

The Role of Attitude and Knowledge in Predicting Ads Platform Use Behavior: An Application of the Theory of Planned Behavior (TPB) in Indonesia

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Abstracts

The increasingly tight competition in online trading encourages business actors to utilize online advertising (platform ads) to reach consumers more widely. However, the dynamics of digital trends make consumer behavior change rapidly, so the effectiveness of using this platform needs to be evaluated. The purpose of the study is to analyze consumer attitudes towards the use of platform ads services in several major cities in Indonesia, concerning the Theory of Planned Behavior (TPB). This study uses a quantitative approach and data processing through Structural Equation Modeling (SEM) with 200 respondents. Data analysis uses SPSS 26 and AMOS Graphics 26 software. The study results showed that influencer credibility did not significantly affect consumer attitudes, while the knowledge variable had a significant effect. Adding the knowledge variable as an extension of TPB is a new contribution that has not been widely explored in using platform ads. These findings provide practical implications for companies in designing digital marketing strategies more adaptive to consumer behavior.

Keyword: Attitude, Behavior Intention, Credibility Influencer, Knowledge, Online Advertising, Use Behavior,

Introduction

Online shopping is increasingly popular among Indonesian people because of the various advantages and conveniences offered, and can be done on various digital platforms. As a result of this behavior, competition between merchants on online platforms is getting tighter, encouraging paid advertising to expand marketing reach. Using paid advertising does not always automatically increase the number of purchases or sales. Consumer behavior in using a platform is anticipated by the consumer's behavioral intention (Tian et al., 2023). Another study said that targeted advertising for mobile users using online behavioral targeting is often used to present appropriate information precisely (Wang et al., 2022). Appropriate information is needed to tailor advertisements on online platforms to suit consumers. Advertisements on online platforms also have an important role in shaping potential customers' perception of value towards the advertised product.

Consumers are now increasingly intelligent, making shopping through digital platforms increasingly popular. The advertisements they see on digital platforms do not always attract their attention. Consumer knowledge develops over time, driven by interactions, observations of shopping trends, education about the market, and personal experiences (Nelson et al., 2021). Consumers are beginning to understand the knowledge about advertisements and products advertised online. The delivery of interesting information is also a factor. Moreover, another factor that can attract consumers' attention is that they look naturally suitable or appropriate for the products being promoted (Kim & Kim, 2021). Customer knowledge is key to realizing marketing strategies (Gupta et al., 2021). Information from various sources, personal experiences, and social and cultural values is adopted to shape consumer attitudes. Attitude is a general

evaluation of an object, which is a crucial predictor of behavioral intentions (Makanyeza et al., 2021). Understanding consumer behavior based on intention is important for companies, and it is analyzed through the Theory of Planned Behavior (TPB). The Theory of Planned Behavior defines consumer attitude as one of three factors directly influencing intention to behave (Gansser & Reich, 2023). The study also includes subjective norms of consumers and perceived consumer behavioral control as elements that impact individual intentions. Another phenomenon of concern is the change in consumer attitudes, behaviors, and intentions in today's digital world, where technology continues to develop. This study aims to answer the question: to what extent does knowledge moderate the influence of attitude on use behavior?. This study provides an understanding of attitudes and knowledge that can later influence intentions and behavior in the use of ad platforms that consumers often encounter on online platforms.

This study was conducted on consumers' most frequently encountered advertising platforms, such as Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads. The study subjects were people of productive age living in several major cities in Indonesia, such as Bandung, Semarang, Yogyakarta, Makassar, Jakarta, and Surabaya. These cities were chosen because they have large populations and active digital consumption behavior, making them relevant to the objects of the advertising platform. This study highlights how information impacts the digital advertising industry.

Knowledge is an important factor in the advertising industry on online platforms because clear and relevant information can improve consumer decision-making. This explanation is a source of novelty variables in this study: knowledge. Knowledge is understanding and utilizing information obtained through the educational process, learning experiences, and identifying various things (Liao & Yang, 2023). Product knowledge in advertisements on online platforms that are conveyed well with persuasive language will undoubtedly determine the attitude of consumers. The novelty theory used in this study is the Knowledge Attitude Practice Theory, which is associated with the relationship between Knowledge, Attitude, and Practice. The Knowledge Attitude Practice Theory predicts that knowledge will positively and indirectly influence practice through changes in attitudes, and knowledge can also directly influence practice (Liao & Yang, 2023). Previous studies have also found a positive and significant impact between knowledge and attitude (Abrar et al., 2021; Tzeng & Ho, 2022; Masukujaman et al., 2021).

