



IMPACT OF SOCIAL MEDIA ADVERTISING EXPOSURE AND PRIVACY PERCEPTIONS ON STUDENTS' ATTITUDES

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ABSTRACT

Purpose: This study aims to determine how exposure to social media advertising influences students' perceptions and attitudes toward privacy, and how these two factors are interrelated. **Methodology:** A quantitative approach was used through a questionnaire survey administered to 100 students in the Management Study Program at the University of Muhammadiyah Palopo. The variables analyzed include exposure to social media advertising, perceptions of privacy, and students' attitudes toward advertising on social media. Data were analyzed using statistical techniques with the support of the SmartPLS software. **Results:** The analysis revealed that exposure to social media advertising has a positive but statistically insignificant effect on students' attitudes. In contrast, perceptions of privacy were found to have a significant positive influence on students' attitudes. **Findings:** The study also identified a very strong relationship between advertising exposure and privacy perception, as reflected in an R-squared value of 0.865. This indicates that students' privacy perceptions act as a critical moderating factor in shaping attitudes toward social media advertising. **Novelty:** Combining the effects of advertising and perceptions of privacy on student attitudes simultaneously is a rarely researched combination. **Originality:** Shows that privacy is more influential than advertising in shaping students' attitudes towards social media advertising. **Conclusion:** While direct exposure to social media advertising alone may not significantly influence student attitudes, students' perceptions of privacy play a vital role in shaping their responses. Marketers and educators should therefore consider privacy concerns when designing digital advertising strategies. **Type of Paper:** Research Paper.

INTRODUCTION

In today's modern era, the internet has become very important for humans, where the development of the era is very rapid. As social beings, humans are always involved in interactions with other people every day. With today's technological advances, people can interact with others anywhere and anytime, regardless of distance and time. In addition, with the development of the era, the internet produces many new features that are useful for many people, one of which is the presence of social media. Information can always be sent anywhere with an internet connection. (Khotimah & Ula, 2023)

Social media advertising is one of the most famous and most discussed types of promotion is advertising among the public. In addition, advertising is a very important promotional tool for companies that sell goods or services to the general public. Social media advertising can also attract customers, especially products that are advertised are popular or known to many people. Ultimately, it can result in increased sales. The goals and characteristics of advertising are not the same for every company, industry, or situation. Consumers in advertising targets are also not the same for each type of product. (Syahril et al., 2023). Digital media can be distinguished based on their level of maturity and adoption within the advertising ecosystem. While social networks and YouTube have long been fundamental pillars of digital advertising. (Sanz-blas et al., 2025) Social media has become a communication tool that is becoming increasingly popular today. Social media combines the personal lives of most individuals, allowing each individual to communicate and receive information anywhere, anytime, through social media. (Hamid, 2022).

The perception of privacy is a protection for people in Indonesia, many personal information of consumers in Indonesia is at risk. Illegal cases of buying and selling consumer data are the most common today. Personal data is not only purchased by individuals but also by vendors; such as bank customers, karaoke members, and shipping companies can all find it, e-commerce businesses, and telephone users. (Efendi & Rahmiati, 2020). Conversational AI (CAI) systems use AI to enable natural conversations with users via voice or text. Voice-enabled assistants such as Amazon's Alexa or Apple's Siri have gained widespread adoption and can be integrated into devices such as smart speakers or smartphones. At the same time, text-based CAI systems have been on the rise with the increasing usage of chatbots and the emergence of Large Language Models (LLMs). (Leschanowsky et al., 2024) The possibility that this digitalization will have a negative impact remains. Its users will suffer if the ability to sort is not balanced with the unlimited flow of communication and information. The mindset of modernization and a lifestyle that must always follow fashion is also dangerous. Buying goods online is one way to adapt to this contemporary lifestyle. To meet their main needs for fashion products, students, the younger generation who are tech-savvy, definitely use online stores. (Adiba et al., 2023).

Student Attitude is the emergence of new tendencies towards objects, values, and so on which are signs of student learning behavior. Student views are defined as a relatively fixed tendency to react well or badly to certain people or objects. However, in this situation, it can include how they respond to advertisements that appear on the platform, both in terms of accepting beliefs or relationships with advertised products. In addition, their understanding of privacy and the use of personal data by social media platforms can affect their perspectives. (Sri Sulastri, 2020).

