

## TABLE OF CONTENT

<b>LEMBAR PENGESAHAN .....</b>	<b>II</b>
<b>BEBAS PLAGIASI .....</b>	<b>III</b>
<b>ACKNOWLEDGMENT .....</b>	<b>IV</b>
<b>ABSTRACT .....</b>	<b>VI</b>
<b>TABLE OF CONTENT .....</b>	<b>VII</b>
<b>TABLE OF FIGURES .....</b>	<b>XI</b>
<b>LIST OF TABLES .....</b>	<b>XII</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
A. Background .....	1
B. Research Question.....	8
C. Research Purpose .....	8
D. Research Significance .....	8
1. Academic Purpose .....	8
2. Professional Purpose .....	9
E. Theoretical Framework .....	9
1. Advertising Exposure .....	9
2. Attitude Toward Advertising.....	13
3. Purchase Intention .....	14
F. Conceptual Framework .....	15
G. Concept Operationalization.....	17
H. Operational Definition .....	22
I. Hypotheses .....	25
J. Methodology .....	25
1. Research Method .....	25
2. Subjects of Research .....	26

3. Population and Sample .....	26
4. Sampling Technique .....	27
5. Data Collection .....	28
6. Validity & Reliability Testing .....	28
7. Data Analysis .....	29
8. Research Limitation .....	30

## **CHAPTER II YOUTUBE PREMIUM: UNDERSTANDING THE FREEMIUM BUSINESS MODEL IN THE RISE OF THE SUBSCRIPTION ECONOMY ERA ..... 32**

A. The Rise of The Subscription Economy Era and The Freemium Business Model.....	32
B. Premium Service Advertising and Promotions in A Freemium Business Model Platform .....	35
1. Advertising Exposure in Freemium Business Models .....	37
2. Advertising Effectiveness.....	39
C. Indonesian YouTube Users' Attitudes Towards Advertising Exposure .....	40
D. Purchase Intention in the Context of the Subscription Economy Era.....	42

## **CHAPTER III YOUTUBE PREMIUM AS YOUTUBE'S FREEMIUM BUSINESS MODEL ..... 45**

A. Brief History of YouTube .....	45
1. YouTube's Mission .....	46
2. YouTube Features .....	47
B. YouTube Premium, A Premium Service by Youtube.....	48
C. The Efforts of YouTube Premium Marketing and Promotion .....	52

## **CHAPTER IV THE EFFECT OF YOUTUBE PREMIUM ADVERTISEMENT EXPOSURE ON YOUTUBE USERS' ATTITUDE TOWARD PURCHASE INTENTION..... 57**

A. Pilot Test .....	57
1. Validity Test .....	57
2. Reliability test.....	60
B. Classical Assumption Test .....	60
1. Normality Test.....	60
2. Autocorrelation Test.....	63
3. Multicollinearity Test .....	65
4. Heteroscedasticity Test.....	66
C. Respondents' Profile .....	67
1. Age and Gender .....	67
2. Residence.....	68
3. YouTube Premium User.....	69
D. Descriptive Mean Analysis .....	69
1. Advertising Exposure .....	70
2. Attitude Toward Advertising.....	78
3. Purchase Intention .....	80
E. Correlation Analysis.....	89
F. Regression Analysis .....	92
1. Regression Analysis of The Independent Variable (Advertising Exposure) Towards the Dependent Variable (Purchase Intention).....	93
2. Regression Analysis of The Independent Variable (Advertising Exposure) Towards the Intervening Variable (Attitude Towards Advertising).....	96
3. Regression Analysis of The Intervening Variable (Attitude Toward Advertising) Towards the Dependent Variable (Purchase Intention).....	98
G. Path Analysis.....	100
H. Research Findings Summary.....	108
I. Discussion .....	112
<b>CHAPTER V CLOSING.....</b>	<b>120</b>

A. Conclusion .....	120
B. Suggestions .....	122
<b>BIBLIOGRAPHY .....</b>	<b>123</b>
<b>APPENDIX .....</b>	<b>131</b>