Previous studies reveal a research gap that still needs to be studied further. The results of a previous study by Rahman et al. (2015) showed a gap between knowledge and attitude that did not significantly influence the study. Consumers may rely more on factors other than factual knowledge to form attitudes. Other factors have a more substantial influence on attitude. It is in contrast to the research conducted by Dhir et al. (2021), which concluded that there was a positive and significant influence between knowledge and attitude. There are inconsistent results and need to be retested. In the relationship between other variables, there is a gap in the previous study by Macheka et al. (2024) showing a gap between influencer credibility and attitude, which did not significantly influence. The weak relationship between influencer credibility and attitude may occur due to a lack of trust or other factors. Previous empirical studies showed different results, conducted by Nafees et al. (2021), which concluded that there was a positive and significant influence between influencer credibility and attitude. The results of previous studies of other variables by Zhang et al. (2022) also showed a gap between behavioral intention and use behavior, which did not significantly influence. This study shows much moderation from many factors that may influence the insignificant relationship between behavioral intention and use behavior. Different from the empirical study conducted by Ali et al. (2024), which concluded that there is a positive and significant influence between behavioral intention and use behavior.

Several of these studies show an inconsistency in the relationship between variables. The gap found in previous studies requires further research to prove it. This study was conducted to prove the research gap in the relationship between variables by using the theory of planned behavior to test the relationship between these variables.

A marketing mix refers to a series of integrated strategies that provide value to consumers. Altay et al. (2022) stated that the basic elements used in developing a marketing strategy are known as the marketing mix. Companies can use and control the marketing mix to influence consumers in the market (Fauzi & Marsasi, 2023; Othman et al., 2021). This statement shows that the marketing mix is not only a company tool, but also shapes customer perceptions directly. Padual et al. (2024) describe the influence of the marketing mix and perceived value analysis on products or services. Marketing mix elements influence customer perceived value by highlighting product quality, such as competitive premium prices, promotions, and easily accessible distribution. Perceived value reflects how much consumers assess a product or service as being able to meet their needs and expectations (Nafisyah & Marsasi, 2023; Fu et al., 2023). This assessment includes comparing the benefits received and the sacrifices made by consumers, such as money, time, or effort. It is in line with research by Somsong et al. (2020), which also stated that the elements of the marketing mix and perceived value are related to consumers. Therefore, the hypothesis of this study states that the marketing mix significantly impacts perceived value.
H1: The marketing mix has a significant influence on perceived value.

Sun et al. (2023) argued that accurate knowledge about the target product increases the stability of consumer attitudes towards the product, which can help increase the consistency of behavioral intentions. Knowledge is one of the important factors that consumers consider in the decision-making process. Sayal & Pant (2023) described the analysis of the relationship between knowledge and attitude, which showed that in-depth knowledge of a product or service tended to create a more positive attitude towards purchasing intentions. The relationship between knowledge and attitude can be improved by providing consumers with practical, enjoyable, and educational information. Consumer attitudes refer to an individual's perspective or evaluation of a brand or product (Sabina & Marsasi, 2024). Attitude towards a product or service reflects consumers' psychological condition or state of mind, directly influencing their decisions when choosing and purchasing products. Other studies also reveal the relationship between knowledge and attitude (Majeed et al., 2024; Moslehpour et al., 2023). Consumers with sufficient and relevant information about a product will likely develop a positive attitude, increasing the likelihood of purchasing. Information considered important and credible can strengthen consumer trust, thus encouraging a more positive attitude towards the product. Based on the theoretical study and empirical study, the author proposes the following hypothesis:

H2: Knowledge has a significant influence on attitude.

According to Lee (2021), the benefits of influencer marketing lie in providing supporting credibility to consumers. Credibility is considered important for consumers to gain trust. Previous studies reviewed the relationship investigating a significant relationship between influencer credibility and attitude (Pick, 2021; Belanche et al., 2021). An influencer's credibility significantly influences a person's attitude towards an advertisement (Lee & Kim, 2020). Influencer credibility, which consists of attractiveness, trust, and expertise, impacts attitudes towards what the influencer promotes. In line with Ooi et al. (2023), the authors also explored the relationship between influencer credibility and attitude. Influencers who convey consistent and relevant messages or promotions to consumers will build a positive attitude towards influencers. The author proposes the following hypothesis in the study based on the empirical studies discussed earlier:

H3: Influencer credibility has a significant influence on attitude

Armbrrecht (2021) described a significant relationship between perceived value and

behavioral intention. The study showed that the value perceived by consumers can trigger the emergence of an intention to act, such as making a purchase or using a service. Perceived value reflects consumers' evaluation of the benefits obtained compared to the sacrifices made, which plays an important role in forming behavioral intentions. According to Sujood et al. (2022), behavioral intention is the most direct and consequential determinant of actual behavior compared to other determinants. This intention can emerge early after consumers feel the value of a product or service. Marsasi et al. (2023) supported this view, stating that behavioral intention was formed because consumers believe the products or information they received were still oriented towards their best interests. Previous studies have also investigated a significant relationship between perceived value and behavioral intention (Molinillo et al., 2021; Hewei, 2022). In the digital context, high media interaction can increase the perceived entertainment and functional value, encouraging consumer motivation to purchase. Thus, consumers' perceived value shapes their intention to purchase a product or use a particular service.