Social media is a type of online media that allows people to create, participate, and share content. Examples include blogs, social networks, wikis, forums, and virtual worlds, which are types of social media that are often used in various parts of the world. Social media helps people communicate with many people, expand their circle of friends, make expressions easier, time and distance are no longer a problem, and information can be shared quickly and cheaply. (Kustiawan et al., 2022).

This study was conducted to determine how exposure to social media advertising and perceptions of privacy shape students' attitudes towards an advertisement. Although both have been studied separately, there are not many studies that examine the influence of both together, especially since students are a very active group of social media users. This study also opens our eyes to how students' perceptions of personal data privacy can influence their behavior towards personalized advertising. This greatly helps us understand how young consumers behave in the increasingly advanced digital era, where digital marketing and privacy interact to shape consumer attitudes towards social media advertising.

There are several previous studies that are relevant to this study, such as in the study of Ali, S., and Khan, M. (2020), "The Impact of Social Media Advertising on Consumer Behavior: A Case Study of College Students". This study investigates how social media advertising affects customer behavior, especially students, by focusing on how they behave towards goods promoted on

platforms such as Facebook and Instagram. The results show that advertisements tailored to individual preferences have a greater impact on students' attitudes. Meanwhile, according to the study of Lee, Y., and Choi, S. (2023) entitled "The Role of Privacy Concerns in the Effectiveness of Social Media Advertising Among College Students", this study examines the role of privacy perceptions in the effectiveness of social media advertising among college students. The results showed that students who were more concerned about their privacy were less likely to be interested in the social media ads they saw.

The purpose of this study was to determine how the impact of exposure to social media advertising affects the perception of privacy on students' attitudes. Studying how privacy perceptions affect students' attitudes towards the impact of exposure to social media advertising and examining the relationship between privacy perceptions and the impact of social media exposure to advertising in influencing students' attitude perceptions.

a. Urgency (Primeness) of Research

The urgency (primeness) of this research is as follows:

1. It is important to understand how exposure to advertising can shape students' attitudes towards various things, be it related to products, consumer behavior, or even broader mindsets.
2. Help identify whether concerns about privacy can affect how much they trust advertising on social media, as well as its impact on their attitudes towards the company or product being advertised.
3. By knowing how exposure to advertising and perceptions of privacy affect their attitudes, we can better understand their consumption behavior patterns, which are important for developing ethical and responsible marketing policies.
4. The results of this study can provide insight into the development of a digital education curriculum that is more responsive to technological developments.
5. Understanding the relationship between exposure to advertising and perceptions of privacy on students' attitudes, we can encourage advertising practices that are more transparent, responsible, and pay attention to aspects of user privacy.

b. Contribution (Benefit) to Science

The contributions (benefits) to this study are as follows:

1. Theoretically
This study has the ability to strengthen the theory of consumer behavior in the digital era, especially regarding how social media advertising and privacy perceptions affect students' attitudes. By studying the relationship between advertising exposure and privacy concerns, this study can add a new dimension to our understanding of media consumption theory and purchasing decisions in the digital era.
2. Practically
This study can be used by advertisers and companies to design social media advertisements that pay more attention to students' privacy issues. By knowing how students respond to advertisements based on their perceptions of privacy, advertisers can change messages and use more appropriate strategies to increase the effectiveness of their advertisements without disturbing trust.

1. Literature Review And Hypothesis Development

The theory used is the theory of intensity of social media use. This theory examines how often and intensively a person uses social media and its impact on their behavior and attitudes. Research shows that the higher the intensity of social media use, the more likely a person is to be exposed to advertising, which can influence their attitudes towards the advertised product or service. (Ananda Muhamad Tri Utama, 2022)

a. Definition of Social Media Advertising Exposure

According to Eryc & Whang (2023) in (Pamungkas et al., 2024), advertising exposure consists of a collection of messages designed to attract the attention of potential buyers. According to Tjiptono (2008) in , advertising is a means of communicating indirectly based on information about the advantages or benefits of a product through an attractive presentation so that customers feel happy and encourage them to buy the product.

According to Elizabeth R. Henehan et al., (2019) in (Pamungkas et al., 2024), social media indicators are :

1. Number of advertisements.
That is, how often advertisements appear while using social media.
2. Type of advertisement.
That is, how many levels of products, services and information are provided.
3. Duration or time.
Is how long someone spends viewing, reading, or listening to advertisements on social media.

