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## The Effect of Mobile Advertising on Purchase Intention through Advertising Value and Flow Experience on Smartphone Users

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**Abstract:** Current technological developments are in line with the development of increasingly sophisticated mobile phone technology and have an influence on people's lifestyles. The sophistication of smartphones is also accompanied by the high number of smartphone users in Indonesia, which has resulted in several brands dominating the Indonesian market until 2021. As smartphone sophistication continues to develop, customers who watch an advertisement will find the value of the advertisement and feel it when the message of the advertisement matches the customer's needs. Advertising value can be the main predictor in the context of smartphone mobile advertising. Apart from advertising value, it can also be influenced by Flow experience. Flow experience or flow experience is a positive emotion that individuals feel when carrying out activities with full involvement. This research will present the results of the quantitative analysis regarding the impact of mobile advertising on purchase intentions mediated by advertising value and flow experience. Data analysis in this study used 350 respondents by using PLS SEM analysis tools. The research results show that there is a positive and significant influence from the five hypotheses, including the influence of mobile advertising on purchase intention through advertising value and flow experience on smartphone users.

**Keyword:** Smartphone, Mobile, Advertising, User, Value

### INTRODUCTION

The development of the current technological age has a lot of influence on changes in people's lifestyles, both individuals and groups. Technological developments are increasingly advanced and interesting. One of them is the development of cell phone technology. The cell phone that almost everyone uses today is a smartphone. A smartphone is a cell phone with a built-in microprocessor, memory, screen, and modem (Williams B.K. and Sawyer S.C, 2011). The modern era of smartphones is needed in everyday life, so everyone must have a communication tool such as a smartphone for daily activities. The existence of smartphones is currently not a luxury item for everyone because people of various statuses, groups, occupations, and ages can currently have them. The reason for using a smartphone is also

very necessary to communicate and make it easier to find various kinds of information via the internet network. The sophistication of smartphones can be seen in terms of features such as the speed of internet access, access to information, data transfer that equates to the advantages of computers that support various types of data and are facilitated by application services that can be obtained for free.

Connected smartphone users in Indonesia reached 370.1 million in January 2022. This figure increased by 13 million or 3.6 percent from the same period in the previous year. This 370.1 million figure is also higher than the total population in Indonesia. In comparison, the total population in Indonesia now stands at 277.7 million as of January 2022 (Jemadu & Prastya, 2022). With the large number of smartphone users in Indonesia, some of the brands that dominate the Indonesian market until 2021 are Xiaomi with a share growth of up to 26% while making it the smartphone market leader in Indonesia for the first time (Manggalani & Prastya, 2021).

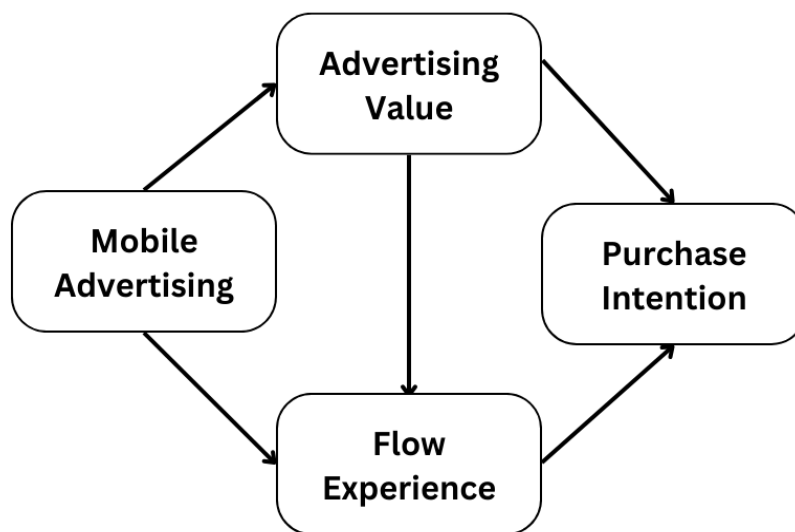
Mustafi & Hosain (2020) state that all cognitive, affective, and economic factors are proven to have a positive and significant influence on purchase intention except irritation which has a negative influence. The growing sophistication of smartphones, customers who witness an advertisement will find value from the advertisement and feel it when the message of the advertisement matches the needs of the customer (Dehghani et al., 2016) These results state that customers have a good perception of mobile advertising when it is credible, trustworthy, fun, and when the appropriate product is delivered to the customer in a timely manner, so this requires advertising value. Advertising value can be a key predictor in the context of smartphone mobile advertising. Advertising value is a measure of advertising effectiveness that can indicate the level of consumer satisfaction with an advertisement. Assessment of advertising is a subjective assessment (Ducoffe, 1995). Kim & Han (2014) stated in their research that cognitive, affective, and economic factors have a positive effect on advertising value except irritation which has a negative effect on advertising value. In addition to advertising value, it can also be influenced by Flow experience. Flow experience is a positive emotion that individuals feel when doing activities with full involvement (Csikszentmihalyi, 2020).