H4: Perceived value has a significant influence on behavioral intention.

Saleem et al. (2022) showed a significant relationship between attitude and behavioral intention. Consumers who feel the benefits, ease of use, and provide a pleasant message experience in advertising will have a more positive attitude, which will encourage them to act. Attitude is a person's approach that reflects their positive or negative evaluation of a product or service (Shaliha & Marsasi, 2024). A person's social, cultural, and personal backgrounds are the foundation for forming attitudes. Previous studies have investigated the significant relationship between attitude and behavioral intention (Alkhowaiter, 2022; Lee, 2022). Attitudes are formed and strengthened through relevant and needed consumption and advertising, which triggers consumers to act. Based on previous research on the influence of attitude and behavioral intention. The author of this study concluded this hypothesis based on the empirical study above:

H5: Attitude has a significant influence on behavioral intention.

Wut et al. (2021) described a significant relationship between behavioral intention and use behavior in the context of behavioral intention, which explains the extent to which someone has the intention or desire to use an application. The magnitude of the intention can occur because the service to be used has advantages that consumers feel. Behavioral intention also includes knowledge about new aspects, their use, preferred qualities, and other people's perspectives (Arfansyah & Marsasi, 2023). Use behavior is a process of firm intention that ends with the act of use. Use behavior shows a person's desire to use a product or service (Ng et al., 2022). The interactions carried out make consumers use products or services. Ali et al. (2024) Ali et al. (2024) stated that usage behavior reflects an ongoing commitment to a product. Other studies have also examined the meaningful relationship between behavioral intention and usage behavior (Fitrianie et al., 2021). Services that provide conditions supporting consumers in making their lives easier have been shown to encourage intentions to become actual use. Based on the results of previous studies, behavioral intention has been shown to significantly influence consumer use behavior. The author proposes the following hypothesis in the research based on the empirical studies discussed previously:

H6: Behavioral intention has a significant influence on use behavior.

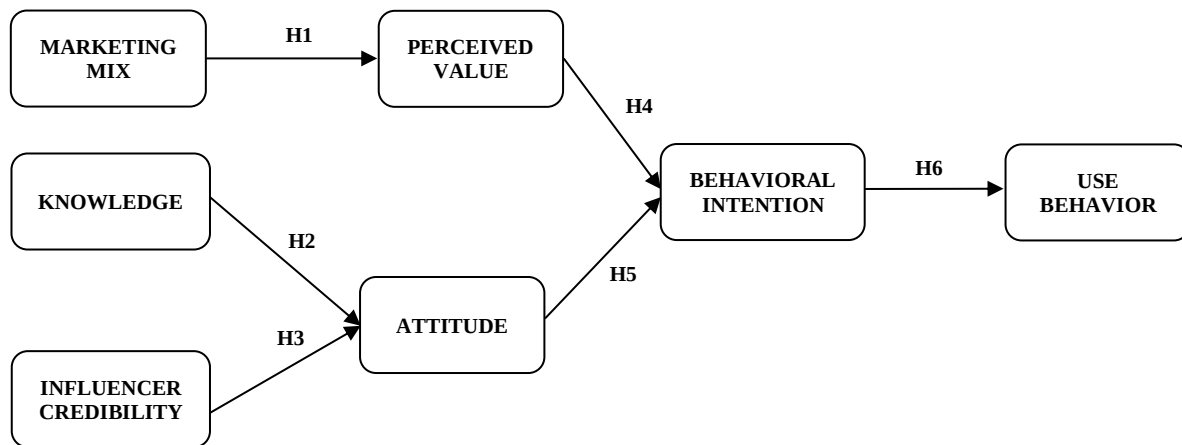


Figure 1. Research Model
Source: Author, 2025

Table 1. Variable Operational Definitions

Variable	Item	Source
Marketing Mix	I noticed that this platform's advertisement is relevant to my current interests. According to other customer testimonials, I received a product with the same quality as this online platform advertisement. I saw a warranty offer for the product in the educational content found in this Platform advertisement. I often see attractive discount promos in this Platform advertisement. I often get a product whose quality reflects its price, according to the offer in the Platform advertisement.	(Jedin & Balachandran, 2021; Elgarhy & Mohamed, 2023; Lim et al., 2021)
Knowledge	I often share information from this platform and advertisement that provides special offers to friends. I understand that using this platform ad advertisement as an intermediary for purchasing products makes it easier for customers. I am interested in finding a complete description of the Platform ads advertisement product after seeing authentic content from the product. Sharing knowledge about the benefits of the products advertised by this Platform benefits others.	(Nguyen & Malik, 2022; Oladapo et al., 2022; Rubel et al., 2020)
Influencer Credibility	I believe influencers are experts in delivering product information wrapped in entertainment content on this platform and advertisement. I trust the influencers in this platform's ad advertisements, which gives me a reason to buy the product immediately.	(Shamim et al., 2024; Alcántara-Pilar et al., 2024; Bi & Zhang, 2023; Reinikainen et al., 2020)