Research conducted by (Singh 2020) States that exposure to social media advertisements is understood as direct interaction with advertisements that appear in the user's feed, with or without clicking, as direct interaction with advertisements, which influences purchasing decisions. In addition, research also conducted by (Chen et al, 2023) states that exposure to advertisements that are most common and relevant to user preferences contributes to creating consumer behavior, both in increasing brand awareness (brand awareness) and in purchasing interest.

H1: *It is suspected that exposure to social media advertising has a positive effect on students' attitudes.*

b. Definition of Privacy Perception

According to Roca et al (2009) in (Pebiyanti et al., 2023), privacy perception is that internet companies may use and collect personal data inappropriately. As a result, when customers are asked to provide their personal data on the website, they feel unsure and worried that their data will be misused. Making consumers more hesitant to provide all their personal data or other personal information. Due to the high crime rate in various types of internet media, internet users are expected to be careful. As a result, security is one of the main problems faced by internet users today. Nazar & Syahran (2008) said that everyone has the right to privacy, including communication, behavior, and personal data.

According to Pavlou (2011) in (Efendi & Rahmiati, 2020) states that the indicators of privacy perception are :

1. Confidentiality of personal information.
Namely information related to a person's personal data that must be protected.
2. Protection system.
Is protecting personal data that can be used to identify, track or refer to a person, from anyone who can access it.
3. Guarantee of personal data security.
Is an effort to prevent personal data from being collected, used, and shared unauthorizedly.

Research conducted by (Arman Efendi and Rahmiati 2020) analyzed the effect of privacy perceptions on trust in online shopping. The results of the study showed that privacy perceptions have a significant effect on consumer trust in online shopping. In addition, research by (Elsa Pebiyanti 2023) evaluated the impact of privacy perceptions on online consumer trust. This study highlights that privacy perceptions play an important role in increasing consumer trust in online shopping platforms.

H2: It is suspected that privacy perceptions have a positive effect on student attitudes.

c. Definition of Student Attitude

Attitude, according to Notoatmodjo (2010) in (Saadah et al., 2023), is a state in which a person is ready to act. Positive behavior will result from a positive perspective on something. Attitude is a statement that assesses something, person, or event. However, according to Damiati et al. (2017:36) attitude is an expression of a person's feelings that show like or dislike for an object.

According to (Rahmadani 2020) In a more modern context, students' attitudes towards technology, especially social media, are also the focus of research which shows that students' attitudes towards social media affect the way they use this platform in their daily lives, including in academic and social contexts. Students' attitudes are influenced by many internal and external factors including knowledge, feelings, and motivation to act in various contexts, such as learning, character development, and responses to technology.

According to Sugiyono (2018) in (Laoli et al., 2022) indicators of attitudes in students are:

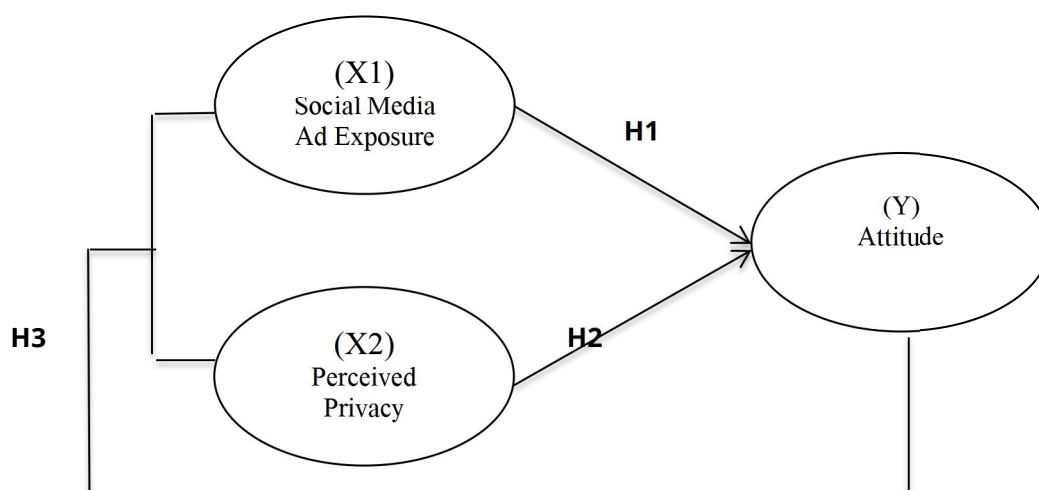
1. Student attitudes towards social media advertising
Is an assessment based on feelings, tendencies to respond, and whether or not they like the advertisement.
2. Student behavior in social media advertising
That is, it can be considered as the influence of social media advertising that encourages students to make purchases that are not in accordance with their needs.
3. Student character in social media
Is a wise and prudent way to use social media.

