

The Influence of Informativeness, Entertainment and E-mail Marketing Irritation on Online Buying Intentions with Attitude Toward Advertising as Mediation Variable

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Abstrak. Tujuan penelitian ini adalah menguji efektivitas *e-mail marketing* dalam meningkatkan niat beli *online* konsumen. Penentu efektivitas sebuah iklan antara lain *informativeness*, *entertainment* dan *irritation*, yang nantinya akan membentuk sebuah sikap. Sikap konsumen terhadap iklan (*attitude toward advertising*) menjadi variabel mediasi yang mampu meningkatkan niat beli *online*. Teknik pengambilan sampel penelitian ini adalah *nonprobability sampling* dengan metode *judgement sampling*. Responden yang digunakan yaitu 110 orang pengguna aplikasi Traveloka yang pernah membaca *e-mail marketing* Traveloka selama 2 minggu terakhir. Analisis data yang digunakan adalah analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa *informativeness* dan *entertainment* berpengaruh positif dan signifikan terhadap niat beli *online*, sedangkan *irritation* berpengaruh secara negatif dan signifikan terhadap niat beli *online*. Begitu pula pengaruhnya pada sikap terhadap iklan (*attitude toward advertising*), *informativeness* dan *entertainment* berpengaruh secara positif dan signifikan terhadap *attitude toward advertising* sedangkan *irritation* berpengaruh negatif dan signifikan terhadap *attitude toward advertising*.

Kata kunci: *Informativeness, Entertainment, Irritation, Attitude Toward Advertising, Niat Beli Online*

Abstract. The purpose of this study is to examine the effectiveness of *e-mail marketing* in increasing consumer online buying intention. Determinants of the effectiveness of advertisements include information, entertainment and irritation, which in turn will form an attitude. Attitude toward advertising becomes a mediating variable that can increase online buying intentions. This study uses a nonprobability sampling technique with the type of judgment sampling. Respondents used were 110 users of Traveloka applications who have read Traveloka marketing e-mails for the past 2 weeks. Data analysis using path analysis. The results showed that information and entertainment had a positive and significant effect on online buying intention, while irritation had a negative and significant effect on online buying intention. Informativeness and entertainment have a positive and significant effect on attitude toward advertising, while irritation has a negative and significant effect on attitude toward advertising.

Keyword: *Information, Entertainment, Irritation, Attitude Toward Advertising, Online Buying Intention.*

Introduction

Currently, technological developments cause changes in consumer behavior. Where consumers prefer something that is practical, fast and easy to use. The internet is one of the supporters of this change, because it is able to facilitate consumers in obtaining various information and services available. Similarly, advertising can be done easily when done through online media. Gradually some companies began to shift from conventional advertising to online advertising, which is done online with the help of digital technology and the internet. This transition can be seen in the decline in spending on television advertising in 2019 to 6%, which in 2018 the growth of television advertising expenditure reached 13% (www.antaraneews.com, 2019). Digital media

began to glance for advertising because of the growth in smartphone ownership in Indonesia, as well as an increase in internet consumption time of more than 3 hours a day (www.antaraneews.com, 2019).

There are several types of digital advertising including website advertising, search engine marketing, location based advertising, online advertising, e-mail marketing and social media marketing. Of the several types of digital advertising, one that is quite widely used by businesses is e-mail marketing. E-mail marketing is digital advertising done through e-mail media. With e-mail, businesses can send messages in bulk to targeted consumers. Only with one click, e-mail will be automatically and simultaneously sent to the e-mail list address that has been created. This is done by companies to increase their popularity and sales in accessing their sites or applications, so that it can bring up online consumer purchase intentions on a product or service offered.

Before the formation of online buying intentions, consumers will form an attitude first in themselves. According to Simamora (2004: 159) Consumer attitudes are always aimed at two concepts, including attitudes toward behavior (attitude toward action) and attitudes towards objects (attitude toward objects). Attitude toward action is a form of consumer behavior towards their own actions. Whereas attitude toward object is a condition where consumers behave on physical objects and social objects. There are many objects that will be faced by consumers in attitude, one of which is the object of advertising. The attitude of consumers towards advertising objects is called attitude toward advertising. Attitude toward advertising can lead to online buying intentions if individuals begin to have the confidence and desire to buy after evaluating advertisements.