The results of the study (Kim & Han, 2014) show that flow experience positively affects affective, cognitive, and economic factors positively with the exception of irritation which has a negative effect. Purchase intention is consumer behavior that arises in response to an object that shows the customer's desire to make a purchase (Kotler & Lane Keller, 2009). According to research (Mustafi & Hosain, 2020) advertising value and flow experience can be the main determinants in increasing purchase intention. This research also shows that when customers consider smartphone advertisements important, useful, and valuable they will experience flow in these advertisements and intend to buy goods or services. This shows the positive influence of flow experience and advertising value on purchase intention. This study will present the results of the latest quantitative analysis of the impact of mobile advertising on purchase intention with the mediation of advertising value and flow experience.

## **METHOD**

This type of research includes explanatory research with a quantitative approach. This research requires primary and secondary data. Primary data is obtained directly from the main source, namely researchers distributing online questionnaires to obtain data on research targets. Meanwhile, secondary data collection is obtained from journals and *websites* for an overview of the object of research. In measuring quantitative scores, researchers use a 5-point *Likert Scale* starting from 1 for "strongly disagree" to 5 for "strongly agree". The variables to be tested include mobile advertising, purchase intention, advertising value and flow

experience. The construct to measure mobile advertising refers to (Kim & Han, 2014), purchase intention refers to (Ferdinand, 2014), advertising value refers to (Ducoffe, 1996), and flow experience refers to (Chang, 2013). The research design that has been made is shown in Figure 1.



**Figure 1. Research Design**

Population is the whole of the research object which is the center of attention and is the source of research data (Ul'fah Hernaeny, 2021). The population in this study includes Infinite Population. The number of samples determined in this study refers to the statement (Hair Jr. et al., 2009) that the number of samples as respondents is adjusted to the number of statement indicators used in the questionnaire assuming  $n \times 5$  observed variables (indicators) up to  $n \times 10$  observed variables (indicators). There are 32 question items in this study so that if multiplied by 7 it equals 224 respondents. According to (Hair Jr. et al., 2019) a sample size of more than 200 with an alpha level of 0.05 has met the criteria with a power level of 80%. Therefore, the accumulation of data determined in this study was determined to be 350 respondents to make it easier to obtain significant data.

The analysis in this study used PLS-SEM assisted by WarpPLS 8.0 software. According to (Latan & Ghozali, 2017) PLS-SEM is commonly used for testing the relationship between latent constructs simultaneously in linear and non-linear relationships with many indicators in the form of mode A (reflexive), mode B (formative) and or mode M (MIMIC). This research model uses second order construct.

