Advertising", *International Journal of Business Management & Research (IJBMR)*, Vol. 3 No. 4, pp. 41-60
- Apuke, O. (2017), "Quantitative Research Methods: A Synopsis Approach", *Arabian Journal of Business and Management Review (kuwait Chapter)*, Vol. 6 No. 11, pp. 40-47, DOI: 10.12816/0040336
- Arli, D. (2017), "Does Social Media Matter? Investigating the Effect of Social Media Features on Consumer Attitudes", *Journal of Promotion Management*, Vol. 23 No. 4, pp. 521-539, DOI: 10.1080/10496491.2017.1297974
- Arora, T. and Agarwal, B. (2019) "Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach", *Vision*, 23(1), pp. 56–69. DOI: 10.1177/0972262918821248
- Arora, T. and Agarwal, B. (2020), "An Empirical Study on Determining the Effectiveness of Social Media Advertising: A Case on Indian Millennials", *International Journal of e-Business Research*. Vol. 16 No. 2, pp. 47-68, DOI: 10.4018/IJEBR.2020040104
- Ashmawy, M. E., and Sahn, F. E. (2014), "Measuring University Student's Attitude towards Facebook Advertising," *The Macrotheme Review*, Vol. 3 No. 9, pp. 40–55
- Baskaran, S., Yuen, T. M., Mahmood, Z., Mahadi, N., & Dalayga, B. (2019), "Do Women Buy Online Impulsively More Often Out of Enjoyment and Risk Tolerance?", *International Journal of Academic Research in Business and Social Sciences*, Vol. 9 No. 7, pp. 88–107, DOI: 10.6007/IJARBSS/v9-i7/6094
- Berli, A., and Santana, J. D. M. (1999), "Design and Validation of an Instrument for Measuring Advertising Effectiveness in the Printed Media", *Journal of Current Issues & Research in Advertising*, Vol. 21 No. 2, pp. 11-30, DOI: 10.1080/10641734.1999.10505092
- Bennett, G., Ferreira, M., Tsuji, Y., Siders, R., and Cianfrone, B. (2006), "Analyzing the effects of advertising type and antecedents on attitude toward advertising in sport", *International Journal of Sports Marketing and Sponsorship*. Vol. 8 No. 1, pp. 62-81. DOI: 10.1108/IJSMS-08-01-2006-B008



- Bhattacharjee, S., Gopal, R., and Sanders, G. (2003), “Digital Music and Online Sharing”, *Communications of the ACM*. Vol. 46 No. 7, pp. 107-111, DOI: 10.1145/792704.792707
- Chakrabartty, S.N. (2013), “Best Split – half and Maximum Reliability”, *IOSR Jr. of Research & Method in Education*, Vol. 3, No. 1, pp. 1-8
- Ching, R. K., P. Tong, J. Chen, & H. Chen (2013), “Narrative online advertising: Identification and its effects on attitude toward a product,” *Internet Research*, Vol. 23 No. 4, pp. 414-438
- Das, K. & Imon, A. H. M. R. (2016), “A Brief Review of Tests for Normality”, *American Journal of Theoretical and Applied Statistics*, Vol. 5 No. 1, pp. 5-12, DOI: 10.11648/j.ajtas.20160501.12
- Ducoffe, R. H. (1995), “How Consumers Assess the Value of Advertising”, *Journal of Current Issues & Research in Advertising*, Vol. 17 No. 1, pp. 1-18, DOI: 10.1080/10641734.1995.10505022
- Ducoffe, R. H. (1996). “Advertising value and advertising on the Web”, *Journal of Advertising Research*, Vol. 36 No. 5, pp. 21-35
- Gao, Y. and & Koufaris, M. (2006), “Perceptual Antecedents of User Attitude in Electronic Commerce”, *ACM SIGMIS Database*. Vol. 37 No. 3, pp. 42-50, DOI: 10.1145/1161345.1161353
- Goldman, D. S. (2018), “The Basics of Hypothesis Tests and Their Interpretations”, *OSF Preprints*, DOI: 10.31219/osf.io/u2csn
- Greyser, S.A. (1973), “Irritation in advertising”, *Journal of Advertising Research*, Vol. 13 No. 1, pp. 3-10
- Hair, J. F., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multi-variate Data Analysis*, 6th edition, Upper Saddle River, NJ: Pearson Prentice Hall
- Hair, J.F., Black, W.C, Babin, B.J, Anderson, R.E. (2010), *Multivariate Data Analysis*, 7th Edition, Upper Saddle River, NJ: Pearson Prentice Hall
- Hashim, N. H., Normalini, and Sajali, N. (2018), “The Influence Factors Towards Mobile Advertising Message Content on Consumer Purchase Intention”, *Global Business Review*, Vol. 19 No. 5, pp. 1187–1206. DOI: 10.1177/0972150918788746