Based on research from Ducoffe (1995) there are three factors that become the starting point to explain how consumers evaluate advertising, including information, entertainment and irritation. These factors are determinants of the effectiveness of advertising, which can determine how consumers behave after seeing the ad. The main use of an advertisement for consumers is to obtain an information about the product / service (Kim & Han, 2014). Advertising that has the ability to convey information to consumers related to products or services is called informativeness. Besides being able to convey information, effective advertising is also able to entertain and be fun for consumers who are often referred to as entertainment. Advertising that is entertainment has more advantages, because entertainment is the most powerful factor affecting purchase intentions (Ling et al, 2018). Advertising can also cause annoying or annoying feelings for consumers. Consumer negative reactions caused by annoying, annoying or unwanted advertisements are called irritations (Haq, 2009). Consumers will be negative on annoying advertisements, which results in a decreased desire to make a purchase. The higher the irritation from the ad, the lower the consumer's online purchase intention.

Research Methods

This research uses a quantitative approach, which is used in a hypothetical relationship. The sampling method uses a nonprobability sampling technique with judgmental sampling type. The

data used are primary data obtained based on the results of the distribution of questionnaires online, with the criteria of respondents namely Traveloka application users who have read Traveloka e-mail marketing for the last 2 weeks and have an age range of 15-59 years. The number of respondents used was 110 people. Data analysis technique uses path analysis, which aims to test and analyze the relationship between the independent variable and the dependent variable through mediating variables. This research path diagram model can be seen in Figure 1.

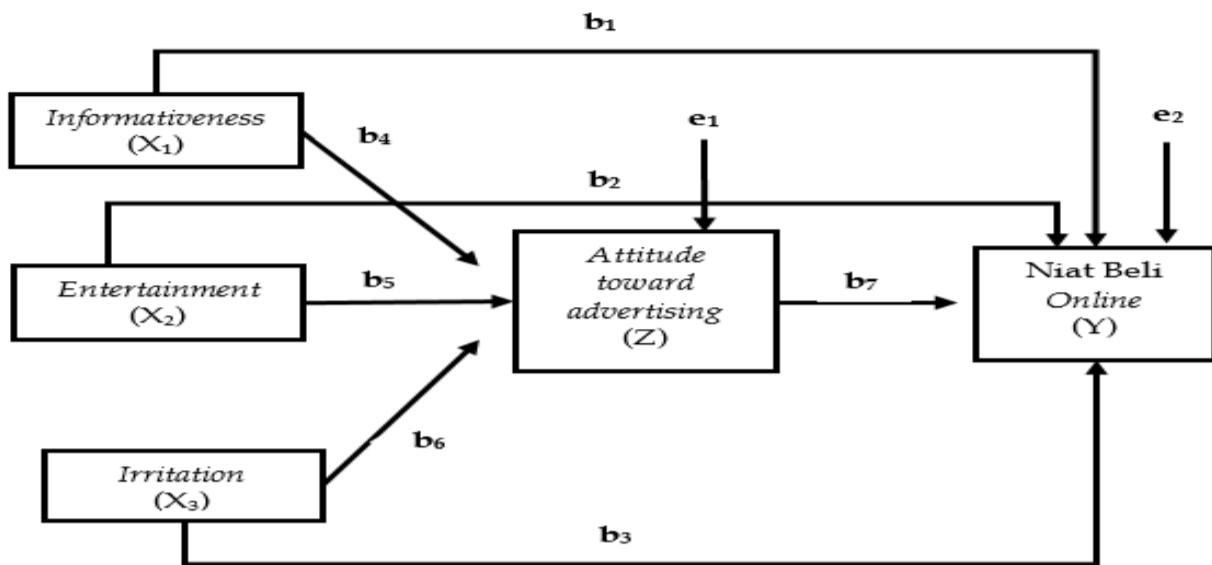


Figure 1 Path Diagram Model
Source: Data processed by researchers

Equation/Equation

Based on Figure 1 the path diagram model, if stated in the structural model equation is as follows:

$$Y = b7Z + b1X1 + b2X2 + b3X3 + e2 \dots\dots\dots 1)$$

$$Z = b4X1 + b5X2 + b6X3 + e1 \dots\dots\dots 2)$$

Information :