## **RESULTS AND DISCUSSION**

### **Result**

Data collection from this study was carried out through filling out questionnaires by respondents via google form. Data were collected from 224 respondents who were declared correct and in accordance with the predetermined criteria. Data in Table 1. Shows the majority of respondents are female (55.4%). The age of the majority of respondents ranged from 17-24 years (54.9%). Respondents are mostly students (44.2%). Respondents who see advertisements at a frequency of 1-3 (29%) days have the same number as respondents who see advertisements at a frequency of more than 3 per day (29%). Most respondents have never purchased goods on advertisements on smartphones (63.8%).

**Table 1. Respondent Characteristics**

<b>Gender</b>		
Male	100	44.60%
Female	124	55.40%
	<b>224</b>	<b>100%</b>
<b>Age (years)</b>		
17- 24	123	54.90%
25- 32	56	25%
33- 40	37	16.50%
>40	8	3.60%
	<b>224</b>	<b>100%</b>
<b>Jobs</b>		
Students	99	44.20%
Private Employee	56	25%
Public Employee	28	12.50%
Self-employed	32	14.30%
Miscellaneous	9	4%
	<b>224</b>	<b>100%</b>
<b>Frequency Viewing Ads on Smartphones</b>		
1-3x/day	65	29%
>3x/day	65	29%
1x per 2-3 days	43	19.2%
1x per 4-5 days	25	11.2%
1x per week	26	11.6%

Source: Processed by Researchers (2023)

**First Order Outer Model Testing  
Validity Test (First Order)**

In validity testing, convergent and discriminant are carried out. The construct is declared convergently valid if the cross loading value is > 0.7 (Sholihin & Ratmono, 2013) and the latent variable AVE value is > 0.5 (Latan & Ghozali, 2017). The construct is declared discriminant valid if the square root value of AVE is higher than the correlation between latent constructs (Latan & Ghozali, 2017), and the cross loading value of the construct must be higher than the cross loading of other constructs (Sholihin & Ratmono, 2013).

**Table 1. Cross Loading Value(First Order)**

<b>Construct</b>	<b>MA1</b>	<b>MA2</b>	<b>MA3</b>	<b>MA4</b>	<b>MA5</b>	<b>PI</b>	<b>AV</b>	<b>FE</b>
<b>Informativeness (MAI)</b> (Kim & Han, 2014)								
(MA11) Advertisement on <i>smartphones</i> provide relevant information about products or services	<b>(0.833)</b>	0.124	-0.055	- 0.026	0.110	- 0.005	0.032	0.020
(M12) Advertisement on <i>smartphones</i> is source	<b>(0.828)</b>	-0.018	- 0.050	0.010	- 0.060	0.131	- 0.005	- 0.063
(M13) Advertisement on <i>smartphones</i> is resources _ product or service latest the good one	<b>(0.720)</b>	-0.123	0.121	0.018	- 0.058	- 0.145	0.043	0.049