	I believe that the influencers who advertise products on this Platform have given a personal touch, such as honest responses. I feel that the influencers in this platform's advertisement care about their followers to attract attention. I consider the influencers of this Platform ads advertisement as they are when promoting products so that they can build trust because they look sincere.	
Perceived Value	I feel the benefits of this platform ad advertisement are that it can save time because of the fast response from the system. I feel happy with the special price offered by this platform ad advertisement. I see this platform ad advertisement that gives a strong message with a tempting offer. I am satisfied when the money spent on the special offer from this Platform ads advertisement is appropriate.	(Singh et al., 2021; Uzir et al., 2021; Lalicic & Weismayer, 2021; Miao et al., 2022).
Attitude	I think it can be a saving advantage to compare the prices offered by many advertisements on this platform. I think the habit of using this Platform ads when seeing advertisements appears because there are solutions that can help from the products offered. I am happy with the customer service that is part of the purchasing process through this Platform ads because it emphasizes good service. I realise that this platform advertisement influences decisions and drives purchases.	(Wang et al., 2023; Allah Pitchay et al., 2022; Ye et al., 2022)
Behavioral Intention	I intend to explain to others things that interest me, such as exclusive offers from this Platform ads advertisement. I will consider getting a product through this platform as an advertisement if it is relevant to my interests. I intend to buy a product through this Platform advertisement when it appeals to me to have the product. I plan to continue buying the product when the advertisement in this Platform ads provides information relevant to my needs.	(German et al., 2022; Kim et al., 2021; D. G. Nguyen & Ha, 2022)
Use Behavior	I use this platform as an advertisement to make accurate product comparisons. I use this platform as an advertisement to compare prices. I often use this platform's ads to see interesting product recommendations.	(Raza et al., 2021; Chopdar et al., 2022; Talukder et al., 2023; Kim & Jan, 2024)

I decided to choose an advertisement on this platform to build trust.
I recommend that others get products from this Platform ad advertisement because there is cashback.

Source: Primary Data, processed 2025

Methods

This study uses a quantitative approach. This approach tests whether the hypothesis is accepted or rejected (Creswell & Creswell, 2022). The objects in this study are advertising platforms, namely Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads. The subjects of the study were users of the Google Ads, Facebook Ads, Instagram Ads, and TikTok Ads platforms who were of productive age, namely 18-64 years, and domiciled in big cities. The author applies a nonprobability sampling method using a purposive sampling technique. According to Bougie & Sekaran (2020), purposive sampling is a nonprobability method that selects samples rationally based on the relevance of information from specific subjects or groups. The purposive sampling technique is used because this study requires respondents with specific characteristics. This technique allows researchers to target respondents who meet these criteria directly and are relevant to research variables such as perceived value, attitudes, and behavioral intentions. This method is also more efficient because it is based on an online questionnaire that targets groups with specific experiences. The characteristic and complexity measurement models determine the sample size (Hair et al., 2019).

The respondents reside in 6 districts/cities: Bandung, Semarang, Yogyakarta, Makassar, Jakarta, and Surabaya. The location of the study was based on demographic data from BPS Indonesia (Central Bureau of Statistics), which shows that these cities have the highest concentration of the productive age population. According to Jacob et al. (2021), the productive age ranges between 18 and 64 years. The selection of productive age as research subjects is also based on the tendency to have higher purchasing power and active consumption behavior. The selected cities tend to have residents of productive age who tend to have higher purchasing power, and active consumption behavior in Indonesia. The selection of this location and age represents the behavior of users of the ad platform in Indonesia. Data collection is used with questionnaires distributed through social media such as Instagram, Facebook, and digital business communities, as well as advertising, with links that lead directly to the form. Before filling out the questionnaire, respondents were given brief information about the purpose of the study, the requirements for respondents (aged 18–64 years, active users of one of the ad platforms: Google, Facebook, Instagram, or TikTok, and living in one of the six designated major cities). The sample size was determined based on the variable question indicators, namely, 5 to 10. The researcher also ensured the instrument's validity through a content validity test by experts and a limited trial (pilot test) to 30 initial respondents before mass distribution was carried out. This study used primary data from questionnaires distributed to 200 respondents, with 180 respondents passing the screening criteria. This study used a five-point Likert scale, from 1 to 5, to measure respondent agreement. The Structural Equation Modeling (SEM) test was applied to assess the feasibility of the model through various fit indices. The analysis was carried out using AMOS Graphics 26.

