

**Anteseden dari *Attitude to Video Advertising* Serta Dampaknya Terhadap
Purchase Intention yang dimediasi oleh *Brand Attitude* (Studi pada Audiens
Video Advertising Polygon)**

Abstract

The rapid development of the digital economy has had an impact on marketing strategies using video advertising. This study analyzes the antecedents that can affect the success of video marketing. Through a positive attitude towards video advertising (attitude to video advertising) will have an impact on the audience's positive attitude towards the brand (brand attitude) and affect the purchase intention of consumers. The analysis of this study was conducted using a quantitative survey using the partial least squares equation modeling (PLS-SEM) analysis method on 243 respondents who were the audience of the Polygon brand video advertising in Greater Jakarta and its surroundings. The results of this study show that duration, background music, emotional content, informational content and interesting content have a significant positive influence on attitude to video advertising. Furthermore, attitude to video advertising maintains a positive influence on purchase intention through mediation of brand attitude. Finally, attitude to video advertising shows a direct impact on customer purchase intentions.

Keywords: *Duration, Music Background, Text, Emotional Content, Informational Content, Interesting Content, Attitude to Video Advertising, Brand Attitude, Purchase Intention.*

Abstrak

Pesatnya perkembangan ekonomi digital telah berdampak pada strategi *marketing* menggunakan *video advertising*. Studi ini menganalisis anteseden yang dapat mempengaruhi suksesnya *video marketing*. Melalui sikap positif terhadap video iklan (*attitude to video advertising*) akan berdampak pada sikap positif audiens terhadap *brand* (*brand attitude*) dan mempengaruhi niat beli (*purchase intention*) konsumen. Analisis studi ini dilakukan dengan survei kuantitatif dengan metode analisis *partial least squares equation modeling* (PLS-SEM) terhadap 243 responden yang merupakan audiens *video advertising brand* Polygon di Jabodetabek dan sekitarnya. Hasil studi ini menunjukkan *duration, music background, emotional content, informational content* dan *interesting content* telah signifikan mempunyai pengaruh positif terhadap *attitude to video advertising*. Selanjutnya *attitude to video advertising* mempertahankan pengaruh positif terhadap *purchase intention* melalui mediasi *brand attitude*. Terakhir *attitude to video advertising* menunjukkan dampak langsung terhadap niat beli pelanggan.

Kata Kunci: *Duration, Music Background, Text, Emotional Content, Informational Content, Interesting Content, Attitude to Video Advertising, Brand Attitude, Purchase Intention.*