

Peran Attitude towards Skippable Ads di YouTube pada Brand Awareness dan Purchase Intention = The Role of Attitude towards Skippable Ads on YouTube on Brand Awareness and Purchase Intention

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Abstrak

Penelitian ini bertujuan meneliti faktor-faktor apa saja yang mempengaruhi attitude towards skippable ads dan pengaruhnya terhadap brand awareness dan purchase intention. Dengan teknik Structural Equation Model menggunakan software Lisrel, penelitian ini menemukan informativeness, entertainment, dan emotional appeal memiliki pengaruh positif yang signifikan terhadap attitude towards advertising. Di sisi lain, irritation berpengaruh negatif serta credibility dan personalization tidak berpengaruh signifikan terhadap attitude towards advertising. Attitude towards advertising sendiri berpengaruh positif dan signifikan terhadap brand awareness dan purchase intention. Terakhir, brand awareness berpengaruh positif signifikan terhadap purchase intention.

.....This study aims to examine the factors that influence attitude towards skippable ads and their effect on brand awareness and purchase intention. With the Structural Equation Model technique using Lisrel software, this study found that informativeness, entertainment, and emotional appeal have a significant positive effect on attitude towards advertising. On the other hand, irritation has a negative effect, and credibility and personalization have no significant effect on attitude towards advertising. Attitude towards advertising itself has a positive and significant effect on brand awareness and purchase intentions. Lastly, brand awareness has a significant positive effect on purchase intentions.