Result and Discussion

Table 2. Descriptive Statistics of Respondents

Gender	Quantity	Percentage (%)
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The Role of Attitude and Knowledge in Predicting Ads Platform Use Behavior: An Application of the Theory of Planned Behavior (TPB) in Indonesia
Hafidz Widodo, Endy Gunanto Marsasi

Male	70	39%
Female	110	61%
Age		
18-15	36	20%
26-35	81	45%
36-45	45	25%
46-55	13	7%
56-65	5	3%
Education		
Junior High School	5	3%
Senior High School	85	47%
Diploma or equivalent	2	1%
S1 or equivalent	82	46%
S2 (Postgraduate)	6	3%
Domicile		
Bandung	29	16%
Semarang	34	19%
Yogyakarta	32	18%
Makassar	4	2%
Jakarta	61	34%
Surabaya	20	11%

Source: Primary Data, processed 2025

Respondent characteristics include the demographics of ad platform users, as shown in Table 2. Table 2 shows the number and percentage of samples based on gender, age, education level, and domicile. Women dominate the respondents who use the ad platform at 61%. The majority of women use the ad platform to buy products on the ad platform because ads more easily fool women. Women use the ad platform because they like to shop. The age range of 26 to 35 dominates the research respondents at 45%. Respondents with this age range are usually actively involved in social life. They are active online, so they are often exposed to advertisements on social media or other platforms. This age also has many desires and abilities that can be realized. Most participants in this study have a high school / vocational high school education background of 47% and a bachelor's degree or equivalent of 46%. High school / vocational high school and bachelor's degree graduates have digital skills that facilitate access to online media. They are active on social media and other online platforms, so they are more often exposed to advertisements. Respondents come from 6 cities in Indonesia, with the respondents domiciled in the Jakarta area, namely 34% of respondents. This shows that consumers of advertising platforms in the capital city are the highest. It could be due to more developed trends and higher purchasing power. Ads on the ads platform attract many people to follow the lifestyle there.. Jakarta also tends to be more open to outside influences and adapts quickly to technological developments. These results showed that respondents who used the ads platform were dominated by women,

with the majority aged between 26 and 35. Many respondents have a bachelor's degree and a high school education. Respondents are spread across six cities, mostly from DKI Jakarta, which shows broad coverage but is centred in the capital city. These results illustrated that users of the ads platform were more popular among women with higher education, and most were in the city centre.

Table 3. Item Validity and Reliability Test Results

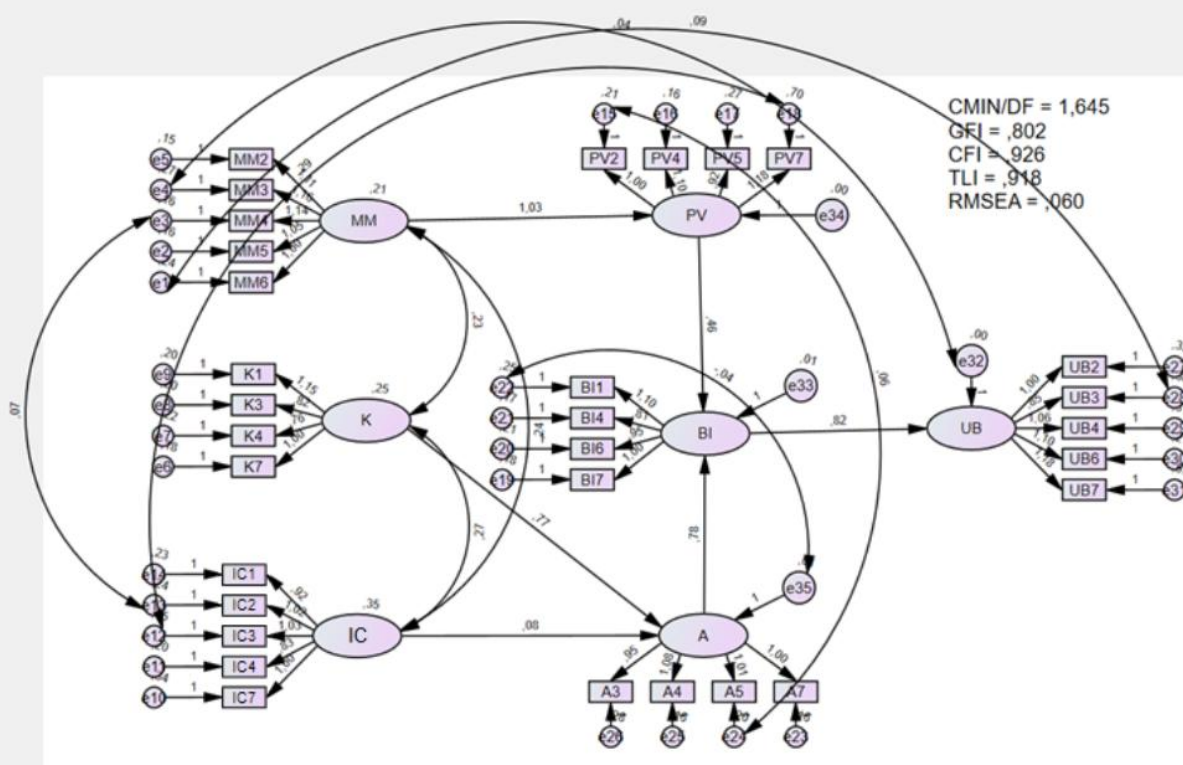
Variable	Pearson Correlation	Cronbach's Alpha	Status
Marketing Mix			
MM2	.848**	.871	Reliable
MM3	.813**		
MM4	.813**		
MM5	.803**		
MM6	.791**		
Knowledge			
K1	.757**	.710	Reliable
K3	.681**		
K4	.680**		
K7	.745**		
Credibility Influencer			
CI1	.744**	.783	Reliable
CI2	.763**		
CI3	.739**		
CI4	.717**		
CI7	.738**		
Perceived Value			
PV2	.798**	.790	Reliable
PV4	.781**		
PV5	.708**		
PV7	.723**		
Attitude			
A3	.711**	.722	Reliable
A4	.718**		
A5	.743**		
A7	.713**		
Behavioral Intention			
BI1	.770**	.804	Reliable
BI4	.753**		
BI6	.787**		
BI7	.787**		
Use Behavior			

