



TABLE OF CONTENT

CHAPTER I: INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	5
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Contribution of the Research	8
1.6 Scope of Study	9
1.7 Systematic Writing	9
CHAPTER II: LITERATURE REVIEW	11
2.1 Theoretical Framework	11
2.1.1 Advertisement Value	11
2.1.2 YouTube Advertisement Value	12
2.1.3 Irritation	12
2.1.4 Informativeness	13
2.1.5 Customization	14
2.1.6 Entertainment	15
2.1.7 Brand Awareness	16
2.1.8 Purchase Intention	16
2.2 Hypothesis Development	17
2.2.1 Hypothesis 1 (H_1): “There is a significant negative relationship between irritation and YouTube Advertisement Value”	17
2.2.2 Hypothesis 2 (H_2): “There is a significant positive relationship between informativeness and YouTube Advertisement Value”	18
2.2.3 Hypothesis 3 (H_3): “There is a significant positive relationship between customization and YouTube Advertisement Value”	18
2.2.4 Hypothesis 4 (H_4): “There is a significant positive relationship between entertainment and YouTube Advertisement Value”	19



2.2.5 Hypothesis 5 (H ₅): “There is a Significant positive relationship between YouTube Advertisement Value and Brand Awareness”.....	20
2.2.6 Hypothesis (H ₆): “There is a significant positive relationship between Brand Awareness and Purchase Intention”	21
2.3 Research Framework	22
CHAPTER III: METHODOLOGY	23
3.1 Research Design	23
3.2 Population and sampling	23
3.3 Research Instrument	24
3.4 Data Collection Methods	24
3.4.1 Primary Data	24
3.4.2 Secondary Data	26
3.5 Operational and Conceptual Definition of Variables and Indicators	27
3.6 Variable questions	29
3.7 Instrument Testing	31
3.7.1 Reliability Test	31
3.7.2 Validity Test	31
3.8 Data Analysis	32
3.8.1 Data Analysis Method	32
3.8.2 Multicollinearity Test	34
3.8.3 Normality Testing	34
3.8.4 Model accuracy Test	35
3.8.5 Hypothesis Testing	35
Chapter IV: Research Findings	38
4.1 Respondent Demographic & Characteristics	38
4.1.1 Gender	38
4.1.2 Age	39
4.1.3 Last Certified Education	40
4.1.4 Occupation	41



4.1.5 Video Content watched	41
4.1.6 Duration spent per day in YouTube	43
4.2 Data Validity Test Result	44
4.3 Data Reliability Test Result	47
4.4 Descriptive Statistics	49
4.5 Multicollinearity Test Result	58
4.6 Normality Test	58
4.7 Hypothesis Test	60
4.7.1 Multiple Linear Regression	60
4.7.2 Simple Linear Regression	62
4.5.2.1 Regression between YouTube Advertisement Value and Brand Awareness	62
4.5.2.2 Regression between Brand Awareness and Purchase Intention	64
4.8 Discussion	65
4.8.1 Hypothesis 1 (H_1): “There is a significant negative relationship between irritation and YouTube Advertisement Value”	65
4.8.2 Hypothesis 2 (H_2): “There is a significant positive relationship between informativeness and YouTube Advertisement Value”	66
4.8.3 Hypothesis 3 (H_3): “There is a significant positive relationship between customization and YouTube Advertisement Value”	67
4.8.4 Hypothesis 4 (H_4): “There is a significant positive relationship between entertainment and YouTube Advertisement Value”	67
4.8.5 Hypothesis 5 (H_5): “There is a Significant positive relationship between YouTube Advertisement Value and Brand Awareness”	68
4.8.6 Hypothesis (H_6): “There is a significant positive relationship between Brand Awareness and Purchase Intention”	68
4.8.7 Conclusion of Discussion	69
4.9 Summary of the Regression Model.....	69
Chapter V: Conclusion and Recommendation.....	71
5.1 Conclusion	71
5.2 Managerial Implication	72
5.3 Research Limitation	75



UNIVERSITAS
GADJAH MADA

FACTORS IMPACTING YOUTUBE ADVERTISING VALUE AND THE IMPACT IT HAS ON PURCHASE
INTENTION WITH BRAND

AWARENESS AS A MEDIATOR

FARRAS WARROIHAN, Teguh Budiarto, Drs., M.I.M.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

5.4 Suggestion for Future Research	76
REFERENCE	78
APPENDIX	84



UNIVERSITAS
GADJAH MADA

FACTORS IMPACTING YOUTUBE ADVERTISING VALUE AND THE IMPACT IT HAS ON PURCHASE
INTENTION WITH BRAND

AWARENESS AS A MEDIATOR

FARRAS WARROIHAN, Teguh Budiarto, Drs., M.I.M.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

LIST OF FIGURES

Figure 1.1 Indonesia's Consumer Spending from year 2010 to 2020	1
Figure 2.1 Research Framework	24



LIST OF TABLES

Table 3.1. Operational and Conceptual Definition of Variables and Indicators.....	28
Table 3.2 Survey Questions	29
Table 4.1 Frequency of respondents'	38
Table 4.2 Frequency of respondents' age	39
Table 4.3 Frequency of Last certified Education.....	40
Table 4.4 Frequency of Respondent Occupation	41
Table 4.5 Types of Content watched by Respondents	41
Table 4.6 Frequency of Duration spent on YouTube	45
Table 4.7 KMO and Bartlett's Test	44
Table 4.8 Factor Analysis Rotated Component Matrix	45
Table 4.9 Data Reliability Test Result.....	47
Table 4.10 Descriptive Statistics result.....	49
Table 4.11: Descriptive Statistics per item for irritation.....	51
Table 4.12: Descriptive Statistics per item for Informativeness	52
Table 4.13: Descriptive Statistics per item for Entertainment	53
Table 4.14: Descriptive Statistics per item for Customization	54
Table 4.15: Descriptive Statistics per item for YouTube Advertisement Value	55
Table 4.16: Descriptive Statistics per item for Brand Awareness	56
Table 4.17: Descriptive Statistics per item for Purchase Intention.....	57
Table 4.18 Variance Inflation Factor (VIF) test	58
Table 4.19: Normality Test	59
Table 4.20 Multiple Linear Regression Results.....	60
Table 4.21 Simple Linear Regression YouTube Advertisement Value.....	63
Table 4.22 Simple Linear Regression Brand Awareness.....	64