H3: It is suspected that exposure to social media advertising and perception of privacy simultaneously have a positive effect on student attitudes.

d. Conceptual Framework

The following conceptual framework can be constructed based on previous theories and research :

Figure 2.1. Conceptual Framework



METHOD

a. Type of Research

This study uses quantitative methodology by collecting and analyzing data in numerical form, data from this study were obtained through questionnaire distribution. This study aims to determine how exposure to social media advertising and privacy perceptions impact the attitudes of students in the Management Study Program at the Muhammadiyah University of Palopo. The questionnaire distributed uses a Likert scale to measure and analyze data numerically. With the aim of understanding how the relationship between the variables being studied.

b. Time and Location of Research

The location of this research was conducted on the Muhammadiyah University of Palopo campus on Jl. Jenderal Sudirman No.Km. 03, Binturu, Kec. Wara Selatan, Palopo City, South Sulawesi Province. This research is estimated to last for approximately 3 months.

c. Population and Sample

1. Population

According to Sugiyono (2009) in (Argitama, 2020), population is all elements that will be used to create a generalization area, and population elements are all subjects to be measured, or units studied. The population studied utilized 1,287 active students of the Management Study Program at the University of Muhammadiyah Palopo.

2. Sample

A sample according to Sugiyono (2019) in (Amelia et al., 2020), is one of the various characteristics of a population used for research. In quantitative research, the subjects and respondents of the study are called the population. This research uses a probability sampling technique with a simple random sampling method, that is, every active student of the Muhammadiyah Palopo University Management Study Program has the same opportunity to be selected as a respondent.

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :

n = Number of Sample

Z = The level required in determining the number of samples is 95% which refers to the Z table.

95% = 1.96

Moe = Margin of error. 10% (0,1)

So the number of samples obtained in this study is as follows :

$$n = \frac{1,96^2}{4 (0,1)^2}$$

$$n = \frac{3,8416}{4 (0,01)}$$

$$n = \frac{3,8416}{0,04}$$

$$n = 96.04$$

The sample size of 96.04 is generated from the calculation of the formula above, which makes the sample size can be rounded up to 100 people. However, it is possible that the sample size can be added according to the research needs and the same number of respondents.

d. Types and Sources of Data

The data required for the report is collected as a research objective. Data is divided into two types based on its source Sujarweni, (2019) in (Shinta, 2020),, including :

1. Primary Data

Data collected from observations, questionnaires, or interviews with sources distributed to a number of respondents involved in this study. The first source who will participate in this study is students of the Management Study Program, Muhammadiyah University of Palopo.

2. Secondary Data

Data that is not directly given to the person who collects it. Examples are data obtained from theories, books, magazines, notes, as well as financial reports, government reports, and articles.

e. Operational Definition of Variables

Operational definition of a variable is a direction on how to measure a variable. In this study, each hypothesis must be operationalized so that the variable can be measured and observed. The following is the operational definition of the variable from this study :

Table. 1. Operational Definition of Variables (Procedure)

Variables	Operational Definition	Indicators	Scale
(X1)_Social Media Ad Exposure	The frequency and intensity of advertisements seen by students through social media (e.g. Facebook, Instagram, and Tiktok).	1. Number of adverts 2. Type of Advertisement 3. Duration and Time	Likert
(X2)_Perceived Privacy	Students' perceptions of the extent to which their personal data is protected or exposed when using social media.	1. Confidential Personal Information 2. Data Protection System 3. Personal Data Security Guarantee.	Likert
(Y)_Attitude	Students' views, feelings, or evaluations of advertisements that appear on social media.	1. Students' Attitudes towards Social Media Advertisements 2. Student Behaviour in Social Media Ads. 3. Student Character in Social Media Ads.	Likert

Source: Processed Data 2024

f. Data Collection Methods

The data collection methods used in this study are :

1. Questionnaire (Questionnaire)

According to Kurniawan & Puspita ningtyas (2016) in (Nofha Rina, 2020) Questions or statements in the questionnaire come from the description of the indicators of the variables being studied, because the questionnaire is a data collection method where questions are asked to respondents indirectly. According to the explanation, this study will use a questionnaire or questionnaire to make data analysis easier, researchers will look for 100 respondents from

Muhammadiyah University of Palopo students who meet the criteria and voluntarily fill out the questionnaire.