X1 = Informativeness

X2 = Irritation

X3 = Entertainment

Z = Attitude Toward Advertising

Y = Intention to Buy Online

b1 = Path coefficient of informativeness with online purchase intentions.

b2 = Coefficient of entertainment channel with online purchase intention.

b3 = Pathway irritation coefficient with intention to buy online.

b4 = Information path coefficient with attitude toward advertising.

b5 = Entertainment channel coefficient with attitude toward advertising.

b6 = Path coefficient for irritation with attitude toward advertising.

b7 = Attitude path coefficient towards advertising with the intention to buy online.

e1 = Error variable Z.

e2 = Y variable error.

Results and Discussion

In this study, researchers obtained data by sending online questionnaires to 110 respondents adjusted to the predetermined limits. Characteristics of the sample are presented in table 1.

Table 1. Characteristics of Samples

Characteristics of Respondents	total	Percentage
Gender		
a. Male	42	38%
b. Girl	68	62%
Age		
a. 15-26 years	81	74%
b. 27-38 years old	23	21%
c. 39-50 years old	2	2%
d. 51-59 years	4	4%
Profession		
a. Student / student	42	38%
b. Private employees	53	48%
c. Civil servants	2	2%
d. entrepreneur	13	12%
Earnings per month		
a. <Rp 1,000,000	24	22%
b. Rp 1,000,000 - Rp 2,500,000	20	18%
c. Rp. 2,500,000 - Rp 5,000,000	53	48%
d. > Rp. 5,000,000	13	12%
Lastly read Traveloka ad in e-mail		
a. 1 week	70	64%
b. 2 weeks	40	36%

Source: researchers processed data

In table 1 it can be seen that the majority of respondents have female sex with the age range of respondents ranging from 15-26 years, working as a private employee earning between Rp 2,500,000 - Rp. 5,000,000, and also last read Traveloka's e-mail marketing in the last 1 week. So it can be concluded that respondents with these criteria are more interested in reading Traveloka's e-mail marketing, because they are interested in the offer of hotel discount coupons sent on e-mail. Where the hotel discount coupon offer can support his work when requiring business trips out of town and so on. In addition, women also have an easier intention to buy online, because women like online purchases which are easy to access and practical. Next in table 2 explains the measurement items of variables used to measure informativeness, entertainment, irritation, attitude, toward advertising and online purchase intentions that have been used by several researchers before and adopted by researchers.

Table 2. Variable Measurement Items

Variable	Researcher	Item Statement
<i>Informativeness</i>	Ducoffe (1995); Tsang et al, (2004); Kim & Han (2014)	- Providing information needed.
		- Provides useful information.
		- Provide information in a timely manner.
		- Shipped on time.
		- Providing information needed.
<i>Entertainment</i>	Tsang et al, (2004); Hausman & Siekpe (2009); Kim et al. (2010)	- Feel happy when reading it.
		- Fun to see.
		- Enjoy the advertisements that are sent.
		- Can enjoy when reading it.
		- Not boring.
<i>Irritation</i>	Ducoffe (1995); Tsang et al, (2004); Xu (2016)	- Feeling annoyed with advertisements.
		- Feeling disturbed by the buildup of advertisements.
		- Ad content is too excessive.
		- Feeling upset with the ad delivery.
		- Post ads too often.
<i>Attitude Toward Advertising</i>	Parreno et al, (2012); Jung et al, (2016); Lee et al, (2017)	- Delivery duration is too close.
		- Liked the advertisements submitted.
		- Liked the ad content.
		- Interested in reading advertisements.
		- Interested in advertising promos.
Intention to Buy Online	Hausman & Siekpe (2009); Kim & Han (2014)	- Interested in accessing.
		- Interested in using.
		- Will make a purchase after seeing it.
		- Will consider buying.
		- Have the desire to buy.
		- Desiring to make a purchase after finding out.
		- Has the opportunity to make a purchase.
		- Having the opportunity to make a purchase.