<b>Credibility (MA2)</b> (Kim & Han, 2014)								
(MA21) I feel that advertising on smartphones is convincing	- 0.033	<b>(0.824)</b>	0.045	- 0.061	- 0.014	0,000	0.040	- 0.030
(MA22) I feel that advertising on smartphones can be trusted	0.062	<b>(0.851)</b>	0.049	0.034	0.040	- 0.073	0.031	- 0.046
(MA23) I feel that advertising on smartphones makes sense	- 0.032	<b>(0.806)</b>	- 0.098	0.027	- 0.028	0.076	- 0.073	0.079
<b>Entertainment (MA3)</b> (Kim & Han, 2014)								
(MA31) I feel that Smartphone ads are interesting	0.008	0.017	<b>(0.769)</b>	0.032	- 0.183	- 0.087	0.034	0.046
(MA32) I feel that Smartphone ads are fun	- 0.049	- 0.067	<b>(0.880)</b>	-0.005	0.035	0.032	- 0.010	- 0.015
(MA33) I feel comfortable moment saw a smartphone ad	0.048	0.059	<b>(0.779)</b>	-0.026	0.142	0.050	- 0.023	- 0.028
<b>Irritation (MA4)</b> (Kim & Han, 2014)								
(MA41) I feel advertisement Smartphones are annoying	- 0.019	- 0.035	- 0.016	<b>(0.926)</b>	0.014	0.044	0,000	0.032
(MA42) I feel advertisement Smartphones are confusing	- 0.053	- 0.031	0.052	<b>(0.946)</b>	- 0.017	- 0.038	0.019	0.047
(MA43) I feel advertisement Smartphones are boring	0.074	0.067	- 0.038	<b>(0.914)</b>	0.003	- 0.005	- 0.019	- 0.081
<b>Incentives (MA5)</b> (Kim & Han, 2014)								
(MA51) I satisfied get smartphone ads Which offer reward (reward)	0.114	0.226	- 0.116	0.360	<b>(0.552)</b>	- 0.127	- 0.032	- 0.214
(MA52) I took action to get a smartphone ad that offered rewards (reward)	0.056	- 0.021	0.069	- 0.044	<b>(0.801)</b>	- 0.164	0.136	- 0.079
(MA53) I satisfied get ads smartphones that offer coupons and rewards	-0.200	0.044	0.003	- 0.149	<b>(0.844)</b>	0.094	0.112	0.032
(MA54) I respond smartphone advertising to earn incentives	0.076	- 0.183	0.008	- 0.047	<b>(0.798)</b>	0.154	- 0.233	0.194
<b>Purchase Intention</b>								
(PI1) I interested do purchasing advertising products on smartphones rather than advertising products elsewhere	0.102	- 0.019	- 0.132	- 0.086	0.137	<b>(0.676)</b>	0.484	- 0.202
(PI2) I like product advertising on smartphones rather than advertising products another place	-0.076	0.071	0.064	- 0.017	- 0.140	<b>(0.688)</b>	- 0.013	0.164
(PI3) I like product advertisement on smartphones rather than advertising products another place	-0.109	0.071	- 0.069	0.043	0.111	<b>(0.756)</b>	- 0.057	0.079
(PI4) I more interested For use advertising products on smartphones rather than	-0.135	0.095	- 0.047	- 0.115	0.112	<b>(0.724)</b>	- 0.013	0.261

advertising products elsewhere									
(PI5) I refer product advertising on smartphones to other people	- 0.179	0.071	- 0.099	0.076	- 0.092	<b>(0.775)</b>	0.065	0.122	
(PI6) I convey experience of using advertising products to other people	0.080	- 0.260	0.188	- 0.026	0.071	<b>(0.736)</b>	- 0.157	- 0.038	
(PI7) I look for information from person others regarding advertising products on smartphones	0.234	- 0.184	0.142	0.061	- 0.167	<b>(0.706)</b>	- 0.083	- 0.167	
(PI8) I look for information positive about advertising products on smartphones	0.300	0.166	- 0.047	0.058	- 0.038	<b>(0.652)</b>	- 0.218	- 0.267	
<b>Advertising Value</b>									
(AV1) I feel that advertising on smartphones is very valuable	0.045	0.090	0.028	- 0.003	0.054	0.111	<b>(0.844)</b>	- 0.143	
(AV2) I feel advertising on smartphones is very useful	- 0.171	0.014	0.029	- 0.059	0.055	- 0.154	<b>(0.845)</b>	0.025	
(AV3) I feel that advertising on smartphones is very important	0.130	- 0.108	- 0.059	0.063	- 0.112	0.045	<b>(0.819)</b>	0.122	
<b>Flow Experience</b>									
(FE1) I feel really concentrate _ moment see ad on smartphones	0,048	- 0.024	0.084	0.011	0,000	0.177	0.037	<b>(0.823)</b>	
(FE2) Moment I see ads On a smartphone , time seems to pass so quickly	-0.034	0.018	- 0.141	0.039	- 0.022	- 0.213	0.074	<b>(0.804)</b>	
(FE3) Moment I see ads on smartphones , it seems like no problem _	0.064	0.052	- 0.082	0.051	0.080	- 0.341	- 0.317	<b>(0.648)</b>	
(FE4) I feel like moment see ad on smartphones	- 0.129	0.024	0.075	- 0.009	0.091	0.118	0.056	<b>(0.803)</b>	
(FE5) I feel captivated moment see ads on smartphones	0.067	- 0.065	0.050	- 0.090	- 0.145	0.206	0.096	<b>(0.736)</b>	