UB2	.691**		
UB3	.693**		
UB4	.723**	.758	Reliable
UB6	.773**		
UB7	.715**		

Source: Primary Data, processed 2025

The research instrument was tested on 180 predetermined respondents. The results of the validity and reliability tests showed that all question items were valid and reliable, meeting the criteria with Pearson correlation ≥ 0.5 , significance < 0.05 , and Cronbach's Alpha ≥ 0.7 . The test was conducted using IBM SPSS Statistics 26, with the results listed in Table 3. This study used AMOS Graphics 26 for data analysis in Structural Equation Modelling (SEM). AMOS allows graphical modelling of relationships between variables, correlation analysis, regression, and hypothesis testing. The results of the structural model test showed the suitability of the empirical data with the previous model based on the criteria for the level of suitability. Goodness of Fit (GoF), with CMIN / DF, CFI, TLI, and RMSEA values that meet the marginal standard. The hypothesis test results showed that four hypotheses were supported (H1, H2, H5, H6) and two were not (H3, H4). The Goodness of Fit model index is not good, and the hypothesis results with weak relationships will be improved and strengthened by changing the flow model, which aims to help researchers identify the relationship between research variables.

Figure 2. Structural Model (Modification Indices)



Source: Primary Data, processed 2025

Figure 2 shows the results of the structural model modification with adjustments based on

the modification index to improve the fit with the actual data. This modification strengthens the relationship between variables and improves the accuracy and validity of the model. With a more appropriate model, the resulting analysis can better support the interpretation of the study. The next stage evaluates the balance of the model.

Table 4. Goodness of Fit Structural Model

No.	GoF	Criteria	Value	Notes
1	CMIN/DF	CMIN/DF $\leq$ 3,0	1,645	<i>Good Fit</i>
2	GFI	GFI 0,8 – 0,9	0,802	<i>Marginal Fit</i>
3	CFI	CFI 0,8 - 0,9	0,926	<i>Good Fit</i>
4	TLI	TLI 0,8 – 0,9	0,918	<i>Good Fit</i>
5	RMSEA	RMSEA $\leq$ 0,08	0,060	<i>Good Fit</i>

Source: Primary Data, processed 2025

Table 4 shows that the research model provides four good fits and one marginal fit. The marginal fit does not reduce the model's reliability, but indicates opportunities for further refinement. These results confirm the acceptance of the model because it meets the established criteria.

Table 5. Hypothesis Test

Hypothesis	Path	Std. Estimation	C.R	P	Std. Reg Weight	Information
H1 (+)	MM→PV	1,030	9,002	***	0,114	Supported
H2 (+)	K → A	0,769	5,648	***	0,136	Supported
H3 (+)	IC → A	0,081	0,774	0,439	0,105	Rejected
H4 (+)	PV → BI	0,455	1,863	0,062	0,244	Supported
H5 (+)	A → BI	0,778	2,967	0,003	0,262	Supported
H6 (+)	BI → UB	0,815	8,903	***	0,092	Supported

Source: Primary Data, processed 2025

The identification shows that six hypotheses (H1, H2, H4, H5, H6) are positive and significant, while 1 hypothesis (H3) is not significant. The results of the hypothesis testing are presented in Table 5. The relationship between marketing mix and perceived value shows a CR value of 9.002 with a P-value of 0.000. The results of this study are consistent with previous studies that show a significant positive relationship between marketing mix and perceived value. These results support previous research that the marketing mix has a significant positive relationship to perceived value (Padual et al., 2024). The results of the relationship between knowledge and attitude show a CR value of 5.648 with a P-value of 0.000. The results of this study are consistent with previous studies that show a significant positive relationship between knowledge and attitude. This study's findings align with research conducted by Sayal & Pant (2023), whose findings state that there is a positive and significant relationship between knowledge and attitude. Consumers with good knowledge of products or services will have a more positive attitude than those with minimal knowledge.

