

ABSTRACT

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THE INFLUENCE OF YOUTUBE ADS ON PURCHASE INTENTION, MEDIATED BY BRAND AWARENESS AND BRAND IMAGE: A STUDY ON TOKOPEDIA AMONG GENERATION Z IN JABODETABEK

This research investigates the impact of YouTube advertisements on brand awareness, brand image, and purchase intention among Generation Z in Jabodetabek, with a specific focus on Tokopedia. Given the rapid growth of digital marketing, understanding how social media influences consumer behavior is essential. Employing a quantitative approach, data was collected from 306 respondents born between 1997 and 2012 using an electronic questionnaire distributed via Google Forms. Respondents provided insights into their perceptions of Tokopedia's YouTube advertisements. Data analysis was conducted using SmartPLS 4, covering both descriptive and inferential analyses, including outer model testing for indicator reliability, construct reliability, construct validity, and discriminant validity, as well as inner model testing, such as variance inflation factor, R-square, F-square, and Q-square. The findings indicate a significant positive relationship between YouTube advertisements and both brand awareness and brand image, which in turn influence purchase intention. This study contributes to the literature on social media marketing and offers practical implications for e-commerce platforms aiming to optimize their advertising strategies for Generation Z in the Jabodetabek area.

Keywords: Brand Awareness, Brand Image, Generation Z, Jabodetabek, Purchase Intention, Social Media Marketing, Tokopedia, Youtube Advertisements