Source: Processed by Researchers (2023)

**Table 2. AVE Value (First Order)**

	MA1	MA2	MA3	MA4	MA5	PI	AV	FE
<b>AVE</b>	0.633	0.684	0.658	0.862	0.574	0.512	0.699	0.586

Source: Processed by Researchers (2023)

Based on Table 1 and Table 2, the cross loading value of all constructs is higher than > 0.70, and the overall AVE value of latent variables is > 0.5, so all constructs are declared convergently valid. Based on table 1 and table 3, the cross loading value of other constructs is lower than the cross loading value of the construct itself, and the AVE Square Root value of each latent variable is greater than the correlation value between other latent variables. Thus, the constructs have good convergent and discriminant validity, and are acceptable in compiling their respective variables in the outer model measurement (first order).



**Table 3. Correlation value of latent variables with AVE Square Root (First Order)**

	MA1	MA2	MA3	MA4	MA5	PI	AV	FE
MA1	(0.796)	0.536	0.445	0.016	0.380	0.655	0.627	0.609
MA2	0.536	(0.827)	0.471	0.095	0.317	0.539	0.511	0.505
MA3	0.445	0.471	(0.811)	0.074	0.372	0.611	0.513	0.562
MA4	0.016	0.095	0.074	(0.929)	0.181	0.088	0.041	0.085
MA5	0.380	0.317	0.372	0.181	(0.757)	0.525	0.435	0.550

Source: Processed by Researchers (2023)

**Reliability Test (First Order)**

The instrument is declared to meet the requirements of the reliability test if the Crobach Alpha (CA) and Composite Reliability (CR) values are > 0.7 (Sholihin & Ratmono, 2013). In accordance with Table 5, the reliability test (First Order) of the instrument in this study is declared reliable, because all variables have a Cronbach Alpha value and Composite Reliability > 0.7.

**Table 4. Cronbach Alpha (CA) and Composite Reliability (CR) Test (First Order)**

	MA1	MA2	MA3	MA4	MA5	PI	AV	FE
CR	<u>0.837</u>	<u>0.867</u>	<u>0.852</u>	<u>0.949</u>	<u>0.840</u>	<u>0.893</u>	<u>0.874</u>	<u>0.875</u>
CA	0.708	0.769	0.738	0.920	0.743	0.863	0.784	0.821

Source: Processed by Researchers (2023)

**Outer Model Testing (Second Order)**

**Validity Test (Second Order)**

In validity testing, convergent and discriminant are carried out. A significant loading factor value or standardized loading estimate is equal to 0.5 or above (Ghozali, 2016). The loading factor value is high if the indicator correlates more than 0.7. However, in scale development stage research, a loading factor of 0.5 to 0.6 is considered sufficient (Ghozali & Latan, 2015) and the latent variable AVE value is > 0.5 (Latan & Ghozali, 2017). The construct is declared discriminant valid if the square root value of AVE is higher than the correlation between latent constructs (Latan & Ghozali, 2017), and the cross loading value of the construct must be higher than the cross loading of other constructs (Sholihin & Ratmono, 2013).