Source: processed by researchers

On Table 2 mentioned some variable measurement items used in this study. Measurement of these variables is done by combining indicators from several previous studies. To measure it using a 5-point Likert scale.

Based on the results of the validity test conducted by researchers, all items declared valid because the value of $r_{count} > 0.30$ and positive value. As for the reliability test results can be seen in table 3 below.

Table 3. Reliability Test Results

Variable	Critical Value	Cronbach's Alpha
<i>Informativeness</i>	0.60	.859
<i>Entertainment</i>	0.60	0872
<i>Irritation</i>	0.60	0.928

<i>Attitude Toward Advertising</i>	0.60	0.838
<i>Intention to Buy Online</i>	0.60	0.837

Source: researchers processed data

The reliability test results showed that the Cronbach's alpha value of all variables was greater than 0.60. It can be concluded that all variables in the study are reliable. Furthermore, for the normality test, these results are indicated by the value of cr skew between the range of -2.58 to 2.58. And followed by a multivariate normality test value that is equal to 0.543 in the range of -2.58 to 2.58, it was concluded that the assumption of multivariate normality has been fulfilled. As for the linearity test results, all variables meet the requirements and are also linear, because the probability value (P) of this test is in the range of $0,000 < 0.05$. Furthermore, the outlier test, the overall data used is feasible, because there is no mahalanobis distance value that indicates the value exceeds 20.52.

As for the multicollinearity test, the determinant value of the determinant covariance matrix is far from 0, more precisely the result is 1134,001. Therefore it was concluded that there was no multicollinearity or singularity relationship in this study. Then the contribution of the model related to the structural relationship of the variables informativeness, entertainment, irritation and attitude toward advertising to online purchase intentions amounted to 57.8% and 42.2%.

There is a recapitulation of the effect of informativeness, entertainment, and irritation on online purchase intentions with attitude toward advertising as a mediating variable. The relationship is explained in the following table 4.

Table 4. Results of Calculation of the Coefficient of the Research Model Path

Research variable	<i>Attitude Toward Advertising</i> (Z)		Intention to Buy Online (Y)		
	<i>Direct</i>	<i>Total</i>	<i>Direct</i>	<i>Indirect</i>	<i>Total</i>
<i>Informativeness</i> (X1)	0.279 *	0.279	0.257 *	0.086 *	0.343
<i>Entertainment</i> (X2)	0.349 *	0.349	0.456 **	0.108 *	0.564
<i>Irritation</i> (X3)	-0.258 *	-0.258	-0,202 *	-0,018 **	-0,219
<i>Attitude Toward Advertising</i> (Z)			.308		.308
Square	0.471				

P <0.05 * P <0.001 **

Source: Researcher Processed Data

Based on the results of calculations in table 4, the attitude toward advertising variable acts as a partial mediated. Seen in the direct influence of informativeness on online purchase intentions of 0.257 and the indirect effect of informativeness on online buying intentions through attitude toward advertising by 0.086. The direct effect of entertainment on online buying intentions is 0.456 and the indirect effect of entertainment on online buying intentions through attitude toward advertising is 0.108. As for the direct effect of irritation on online buying intentions of -0.202 and the indirect effect of irritation on online buying intentions through attitude toward advertising of -0,018. It can be concluded that the value of the direct and significant influence of informativeness, entertainment, irritation of online buying intentions through attitude toward advertising variables.

Discussion

This study shows the results that informativeness has a positive effect on online purchase intentions with a path coefficient of 0.257. This means that the more informative e-mail marketing from Traveloka, the higher online consumer purchase intentions will also be. In line with the results of previous studies from Alalwan (2018); Ott et al, (2016); Kim et al. (2010) which said that informativeness has a positive and significant effect on online buying intentions. Ott et al, (2016) in their research also said that informativeness has an important role in influencing consumers to create online purchase intentions. While the relationship between entertainment and online purchase intentions in this study also had a positive and significant effect, with a path coefficient of 0.456. It has the meaning of increasingly entertaining and attractive Traveloka e-mail marketing, so the intention to buy consumers online is also higher. In line with the research of Richard and Meuli (2013); Kim et al, (2010) who said there was a positive and significant influence of entertainment on online purchase intentions. Another case with the results of irritation has a negative effect on online purchase intentions with a path coefficient of -0.202, which means the more disruptive e-mail marketing sent by Traveloka, the online purchase intention in consumers will also be lower. Disturbances are caused by the large number of e-mail marketing sent, so the message becomes piling up or often called spamming. Supported by research from Ling et al, (2018); Thota and Biswas (2009) who say there is a negative and significant effect of irritation on online buying intentions. Based on these results means H1, H2 and H3 are accepted.