- Hassandoust, F., Logeswaran, R., and Kazerouni, M. (2011), "Behavioral factors influencing virtual knowledge sharing: theory of reasoned action", *Journal of Applied Research in Higher Education*. Vol. 3 No. 2, pp. 116-134. DOI: 10.1108/17581181111198665
- Hosein, N. Z. (2012), "Measuring the purchase intention of visitors to the auto show", *Journal of Management & Marketing Research*, Vol. 9, pp. 1-17
- Huang, K.-H., Yu, T. H.-K., and Huang, J. J. (2009), "The impacts of instructional video advertising on customer purchasing intentions on the Internet", *Service Business*, Vol. 4 No. 1, pp. 27–36, DOI: 10.1007/s11628-009-0081-7
- Iranmanesh, A. and Najafabadi, E. H. (2013), "The Impact of Customer's Attitude on Buying Behaviour", *Management and Administrative Sciences Review*, Vol. 2 No. 4, Pp. 360-370
- Ju-Pak, K.-H. (1999), "Content dimensions of Web advertising: a cross-national content dimensions of Web advertising: a cross-national", *International Journal of Advertising*, Vol. 18 No. 2, pp. 207-231
- Kabir, S. M. (2016), BASIC GUIDELINES FOR RESEARCH: An Introductory Approach for All Disciplines, 1st edition, Chittagong: Book Zone Publication
- Kim, A. J., & Ko, E. (2012), "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand", *Journal of Business Research*, Vol. 65 No. 10, pp. 1480–1486. DOI: 10.1016/j.jbusres.2011.10.014
- Lee, E., Lee, S., and Yang, C. (2017) "The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising", *Industrial Management & Data Systems*, Vol. 117 No. 6, DOI: 10.1108/IMDS-06-2016-0229
- Lee, J., Ham, C., and Kim, M. (2013) "Why People Pass Along Online audio Advertising: From the Perspectives of the Interpersonal Communication Motives Scale and the Theory of Reasoned Action", *Journal of Interactive Advertising*, Vol. 13 No. 1, pp. 1-13, DOI: 10.1080/15252019.2013.768048
- Lewis, J. L., & Sheppard, S. R. J. (2006). *Culture and communication: Can landscape visualization improve forest management consultation with indigenous communities? Landscape and Urban Planning*, 77(3), 291–313, DOI: 10.1016/j.landurbplan.2005.04.004
- Li, H., Edwards, S., and Lee, J.-H. (2002), "Measuring the Intrusiveness of Advertisements: Scale Development and Validation", *Journal of Advertising*. Vol. 31 No.2, pp. 37-47, DOI: 10.1080/00913367.2002.10673665