2. Literature Study.

The literature study method is the data used in this study comes from articles, research journals, theses, theses, dissertations, and data from websites related to the problems discussed.

g. Data Analysis Techniques

This study uses quantitative data analysis techniques, represented by numbers and calculations carried out using statistical methods assisted by the SmartPLS Software program. In this study, Cronbach Alpha was used to measure the internal consistency of a measurement instrument, which is stated valid if $\alpha < 0.05$ and is stated reliable if $\alpha > 0.06$.

RESULTS AND DISCUSSION

a. Research Results

1. Respondent Characteristics

Respondents of this study were management students of Muhammadiyah University of Palopo, namely 100 respondents. This study distributed questionnaires to respondents indirectly. Based on the results of data collection from 100 respondents, it is known that the characteristics shown by the respondents are as follows:

Table 2. Respondent Characteristics

No	characteristics	Sub characteristic	Total	percentage
1.	Gender	Male	38%	38%
		Women	62%	62%
		Total	100%	100%
2.	Age	17-19 year	21%	21%
		20-22 year	57%	57%
		23-25 year	22%	22%
		Total	100%	100%
3.	Student	Semester 1	21%	21%
		Semester 3	12%	12%
		Semester 5	10%	10%
		Semester 7	57%	57%
		Total	100%	100%

Source: Processed Data 2024

Based on the table above, out of 100 respondents of the study, respondents based on male gender consisted of 38 people and female 62 people. Respondents based on age consisted of 21 people aged 17-19 years, 57 people aged 20-22 years, and 22 people aged 23-25 years. While respondents based on semester were dominated by students, namely semester 1 as many as 21 people, semester 3 as many as 12 people, semester 5 as many as 10 people and semester 7 as many as 57 people.

b. Descriptive Analysis

The following are the results of the descriptive analysis, namely :

Table 3. Descriptive Analysis

Varibael	N	Mean
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Social Media Ad Exposure	100	4,475
Perceived Privacy	100	4,50875
Attitude	100	4,53
Total	100	4,504583

Source: Processed Data 2024

Based on data management on each variable above, it is found that the average value of the variables above with the average value of all variables is 4.504583, based on the frequency distribution classification, it is found that the average respondent response to the variables of this study shows a high value. Indicating that respondents have a good response to the variables used in measuring the Impact of exposure to social media advertising and privacy perceptions on student attitudes.

c. Research Data Analysis

1. Loading Factor

This test is conducted to evaluate the level of feasibility of each indicator to explain the variables used in the instrument by utilizing data obtained from the additional factor analysis. The values of 0.7 are the expected values while those often used as a minimum limit are ≥ 0.6 while the loading factor values < 0.6 must be removed from the model because they have a low level of validity or are considered unable to explain the construct of the variable, the following is a tabulation of loading factors :

Table 4.. Loading Factor Values

Variabel	Indikator	Outer Loading	Keterangan
Social Media Ad Exposure (X1)	X1.1	0,953	Valid
	X1.2	0,942	Valid
	X1.3	0,951	Valid
	X1.4	0,921	Valid
	X1.5	0,869	Valid
	X1.6	0,873	Valid
	X1.7	0,810	Valid
	X1.8	0,730	Valid
Perceived Privacy (X2)	X2.1	0,814	Valid
	X2.2	0,730	Valid
	X2.3	0,856	Valid
	X2.4	0,895	Valid
	X2.5	0,895	Valid
	X2.6	0,898	Valid
	X2.7	0,897	Valid
	X2.8	0,845	Valid
Attitude (Y)	Y.1	0,892	Valid
	Y.2	0,889	Valid
	Y.3	0,861	Valid
	Y.4	0,891	Valid
	Y.5	0,893	Valid
	Y.6	0,756	Valid

Variabel	Indikator	Outer Loading	Keterangan
	Y.7	0,847	Valid
	Y.8	0,905	Valid

Source: Data processed 2024

After calculating the loading factor, the values in all indicators are as expected > 0.7 so that it can be said that all indicators are able to describe their variables and meet the requirements for further analysis :

2. Convergent Validity

A variable is considered valid when it is able to explain at least half of its indicator types $\geq 50\%$ with an Average Variance Extracted (AVE) of 0.5 or more. The following table shows the AVE values :

Table 5. Convergent Validity Values

Variabel	Average Variance Extracted (AVE)	Keterangan
Social Media Ad Exposure_(X1)	0,782	Valid
Perceived Privacy_(X2)	0,732	Valid
Attitude_(Y)	0,753	Valid

Source: Data processed 2024

All constructs have AVE values greater than 0.5, so they are worthy of further analysis, as shown in the analysis results.

