

## ABSTRACT

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### **“THE INFLUENCE OF YOUTUBE ADVERTISING AND EWOM TOWARDS PURCHASE INTENTION AMONG MILLENNIALS ON E-COMMERCE IN INDONESIA”**

**(xvii + 119 Pages, 3 Figures, 42 Tables, 5 Appendix)**

With the rise of social media platforms, e-commerce, and digital marketing advertising, the Internet has turned into an everyday routine for society in the ongoing era of Industry 4.0. The number of online users and social media platforms has changed drastically how consumers behave and perceive brand advertising to affect consumers purchasing behavior and perspective.

When searching for products to purchase, consumers now turn to social media as a reference point to gain perspective on which product satisfy more of their needs. Consumers researched their product on various social media platforms including YouTube to gain information in regards to a particular purchase decision. This creates a large marketing opportunity for e-commerce companies in Indonesia to put their advertisement on the YouTube platforms in form of digital marketing.

In this study research, the researcher would like to know and obtain empirical evidence regarding the influence of YouTube advertising and eWOM which affect brand awareness of e-commerce platforms towards purchase intention among millennials target consumer in Jabodetabek areas in Indonesia.

This researched uses an online questionnaire as the sampling method to gather all of the required quantitative data from the 165 total respondents who are millennials generation age from 20 – 40 years old, that are currently living in the Jabodetabek areas and are currently active users of YouTube media platform as well as E-Commerce platforms in Indonesia. The data obtained would be then analyzed using SmartPLS 3.0 software based on the data collected from the 165 millennials respondents and will be subjected using non-probability sampling. The result of this study shows that E-Commerce Advertisement Value on YouTube and eWOM as an extension variable has a strong and positive impact towards brand awareness, which also brings a strong and positive correlation towards purchase intention on e-commerce platforms. However, the influence of Irritation does not has a positive impact on E-Commerce Advertisement Value on YouTube but rather it is negatively perceived by YouTube users because irritation value on advertisement is seen as something irritating and annoying which brings a negative perception for the users watching it.

**Keywords:** YouTube, Advertising, eWOM, Purchase Intention, Brand Awareness, Consumer Behaviour, Millennials, E-Commerce, Jabodetabek

Reference: 49 (2001-2020)