

Analisi faktor yang mempengaruhi perilaku pengguna terhadap youtube ads serta pengaruhnya terhadap purchase intention = Analysis of factors affecting user's attitude toward the youtube ads and their effects on purchase intention

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi lima faktor pada iklan YouTube (entertainment, informativeness, customization, irritation dan credibility) yang mungkin berpengaruh pada ad value dan attitude toward YouTube ads yang berujung pada purchase intention konsumen. Hipotesis model konseptual penelitian ini menyatakan bahwa terdapat hubungan positif antara ad value dengan attitude toward YouTube ads, yang dapat mempengaruhi purchase intention konsumen. Pada penelitian ini, disertakan sebanyak 248 pengguna YouTube aktif di Indonesia sebagai responden, yang kemudian digunakan untuk pengumpulan dan analisis data.

Sebagai kesimpulan, hasil penelitian ini menemukan bahwa entertainment, customization, dan credibility memiliki pengaruh positif yang signifikan terhadap advertising value on YouTube, dimana ad value ini memiliki pengaruh positif terhadap attitude toward YouTube ads, maupun purchase intention konsumen. Adapun berdasarkan hasil penelitian, diketahui bahwa variabel irritation memiliki pengaruh negatif terhadap advertising value on YouTube, serta informativeness tidak memiliki pengaruh terhadap advertising value on YouTube.

.....This study aims to identify five factors in YouTube advertising (entertainment, informativeness, customization, irritation and credibility) which might effect on ad value, and attitude toward YouTube ads, leading to purchase intention of consumers. The study uses conceptual models where their hypothesis is that the ad value is positively correlated with respect to the attitude toward YouTube ads, which then affects consumers purchase intention. For this study, our respondents include 248 active YouTube users in Indonesia that will be used for data collection and analysis.

In conclusion, this study found that entertainment, customization, and credibility is positively effected to advertising value on YouTube, where ad value has a positive effect on attitude toward YouTube ads and purchase intention of consumer. In addition, this study found that irritation is negatively effected to advertising advertising value on YouTube, and informativeness has no effect on advertising value on YouTube.