Furthermore, the relationship of informativeness towards attitude toward advertising has a positive and significant effect with a path coefficient of 0.279. This means that the more informative message from Traveloka's e-mail marketing, the attitude toward advertising will be more positive in its acceptance. When consumers understand well the intentions of information on an advertisement, the consumer will behave positively as indicated by the behavior of acceptance and remembering the advertisement. Traveloka's e-mail marketing is somewhat informative because it shows the accuracy, timely and useful features of the recipient. This matter is supported by research from Hashim et al, (2017); Xu (2016); Lim and Ting (2012) who said there was a

significant positive effect of informativeness on attitude toward advertising. For the relationship of entertainment with attitude toward advertising significant positive effect, with a path coefficient of 0.349. This means that the more entertaining and attractive Traveloka e-mail marketing, the attitude toward advertising will also be more positive. This positive attitude is also demonstrated by the behavior of acceptance and good understanding of advertising by consumers. These results are supported by research from Hashim et al, (2017); Lim and Ting (2012); Xu (2016), where previous research says there is a positive and significant effect of entertainment on attitude toward advertising. This positive attitude is also demonstrated by the behavior of acceptance and good understanding of advertising by consumers. These results are supported by research from Hashim et al, (2017); Lim and Ting (2012); Xu (2016), where previous research says there is a positive and significant effect of entertainment on attitude toward advertising. This positive attitude is also demonstrated by the behavior of acceptance and good understanding of advertising by consumers. These results are supported by research from Hashim et al, (2017); Lim and Ting (2012); Xu (2016), where previous research says there is a positive and significant effect of entertainment on attitude toward advertising.

Then the relationship between irritation with attitude toward advertising has a negative effect with a path coefficient of -0.258. This means that Traveloka's e-mail marketing is getting more and more disruptive, so attitude toward advertising will also be more negative or lower. This negative consumer attitude will be shown by the behavior of rejection, avoiding or ignoring advertisements. According to the research of Hashim et al., (2018); Xu (2016); Lim and Ting (2012), who said irritation had a negative and significant effect on attitude toward advertising. Finally, the effect of attitude toward advertising on online purchase intention has a positive and significant effect with a path coefficient of 0.308. This means that when consumers like an ad, it can foster online purchase intentions. So the more positive attitude toward advertising, the intention to buy online will also be higher. When consumers behave positively, it will be shown by the behavior of receiving, understanding or liking the advertisement, so that it will be easier for the intention to make an online purchase. Research from Hashim et al., (2018); Lee et al, (2017); Hausman and Siekpe (20019) are in line with the results of this study, that attitude toward advertising has a positive and significant effect on online buying intentions. Therefore, based on these results it means that H4, H5, H6 and H7 are accepted. Research from Hashim et al., (2018); Lee et al, (2017); Hausman and Siekpe (20019) are in line with the results of this study, that attitude toward advertising has a positive and significant effect on online buying intentions. Therefore, based on these results it means that H4, H5, H6 and H7 are accepted. Research from Hashim et al., (2018); Lee et al, (2017); Hausman and Siekpe (20019) are in line with the results of this study, that attitude toward advertising has a positive and significant effect on online buying intentions. Therefore, based on these results it means that H4, H5, H6 and H7 are accepted.

Conclusion

This research proves that informativeness, entertainment and irritation significantly influence online purchase intentions. This research also proves that attitude toward advertising can mediate between informativeness, entertainment and irritation of online buying intentions. The attitude attitude towards advertising also proved to directly influence the intention to buy online. Therefore, the results of this study want to show that the importance of the role of informativeness, entertainment and irritation in forming attitudes toward advertising consumers towards a product / service. Besides the role of attitude toward advertising can also increase online purchase intentions in consumers.

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