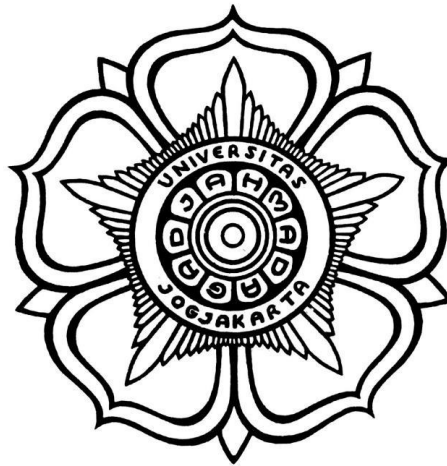


## **THE EFFECT OF ADVERTISING EXPOSURE ON PURCHASE INTENTION**

(Survey of the Effect of YouTube Premium Advertising Exposure on Indonesian  
YouTube Users' Premium Service Purchase Intention With Attitude Toward  
Advertising as Intervening Variable)



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**UNIVERSITAS GADJAH MADA**

**2024**



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Muhammad Irsyad Fadhlani, Massageng Widagdhaprasana, S.I.P., MMktgComs

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