The relationship between influencer credibility and attitude shows a CR value of 0.774 with a P-value of 0.439. This study's results align with previous studies, which state that the relationship between the two variables is insignificant. Researchers Macheka et al. (2024) stated that if influencer credibility does not affect attitudes, credibility in influencers is not enough to encourage positive attitudes. The results indicate that the influence of credibility may not be as

strong as previously assumed, and consumers may pay more attention to other aspects. The influence of perceived value on behavioral intention shows a CR value of 1.863 with a P-value of 0.062. The results of this study are consistent with previous studies, which show a significant positive relationship between perceived value and behavioral intention. The findings of this study are in line with research conducted by Armbrecht (2021), whose findings from his research stated that there is a positive and significant relationship between perceived value and behavioral intention. Perceived value is key in determining a person's intention to use a product or service. The influence of attitude on behavioral intention results show a CR value of 2.967 with a P-value of 0.003. The results of this study are consistent with previous studies that show a significant positive relationship between attitude and behavioral intention. This study's findings align with research conducted by Alkhwaiter (2022), whose findings stated a positive and significant relationship between attitude and behavioral intention. Attitude is key in determining whether consumers intend to use a service. The influence of behavioral intention on use behavior shows a CR value of 8.799 with a P-value of 0.000. The results of this study are consistent with previous studies that show a significant positive relationship between behavioral intention and use behavior. This study's findings align with research conducted by Wut et al. (2021), whose findings stated a positive and significant relationship between behavioral intention and use behavior.

Marketing mix affects perceived positively and significantly. The study's results also align with the findings of Somsong et al (2020), who analyzed the relationship between marketing mix and perceived value, which affects customer perceived value in the context of marketing mix. Marketing mix elements affect customer perceived value by highlighting product quality, such as competitive premium prices, and easily accessible distribution. The many attractive discount promos on Platform ads make people who see them interested. Consumers who like promotions such as discounts will consider it valuable. Previous research also states that the marketing mix has a significant positive relationship with perceived value (Padual et al., 2024). The research that has been conducted shows that there is a positive and significant relationship between marketing mix and perceived value. Using strategies that consider all aspects of the marketing mix will strengthen advertising. The practical implications of these findings indicate that marketing mix elements, especially discounts and ease of access, have an important role in increasing consumer perceived value.

Knowledge of attitude shows a significant positive relationship. This study's findings align with research conducted by Moslehpour et al (2023), which also examined the effect of knowledge on attitude. This positive attitude is driven by greater knowledge of existing product knowledge. Advertisements that provide information about products wrapped in relevant and engaging content encourage consumers to have a positive attitude. The habit of using platform ads when viewing advertisements arises because there are solutions that can help from the products offered. Delivering products by providing information that provides solutions to consumers makes consumers interested in the advertised products. The results of this study also support previous research that tested the relationship between knowledge and attitude from research conducted (Zahan et al., 2020). The higher a person's understanding of a product, the more likely they are to show a positive attitude. Consumers understand that using platform ads as an intermediary for purchasing products makes it easier. The practical implications of these findings suggest that advertisements should not only be visually appealing, but also convey the benefits, how it works, and the product's advantages concisely. Increasing product literacy through storytelling or demonstrations can also be an effective strategy to strengthen positive attitudes towards products.

Influencer credibility on attitude shows an insignificant relationship that several factors can cause. One is the possibility of respondents' exposure to less popular or less relevant influencers

to consumer needs, so their influence on attitudes is low. The possibility of sampling bias reinforces this because respondents are spread across large cities with very diverse influencer preferences. Consumer awareness of paid endorsement practices can also reduce the perception of authenticity and trust in influencers, weakening their influence on attitudes. This study's results align with previous studies, which state that the relationship between the two variables is insignificant. Researchers Macheka et al (2024) revealed that if influencer credibility does not affect attitudes, credibility in influencers is not enough to encourage positive attitudes. The study's results are also reinforced by the findings of Dominguez et al. (2021), which stated that the impact of credibility on attitudes has an insignificant effect, in contrast to research from Ooi et al. (2023), which states the relationship between influencer credibility and attitude. This study focuses more on influencer credibility in the context of social media, which forms credibility that builds positive attitudes towards influencers. The practical implication that marketers need to do is to ensure that the influencers used have closeness of value or relevance to the target audience. In addition, it is necessary to emphasize the authenticity of the content, not just paid endorsements, to build stronger trust.