**Table 5. Cross Loading Value (Second Order)**

<i>Konstruk</i>	MA	AV	FE	PI
<b>Mobile Advertising (MA) (Kim &amp; Han, 2014)</b>				
(MA1)	(0.784)	0.370	-0.196	0.105
(MA2)	(0.781)	0.244	-0.299	-0.219
(MA3)	(0.759)	-0.198	0.071	0.170
(MA4)	(0.206)	-0.368	0.029	-0.117
(MA5)	(0.670)	-0.380	0.489	-0.025
<b>Advertising Value (AV) (Ducoffe, 1996)</b>				
(AV1)	0.189	(0.856)	-0.146	0.037
(AV2)	-0.090	(0.859)	0.080	-0.114
(AV3)	-0.101	(0.836)	0.068	0.079
<b>Flow Experience (FE) (Chang, 2013)</b>				
(FE1)	0.050	0.095	(0.829)	0.238
(FE2)	-0.087	0.040	(0.802)	-0.239

(FE3)	0.258	-0.411	(0.637)	-0.530
(FE4)	0.076	-0.065	(0.800)	0.076
(FE5)	-0.263	0.271	(0.748)	0.362
<b>Purchase Intention (PI) (Ferdinand, 2014)</b>				
(PI1)	-0.043	0.604	-0.215	(0.704)
(PI2)	-0.011	-0.013	0.101	(0.687)
(PI3)	0.119	-0.211	0.182	(0.743)
(PI4)	-0.007	0.025	0.271	(0.748)
(PI5)	-0.119	0.037	0.114	(0.789)
(PI6)	-0.194	-0.314	0.117	(0.759)
(PI7)	-0.070	0.007	-0.219	(0.735)
(PI8)	0.378	-0.113	-0.418	(0.655)

Source: Processed by Researchers (2023)

**Table 6. AVE Value (Second Order)**

	MA	AV	FE	PI
<b>AVE</b>	0.567	0.699	0.586	0.512

Source: Processed by Researchers (2023)

Based on Table 5 and Table 6, the cross loading value of all constructs is higher than > 0.70 but there are still cross loading values between 0.5 - 0.6 and the AVE value of all latent variables > 0.5, so all constructs are declared convergently valid. Based on table 5 and table 7, the cross loading value of other constructs is lower than the cross loading value of the construct itself, and the AVE Square Root value of each latent variable is greater than the correlation value between other latent variables. Thus, the constructs have good convergent and discriminant validity, and are acceptable in compiling their respective variables in the outer model (second order) measurement.

**Table 7. Correlation value of latent variables with AVE Square Root (Second Order)**

	MA	AV	FE	PI
<b>MA</b>	(0.753)			
<b>AV</b>	0.696			
<b>FE</b>	0.684			
<b>PI</b>	0.670			

Source: Processed by Researchers (2023)

**Reliability Test (Second Order)**

The instrument can be declared to meet the requirements of the reliability test if the Cronbach Alpha (CA) and Composite Reliability (CR) values are > 0.7 (Sholihin & Ratmono, 2013). In accordance with Table 9, the reliability test (Second Order) of the instrument in this study is declared reliable, because all variables have a Cronbach Alpha value and Composite Reliability > 0.7.

**Table 8. Cronbach's Alpha Test and Composite Reliability (Second Order)**

Variable	Cronbach Alpha (CA)	Composite Reliability (CR)	Information
Mobile Advertising (MA)	0.670	0.791	Reliable
Advertising Value (AV)	0.808	0.887	Reliable



<i>Flow Experience (FE)</i>	0.821	0.876	Reliable
<i>Purchase Intention (PI)</i>	0.873	0.900	Reliable

Source: Processed by Researchers (2023)