- Mackenzie, S., Lutz, R., and Belch, G. (1986). "The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations", *Journal of Marketing Research*, Vol. 23 No.2, pp. 130-143, DOI: 10.1177/002224378602300205
- Madahi, A., & Sukati, I. (2016), "An Empirical Study of Malaysian Consumers' Channel-switching Intention: Using theory of Planned Behaviour", *Global Business Review*, Vol. 17 No. 3, pp. 489-523, DOI: :10.1177/0972150916630447
- Maftai, V., Gerogiannis, V., and Papageorgiou, E. (2016). "Critical success factors of online music streaming services - a case study of applying the fuzzy cognitive maps method", *International Journal of Technology Marketing*, Vol. 11 No. 3, pp. 276-300, DOI: 10.1504/IJTMKT.2016.077377
- Maydeu-Olivares, A. & García-Forero, C. (2010), "Goodness of fit testing", *International Encyclopedia of Education* (3rd ed.), pp. 190-196
- Mirabi, V., Akbariyeh, H. and Tahmasebifard, H. (2015), "A Study of Factors Affecting on Customers Purchase Intention", *Journal of Multidisciplinary Engineering Science and Technology*, Vol. 2 No.1, pp. 267-273
- Mukherjee, K. and Banerjee, N. (2017) "Effect of Social Networking Advertisements on Shaping Consumers' Attitude", *Global Business Review*, Vol. 18 No. 5, pp. 1291-1306. DOI: 10.1177/0972150917710153
- Murillo, E. (2017). "Attitudes toward mobile search ads: a study among Mexican millennials", *Journal of Research in Interactive Marketing*, Vol. 11 No. 1, pp. 91-108. DOI:10.1108/jrim-06-2016-0061
- Mustafi, M.A.A. and Hosain, M.S. (2020), "The role of online advertising on purchase intention of smartphones: mediating effects of flow experience and advertising value", *Journal of Contemporary Marketing Science*, Vol. 3 No. 3, pp. 385-410. DOI: /10.1108/JCMARS-05-2020-0024
- Muzaffar, F. and Kamran, S. (2011), "SMS Advertising: Youth Attitude towards Perceived Informativeness, Irritation and Credibility", *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 3, No. 1, pp. 230-245
- Nan, X. and Faber, R. J. (2004), "Advertising Theory: Reconceptualizing the Building Blocks", *Marketing Theory*, Vol. 4 No. 1-2, pp. 7-30. DOI: 10.1177/1470593104044085
- Nwagwu, W.E. and Famiyesin, B. (2016), "Acceptance of mobile advertising by consumers in public service institutions in Lagos, Nigeria", *The Electronic Library*, Vol. 34 No. 2, pp. 265-288. DOI: 10.1108/EL-09-2014-0169



- Papies, D., Eggers, F., and Wlömert, N. (2010). "Music for free? How free ad-funded downloads affect consumer choice", *Journal of the Academy of Marketing Science*, Vol. 39 No. 5, pp. 777–794. DOI: 10.1007/s11747-010-0230-5
- Parreño, J. M., Sanz-Blas, S., Ruiz-Mafé, C., and Aldás-Manzano, J. (2013), "Key factors of teenagers' mobile advertising acceptance", *Industrial Management & Data Systems*, Vol. 113 No. 5, pp. 732-749. DOI: 10.1108/02635571311324179
- Ponto, J. (2015), "Understanding and Evaluating Survey Research", *Journal of the advanced practitioner in oncology*, Vol. 6 No. 2, pp. 168-171
- Richards, J. I., & Curran, C. M. (2002), "Oracles on "Advertising": Searching for a Definition", *Journal of Advertising*, Vol. 31 No. 2, pp. 63-77, DOI: 10.1080/00913367.2002.10673667
- Saadeghvaziri, F., Dehdashti, Z. and, Askarabad, M. R. (2013), "Web advertising: Assessing beliefs, attitudes, purchase intention and behavioral responses", *Journal of Economic and Administrative Sciences*, Vol. 29 No. 2, pp. 99-112, DOI: 10.1108/JEAS-09-2013-0029
- Sallam, M., Fahad, A., and Algammash (2016), "The effect of attitude toward advertisement on attitude toward brand and purchase intention", *International Journal of Economics, Commerce and Management*, Vol. 4 No. 2, pp. 509-520
- Sekaran, U., & Bougie, R. (2016), *Research Methods for Business: A Skill Building Approach*, 6th edition, West Sussex: Wiley and Sons
- Shrestha, N. (2020), "Detecting Multicollinearity in Regression Analysis", *American Journal of Applied Mathematics and Statistics*. Vol. 8 No. 2, pp. 39-42. DOI: 10.12691/ajams-8-2-1
- Stevenson, J. S., Bruner, G. C., and Kumar, A. (2000). Web Page Background and Viewer Attitudes. *Journal of Advertising Research*. Vol. 40 No. 1, pp. 29-34, DOI: 10.2501/JAR-40-1-2-29-34
- Taherdoost, H. (2016), "Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research", *International Journal of Academic Research in Management*. Vol. 5 No. 3, pp. 28-36. DOI: 10.2139/ssrn.3205040
- Thatcher, R. W. (2010), "Validity and Reliability of Quantitative Electroencephalography", *Journal of Neurotherapy*, Vo. 14 No. 2, pp. 122–152. DOI: 10.1080/10874201003773500