Perceived value on behavioral intention shows a significant positive relationship. Consistent with research conducted by Tuncer et al (2021), the study also examined the effect of perceived value on behavioral intention. Perceived value reflects customers' assessment of the benefits they receive compared to their sacrifices, which affect behavioral intention. In digital advertising, consumers can be satisfied when the money spent on special offers from platform ads is appropriate. Consumers feel that the money spent through advertising on the platform ads to buy a good or service is right because of the good offer from the advertisement. It is in line with research by Molinillo et al. (2021), which states that a positive and significant relationship exists between perceived value and behavioral intention. Advertisements on the platform make consumers interested in buying a product when they find a discount offer in the platform advertisements. Promotions using discounts commonly used in platform ads are a point or value for consumers. This value is felt with the price cuts that make the product cheaper. The cheapness felt by consumers is considered valuable to consumers.

Attitude towards behavioral intention shows a significant positive relationship. The results of this study also support previous research that tested the relationship between attitude and behavioral intention from research conducted by Quan et al. (2022). It aligns with the research of Mustapha et al (2023), which states a positive and significant relationship between attitude and behavioral intention. Consumers who feel the benefits, ease of use, and that it provides a pleasant experience will have a more positive attitude. This attitude builds the intention to take action. Consumers realize that platform ads influence their decisions in encouraging purchases. This incident shows that a positive attitude towards advertising is important for building consumer purchasing intentions. The intention to buy a product through Platform ads occurs when consumers are interested in having a product. Marketers should use an emotional approach and relatable visuals, and avoid excessive hard selling. Creating entertaining, solution-oriented, or informative advertisements will increase positive attitudes towards the product.

Behavioral intention towards use behavior shows a significant positive relationship in line with Hooda et al (2022) research, which states a positive and significant relationship between behavioral intention and use behavior. Research conducted by Linge et al (2023) also examined the effect of behavioral intention on use behavior. Actual use in online advertising can be due to wanting to use advertising as a consideration for purchasing a product. There are many offers through advertising platforms that compete to promote products. Consumers are finally more selective in choosing products that best suit their needs when they see advertisements on the ad platform. Consumers have intentions and finally take actual actions because the product is relevant according to consumer interests. Proper targeting of consumer interests can also build a

sense of relevance in consumers so that they are called to act because they want a product. Advertisers must facilitate the transition from intention to action by considering a call to action.

Conclusion & Suggestions

Based on the research results, this study concludes that various factors influence the intention and behavior of productive age consumers in using the ad platform. This conclusion is based on the theory of planned behavior. This study concludes that marketing mix and product knowledge are important in shaping consumers' perceived value and positive attitudes towards digital advertising platforms. These values and attitudes drive the intention to act and actual behavior in using the platform. This study proves that attractive promotions, product education, and emotionally relevant advertising are important factors in influencing consumer behavior. These findings provide insight for advertisers or companies to design digital marketing strategies to maximize attitudes and knowledge to increase users' behavioral intentions.

The results of this study are expected to be a reference for academics, especially students, in understanding the influence of attitude on intention to act and actual use. This study provides insight into the factors influencing consumer behavior and empirical references for further research. In addition, this study can help students apply theory to practical contexts and be a reference for final assignments or further studies. This study presents empirical evidence of the influence of attitude on behavioral intention and use behavior on the ad platform. The results can be a reference for those in need and a guideline for further research. Applying this theory in the digital advertising industry helps analyze factors that encourage or inhibit consumer actions, such as purchasing products, clicking on ads, or participating in campaigns. Positive attitudes towards online advertising, mature marketing strategies, and product value delivery can strengthen the intention to act and actual use.

This study processed data from 180 respondents, although it was initially planned to involve 200 respondents. Several respondents were eliminated because they did not meet the specified characteristics, so the data obtained remained optimal. One of the limitations of this study is the use of purposive sampling, which can potentially cause bias, mainly because respondents were recruited online and based on their interest in the ads platform. Many possibilities can cause the study's results not to be fully generalized to the entire population of digital advertising users in Indonesia, especially those who live in rural areas or are passive users. Another limitation in this study lies in the discussion of variables that influence the intention to act and the use of the ad platform. This study only focuses on factors that have a direct and indirect relationship, although other factors can also influence consumer behavior. The results of this study are limited to behavior in the use of the ad platform and do not focus on purchases, so the impact on the company is not yet significant. This study only examines the productive age, whereas online advertising can reach all generations, including the alpha generation.

The author suggests that further research present novelty in object selection, especially if the topic is similar. In addition to ad platforms, future research can examine emerging digital trends, such as affiliates and live streaming, to provide more significant novelty value. The author suggests that further research should focus more specifically on each generation. This aims to ensure the relevance of the research and produce more targeted findings. This study refers to the theory of planned behavior, which analyzes consumer behavior. The author suggests using Means-End Chain (MEC) Theory in further research to understand how product attributes affect perceived benefits and consumers' values. This approach helps companies develop more effective marketing strategies by linking product or service characteristics with consumer goals and values.

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