### Model Feasibility Test

**Table 9. Model Fit Test and Quality Index**

Fit Model And Index Quality	Index	p-value	Criteria	Information
<i>APC</i>	0.494	P<0.001	P<0.05	Acceptable
<i>ARS</i>	0.621	P<0.001	P>0.05	Acceptable
<i>AARS</i>	0.618	P<0.001	P>0.05	Acceptable
<i>AVIF</i>	2,340	Acceptable If $\leq 5$ , ideal $\leq 3.3$		Acceptable
<i>AFVIF</i>	3,261	Acceptable If $\leq 5$ , ideal $\leq 3.3$		Acceptable
<i>GoF</i>	0.606	small $\geq 0.1$ , currently $\geq 0.25$ , big $\geq 0.36$		Big
<i>SPR</i>	1,000	Acceptable If $\geq 0.7$ , ideal = 1		Acceptable
<i>RSCR</i>	1,000	Acceptable If $\geq 0.9$ , ideal = 1		Acceptable
<i>SSR</i>	1,000	Acceptable If $\geq 0.7$		Acceptable
<i>NLBCDR</i>	1,000	Acceptable If $\geq 0.7$		Acceptable

Source: Processed by Researchers (2023)

The analysis results in Table 9 show that the model is feasible to accept. AVIF and AFVIF values that are less than 3.3 indicate that multicollinearity problems between exogenous variables and between indicators are not detected (Latan & Ghazali, 2017). The resulting GoF is  $0.520 > 0.36$ , meaning that the fit model is included in the large category. SPR shows  $0.8 > 0.7$  which means it is still acceptable. RSCR with a result of  $0.980 > 0.9$  means it is still acceptable. The higher the R-square, the model can be said to have a good level of predictive accuracy (Hair Jr. et al., 2017). SSR and NLBCDR show the same result, namely 1 with the provisions  $> 0.7$ , which means it is still acceptable.

**Table 10. R-square and Q-square Values**

MA	AV	FE	PI
R-square	0.495	0.700	0.667
Q-Square	0.495	0.700	0.671

Source: Processed by Researchers (2023)

Through Table 10. In the R-square test, the analysis is obtained: The AV variable can be explained by the MA variable by 49.5 percent, while the remaining 50.5 percent is explained by other factors outside the study. The FE variable can be explained by the MA variable by 70% and the remaining 30% is explained by other factors outside the study. The PI variable is explained by the MA, AV, and FE variables by 66.7%, and the remaining 33.3% is explained by other factors outside the study. As for the Q-square value on the endogenous variables of this study  $> 0$ , which means that the model is categorized as predictive relevance (Latan & Ghazali, 2017).

### Hypothesis Testing of Direct Influence

Hypothesis testing in this study refers to (Solimun & A., 2017), namely the path coefficient value has a standard between -1 and +1. A value close to +1 is considered to have a positive relationship, a value of 0 is considered to have no relationship, a value close to -1 indicates a negative relationship, p-value  $\leq 0.05$  low significance,  $\leq 0.05$  significant,  $\leq$  high significance.

**Table 11. Hypothesis Test for Direct Effect**

	Hypothesis	Patch coefficient	p-value
<b>MA-&gt; AV</b>	H1	0,703	< 0,001
<b>MA -&gt; FE</b>	H2	0,373	< 0,001
<b>AV -&gt; PI</b>	H3	0,369	< 0,001
<b>FE -&gt; PI</b>	H4	0, 491	< 0,001
<b>AV -&gt; FE</b>	H5	0,535	< 0,001

Source: Processed by Researchers (2023)

Reviewing Table 11. the results show that MA has a direct effect on AV positively and significantly with a regression coefficient of 0.703 and significant at  $p < 0.001$ , so H1 is accepted. MA has a direct effect on FE positively and significantly with a regression coefficient of 0.373 and significant at  $p < 0.001$ , so H2 is accepted. AV has a direct effect on PI positively and significantly, with a regression coefficient of 0.369 and significant at  $p < 0.001$ , so H4 is accepted. FE has a direct positive and significant effect on PI, with a regression coefficient of 0.491 and significant at  $p < 0.001$ , so H5 is accepted. AV has a direct effect on FE, with a regression coefficient of 0.535 and significant at  $p < 0.001$ , so H5 is accepted.