3. Model Reliability

This stage aims to measure the consistency of each indicator in explaining its variable construct. To find out how consistent each indicator is in explaining its variable construct, the analysis results can be seen in the composite reliability or cronbach's alpha column, which is set at a value of ≥ 0.7 .

Table 6. Composite Reliability and Cronbach's Alpha Values

Variabel	Cronbach's Alpha	Composite Realibility	Keterangan
Social Media Ad Exposure_(X1)	0,959	0,966	Reliabel
Perceived Privacy_(X2)	0,947	0,956	Reliabel
Attitude_(Y)	0,953	0,961	Reliabel

Source: Data processed 2024

Based on the analysis results displayed in the table above, the Croanbach's alpha and composite reliability values are ≥ 0.7 so that all variables are suitable for use in further analysis.

4. R Square Test

This stage is carried out to see the effect of independent variables on dependent variables simultaneously (together). The following are the results of the R Square test of this study :

Table 7. R-Square Value

Variabel	R Square	R Square Adjusted
Attitude_(Y)	0,865	0,862

Source: Data processed 2024

For the R Square value, the measurement categorization with the value construction (< 0.19 as weak), (0.19 to 0.33 as moderate) and (> 0.33 as strong).

The table above shows that exogenous variables can simultaneously explain endogenous variables assumed simultaneously at a level that has a significant influence. The results of the smart PLS analysis for R Square show that the numbers $0.865 > 0.33$ and $0.862 > 0.33$ as the assessment standardization.

5. Bootstrapping

After testing the PLS Algorithm until it meets all the requirements. Then, to test the research hypothesis, Bootstrapping testing is used to determine the path coefficients or the significance of the independent variable (X) on the dependent variable (Y). The image of the path coefficient test obtained from the results of the bootstrapping analysis using SmartPLS 3 is presented below.

If the significance value of T statistic $> t$ table (5%) and P value < 0.05 , then the independent variable is considered to have a significant effect on the dependent variable. The total influence values are shown in the following table :

Table 4.7. Direct Influence Value Between Research Variables (T-Test)

Variabel	T Statistik	T Tabel	P Value	Cut Value
Social media ad expose _(X1) -> attitude_(Y)	1,057	1,990	0,291	0,05
Perceived Privacy_(X2) -> attitude (Y)	5,982	1,990	0,000	0,05

Source: Data processed 2024

d. Hypothesis Testing

Based on the results of the data analysis conducted, the research hypothesis testing that has been formulated is carried out.

Hypothesis 1: It is suspected that exposure to social media advertising has a positive effect on students' attitudes. The results of the analysis shown in table 4.7, the T statistic value of (1.057) is lower than the T table (1.990) with a P value (0.291) greater than (0.05) so that it can be stated that exposure to social media advertising has a positive but not significant effect on students' attitudes towards social media advertising, which means that the first hypothesis of this study is rejected.

Hypothesis 2: It is suspected that the perception of privacy has a positive effect on students' attitudes. The results of the analysis shown in table 4.7, the T statistic value of (5.982) is greater than the T table (1.990) with a P value (0.000) less than 0.05 so that it can be stated that the perception of privacy has a positive and significant effect on students' attitudes towards social media advertising, which means that the second hypothesis of this study is accepted.

