

ABSTRACT

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VALUE OF TOKOPEDIA'S ADVERTISING ON YOUTUBE AND ITS EFFECTS ON THE YOUNGER GENERATION'S CONSUMER PURCHASE INTENTION

(163 pages, 21 exhibits 33 tables)

Advertising is a great marketing tool capable of attracting consumers. In a pre-test survey, a phenomenon was discovered where young internet users, particularly of Generation Z and Generation Y, showed a lack of motivation to purchase featured goods and services from a promotion held by local e-commerce company Tokopedia, promoted by their advertising campaign 'Tokopedia WIB'. Therefore, further examination on the relationship of young Indonesian consumers to purchase intention in relation towards Tokopedia needs to be conducted. The research includes three independent variables 'Irritability', 'Informativeness' and 'Entertainment' that influences purchase intention and at the same time is mediated by Tokopedia WIB advertisement value. Purposive Sampling of Non-Probability Sampling is used as a sampling technique to process the data of 279 respondents collected from the distribution of an online questionnaire. Acquired data is processed using a Partial Least Square – Structural Equation Modelling (PLS-SEM) method through analytical software SmartPLS 3. Findings indicate that factors informativeness and entertainment positively influence Tokopedia WIB's advertising value, while factor irritability negatively influences the mediating variable. The mediating variable itself is proven to positively mediate the three factors to consumer purchase intention. Managerial implication states the importance of factors irritability and informativeness, as the two holds the highest significance to consumer purchase intention- where the development of emotional attachments to popular content creators and implementing information cues are suggested.

Keywords : Social Media Advertising, Social Media, Advertising Value, YouTube Advertising, Purchase Intention

References : (2008 - 2022)