## DISCUSSION

Referring to the test results, mobile advertising on advertising value has a positive and significant effect when viewed from the patjh coefficient. This shows that the 4 dimensions of mobile advertising consisting of informativeness, credibility, entertainment, irritation and incentives (Ducoffe, 1995) (Kim & Han, 2014) (C.-L. 'Eunice' Liu et al., 2012) which show these results agree with the statement (Kim & Han, 2014) which shows that smartphone advertisements that are credible, trustworthy, fun, and relevant product information delivered will provide good perceptions for users, this is consistent with the findings (Ducoffe, 1995). In addition, smartphone advertisements that provide rewards such as discount coupons or gift coupons will also increase users' good perceptions of these advertisements, this proves the significant positive effect of mobile advertising on advertising value.

Referring to the test results, mobile advertising is proven to have an influence on flow experience. This result is consistent with the opinion (Shin et al., 2011), Users who feel entertained and already believe in smartphone advertising will allow users to be fully involved or very cool when viewing ads. Based on the results of research (Hoffman & Novak, 2009), media that provide sophisticated advertising that allows communicating with potential customers in real time will increase flow experience, this proves a positive and significant influence by mobile advertising on flow experience.

The findings in this study found that advertising value is proven to have a positive effect on purchase intention. This is in line with the opinion (Wang et al., 2013), which shows that when users see smartphone advertisements as important, useful, and valuable, they will buy the product without hesitation. In other words, customers not only pay attention to the goods and services offered, but they also pay attention and consider the advertising value offered by the advertiser (Ducoffe, 1996), so it can be said that advertising value has a positive effect on purchase intention.

The test results of this study prove that flow experience has a significant positive effect on purchase intention. This finding is in line with the findings (Martins et al., 2019) that when customers are highly engaged and fully focused on smartphone advertising, they will feel more understanding and enjoy the advertising message. As a result, they will buy these items from any outlet. This finding is also in line with the opinion of (Shin et al., 2011), which shows the results that when users are highly absorbed in smartphone advertisements, the desire to buy goods and services will increase, this proves the significant positive effect of

flow experience on purchase intention.

The findings in this study indicate that advertising value has a significant positive effect on flow experience. This finding is in line with the opinion of (Hoffman & Novak, 1996), after the user evaluates the advertisement received has advertising value, the advertising message can be matched to the user's needs or include value-added information for shopping, thus the customer focuses completely on the advertising message. In other words, the higher the value of advertising such as design, use of color, music effects, the presence of animation can affect the level of user focus, therefore advertising value has a significant positive effect on advertising value.

## CONCLUSION

In this study, researchers examined the effect of mobile advertising on purchase intention through advertising value and flow experience on smartphone users. Based on the results of hypothesis testing, it is known that mobile advertising has a positive influence on advertising value. This shows that advertisements on smartphones displayed by advertisers can be accepted by smartphone users in terms of smartphone advertisements that are credible, trustworthy, fun, and relevant product information delivered will provide good perceptions for users. Furthermore, it is known that mobile advertising has a positive effect on the flow experience. This shows that media that provide sophisticated advertisements that allow communication with potential customers in real time will increase the flow experience. Then, the influence of advertising value is proven to have an effect on purchase intention. This shows that when users consider smartphone ads to be important, useful, and valuable, they will buy the product without hesitation. In other words, customers not only pay attention to the goods and services offered, but they also pay attention and consider the advertising value offered by the advertiser. The next finding is that flow experience has a positive effect on purchase intention which indicates that when customers are highly engaged and fully focused on smartphone advertisements, they will feel more understanding and enjoy the advertising message. As a result, they will purchase these items from any outlet. Furthermore, advertising value has a positive effect on flow experience, this shows that after the user evaluates the advertisement received has advertising value, the advertising message can be matched to the user's needs or include value-added information for shopping, thus the customer is fully focused on the advertising message. The findings in this study need to be followed up to produce even better findings, where this study only identifies the effect of mobile advertising on smartphone users. This research was also conducted only on users of certain brands of smartphones. Researchers also recommend for future research by conducting more familiar research so that the smartphone user community can provide a broader opinion.

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