Hypothesis 3: It is suspected that exposure to social media advertising and perception of privacy simultaneously have a positive effect on students' attitudes. Based on the results of the determination coefficient analysis above, the R Square value of the combined effect of X1 and X2 on Y is 0.865, and the adjusted R Square value is 0.862, which means that all exogenous constructs (X1 and X2) simultaneously affect Y by 0.865 or 86.5%. Because the Adjusted R Square value is greater than 0.33, the influence of all exogenous constructs X1 and X2 can be said to be positive and strong/significant. So it can be stated that social media advertising and perception of privacy simultaneously have a positive and significant effect on students' attitudes towards social media advertising, which means that the third hypothesis of this study is accepted.

e. Discussion of Research Results

- Does the influence of exposure to social media advertising have a positive effect on student
The results of the study showed that although exposure to social media advertising had a positive effect on students' attitudes, the effect was not statistically significant. Thus,

the first hypothesis states that exposure to social media advertising has a positive and insignificant effect on students' attitudes. According to this explanation, although students see or receive advertisements on social media, it is not enough to influence how they respond to or evaluate the advertisements. There are several reasons for this result, including students' habits in filtering advertisements and the quality and relevance of the advertisements. Therefore, the impact of exposure to social media advertising on students' attitudes is more influenced by other factors.

This means that even though social media advertisements appear in front of students' eyes, it is not enough to change the attitudes of those who do not consider the advertisements relevant or may prefer to ignore them. In conclusion, exposure to social media advertising alone is not enough to influence students' attitudes. The results of this study contradict the research of Ansyar & Lita Ariani (2023) which found that there was a positive influence between the intensity of social media advertising on consumer behavior. The hypothesis proposed by the researcher can be accepted, so it can be concluded that there is a positive influence between the intensity of social media advertising on consumer behavior in students. (Ariani et al., 2023)

2. Does the influence of Privacy Perception have a positive effect on Student Attitudes.

In testing the influence of privacy perception on student attitudes, it shows that privacy perception has a positive effect on student attitudes. In other words, the second hypothesis states that students' perceptions of the privacy they feel on social media significantly affect their attitudes towards the advertisements they see. Privacy perception refers to how students view the use of social media platforms and the advertisements that appear to manage their personal data. If they believe that their personal data is safe and not used carelessly for advertising purposes, they tend to be more positive about advertising. Conversely, if they feel insecure or worried about misuse of personal data, they tend to be more skeptical of the advertisements displayed. This is important given the growing concerns about the security and privacy of digital platforms. Students who feel comfortable and safe before the threat of a data protection breach respond more openly and positively to social media advertisements.

The results of this study are in line with previous studies showing that privacy perception has a positive and significant effect on student attitudes, according to Akhtar et al. (2020) this study supports the finding that perceptions of privacy play a significant role in shaping consumer attitudes towards advertising on social media. (Agniatussalam, 2024)

3. Does the Simultaneous Exposure to Social Media Advertising and Perception of Privacy Have a Positive Effect on Student Attitudes ?

In the R Square determination coefficient test which measures the simultaneous exposure to social media advertising and perception of privacy on student attitudes, the results show that it has a positive and significant effect, the value indicates that exposure to social media advertising and overall perception of privacy have a significant effect on student attitudes towards social media advertising. These results indicate that the combination of exposure to social media advertising and perception of privacy can explain the variance in students' attitudes towards social media advertising. Therefore, the third hypothesis states that simultaneous exposure to social media advertising and perception of privacy have a positive and significant effect on student attitudes. Although exposure to advertising itself is not very important, perception of privacy seems to play a role in strengthening or weakening the effect of advertising exposure. If students feel their privacy is respected, exposure to advertising can have a better impact on them. This suggests that if the right perception of privacy simultaneously increases positive attitudes towards this advertisement, these two factors increase the influence of the other.

The impact of this strong combination underscores the importance of two simultaneous considerations when designing advertisements on social media. The results of this study are in line with the research of Hwang et al. (2021) This study confirms that the impact of exposure to social media advertising is greatly influenced by factors such as ad relevance and privacy perception. If users believe their privacy is protected, they are more likely to actively accept advertising on social media. (Trisena Edriasa & Sijabat, 2022)

CONCLUSION

Based on this study, it can be concluded that exposure to social media advertising does not have a significant effect on students' attitudes, although there is a weak positive effect. In contrast, perception of privacy is proven to have a positive and significant effect on students' attitudes towards social media advertising. In addition, simultaneously, both exposure to social media advertising and perception of privacy have a strong and positive effect on students' attitudes, with the combination of both explaining 86.5% of students' attitudes towards social media advertising. Thus, perception of privacy is an important factor influencing students' attitudes towards advertising on social media, while exposure to advertising alone is not enough to form a significant attitude. This research has limitations, namely the limited scope, the research location is only on one campus, and the cross-sectional design does not capture changes in attitudes over time. For future research, it is recommended to use a longitudinal design, expand the area and variety of respondents, and add other relevant variables to make the results more comprehensive.

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