- Ting, H., Chuah, F., Hwa, C., Memon, M., and Yacob, Y. (2015), "Revisiting attitude towards advertising, its antecedents and outcome: A two stage approach using PLS-SEM", *International Journal of Economics and Management*, Vol. 9 No. 2, pp. 382-402
- Tsang, Melody M. & Ho, Shu-Chun & Liang, Ting-Peng. (2004), "Consumer Attitudes Toward Mobile Advertising: An Empirical Study", *International Journal of Electronic Commerce / Spring*, Vol. 8, No. 3, pp. 65–78, DOI: 10.1080/10864415.2004.11044301
- Wang, P. and Wen, M.J. (2017), "Personalization, privacy and attitudes towards online advertising", *Decision Science Letters*, Vol. 22, pp. 1-12
- Wang, Y., and Genç, E. (2019), "Path to effective mobile advertising in Asian markets: Credibility, entertainment and peer influence", *Asia Pacific Journal of Marketing and Logistics*, Vol. 31 No. 1, pp. 55-80, DOI: 10.1108/APJML-06-2017-0112
- Wlömert, N., & Papies, D. (2016). "On-demand streaming services and music industry revenues — Insights from Spotify's market entry", *International Journal of Research in Marketing*, Vol. 33 No. 2, pp. 314–327. DOI: 10.1016/j.ijresmar.2015.11.002
- Yang, K., Huang, C., Yang, C., and Yang, S.Y. (2017), "Consumer attitudes toward advertisement: YouTube as a platform", *Kybernetes*, Vol. 46 No. 5, pp. 840-853, DOI: 10.1108/K-03-2016-0038
- Younus, S., Rasheed, F., Zia, A. (2015), Identifying the Factors Affecting Customer Purchase Intention, *Global Journal of Management and Business Research: Administration and Management*, Vol. 15 No. 2, pp. 8-14
- Zha, Wei & Wu, H. (2014), "The impact of online disruptive ads on users' comprehension, evaluation of site credibility, and sentiment of intrusiveness", *American Communication Journal*, Vol. 16 No. 2, pp. 15-28
- _____. (2016), "Spotify Launches in Indonesia Survey Report", *Jakpat*. Available at: <https://blog.jakpat.net/spotify-launches-in-indonesia-survey-report/>, accessed on October 25, 2020
- _____. (2018), "Laporan DailySocial: Survei Layanan Streaming Musik 2018", *DailySocial*. Available at: <https://dailysocial.id/post/laporan-dailysocial-survei-layanan-streaming-musik-2018>, accessed on October 25, 2020
- _____. (2020), "Buletin APJII Edisi 74 - November 2020", Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). Available at:



<https://apjii.or.id/content/read/104/503/BULETIN-APJII-EDISI-74---November-2020>, accessed on May 30, 2021

_____(2020), “e-Conomy SEA 2020 Report”, *Google*. Available at: <https://economysea.withgoogle.com/>, accessed on May 30, 2021

_____(2020), “Internet usage worldwide - Statistics & Facts”, *Statista*. Available at: <https://www.statista.com/topics/1145/internet-usage-worldwide/>, accessed on May 30, 2021

_____(2020), “Popular music applications Indonesia first quarter 2019”, *Statista*. Available at: <https://www.statista.com/statistics/709833/indonesia-most-used-music-apps/#statisticContainer>, accessed on October 25, 2020