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Effectiveness of Pop - Up Youtube Advertising Towards Purchase Intention Through Characteristics of Millennial Attitudes

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Abstract

Nowadays, Youtube provides space for business people who want to advertise their products on Youtube. Ads displayed on Youtube are pop-up ads. Pop-up ads are advertisements that appear suddenly on the screen in front of the website's opening page

This study aims to examine the effectiveness of pop-up advertisements on the Youtube site against purchase intention. The data used in this study are primary data. The data was collected through a questionnaire. The population in this study are people who have accessed the Youtube site, while the sampling technique uses purposive sampling with 200 respondents. To see the relationship between variables used through statistical tests and data processing is done using Partial Least Square (smart PLS 3.0). The results showed that: advertising is significantly related to attitude, attitude is not significantly related to purchase intention, and advertising is significantly related to purchase intention. This proves that the higher the intensity of seeing the ad, the higher the consumer's purchase intention.

Keyword: advertisement, attitudes, purchase intention, pop - up

INTRODUCTION

In this millennium era, technology is developing very rapidly. One technology that is developing rapidly is information technology. Currently, all information can be easily accessed anytime and anywhere. There are many ways to access information, one of which is by using the internet. People nowadays not only access the internet with computers, but more people access the internet using smartphones.

With the smartphone, people can easily access websites on the internet. This is what business people see as an opportunity. Business people have started placing advertisements on websites frequently visited by internet users.

One of the websites frequently visited by internet users is Youtube. This is evident from a survey conducted by the Indonesian Internet Service Providers Association (APJII) in

2016. In this survey, Youtube is one of the most accessed social media websites by internet users in Indonesia.

Youtube is the most popular video sharing site in the world. It can even be said that YouTube is a video sharing site that provides complete information and interesting videos that occur abroad. In addition, Youtube is a video sharing site most accessed by internet users around the world. Therefore, it is not wrong for Youtube to be the third most accessed social media site in Indonesia.

Currently, Youtube provides space for business people who want to advertise their products on Youtube. Ads displayed on Youtube are in the form of pop-up ads. Pop-up ads are advertisements that appear suddenly on the monitor screen in front of the opening page of a web site (Moriarty, 2011: 352).

With the emergence of the pop-up advertisement at the beginning of the YouTube video, it received mixed responses from YouTube users who watched the pop-up ad. This study aims to measure the attitudes of internet users when watching pop-up advertisements on Youtube and also whether the attitudes of internet users mediate pop-up advertisements towards buying interest.

Yang et al. (2017), in their research on online video advertisements, suggest that entertainment, informativeness, credibility, and irritation will affect purchase attitude (attitude in buying). By using two dependent variables, namely attitude and intention to buy, the results of the study, This concludes that entertainment, informativeness, credibility, and irritation affect attitudes and buying interest.

LITERATURE REVIEW AND HYPOTHESES

Shimp (2000) explains that advertising is an economic investment, and for most companies and non-profit organizations, advertising is an investment that is considered very profitable. According to Swastha (2001), there are four definitions of advertising. First, advertising can add useful information to a product offering. Second, advertising is a persuasion tool (a tool to persuade), so that a person or institution can carry out advertising to persuade the public. Third, advertising is a tool to create an impression. Fourth,



peer advertising is a tool to satisfy the desires of buyers and sellers.

Wells (2011) argues that advertising is a paid persuasive communication that uses the mass media to reach a wider community and connect sponsors with a targeted audience. Advertisements are more than just sales messages that appear in newspapers, magazines, and television programs. Rather, it is a complex form of communication that operates with objectives and strategies that lead to different types of impact on consumers' thoughts, feelings, and actions.

Through the above understanding, it can be concluded that advertising is a strategy used by a company in promoting their products to attract consumers to the products offered. With these advertisements, companies are able to stimulate consumers by influencing thoughts and actions.

According to Setiadi (2003), there are three main objectives of advertising, namely informing, persuading, and reminding. Informative advertising means marketers must design advertisements in such a way that important things about the product can be conveyed in the advertising message. The marketer's goal is to try to convince consumers that the brand being offered is the right choice. Ads that are persuasive is usually contained in comparative advertising messages. Marketers try to compare the advantages of the product offered with other similar products, usually used for consumer products. For the third purpose, namely, reminding, it is usually used for products that are already established and have certain consumer groups.

To display advertising messages that are able to persuade, arouse, and maintain consumers of the products offered requires an appeal to the target audience. The attractiveness of advertising is very important because it will increase the success of communication with the audience.

Attitude towards advertising is defined as a tendency that is continuously learned about the likes or dislikes of advertising in general (Mc Kenzie and Lutz, 1989). Mc Kenzie and Lutz, 1989, suspect that attitudes towards advertising, in general, have a direct influence on attitudes on individual advertising through perceptions on advertising and have a direct influence through a process called generalization in which consumers generally tend to react due to the influence of specific advertisements. Attitude to advertising will also affect ad value. Certain groups who are more critical of advertising, in general, will find less value than advertising. Ad value, in the future, will be the starting point for improving overall public attitudes towards institutions.

According to Mowen & Minor (2012), the attitude towards advertising refers to the likes or dislikes of consumers in general for certain advertisement stimuli during ad impressions. The attitude towards advertising depends on a number of factors, including the content of the ad and the vivid imagery, the consumer's mood, and the emotions the advertisement gets. This factor influences attitudes towards advertising in both high and low engagement conditions, as well as whether consumers recognize the brand or not.

Khasanah (2012) and Qolby (2014) state that advertising is one of the variables that influence the formation of consumer attitudes. Promotion through advertising of an active product can display advantages or benefits well and can lead to a positive attitude towards the product

Zarrad and Debabi (2015) define intention as a motivational factor that affects a person's behavior to do something. Kotler (2010) defines intention as an impulse, namely strong internal stimuli that motivate action, where this impulse is influenced by stimuli and positive feelings for the product. Kotler and Keller (2012) define intention as a consumer's decision regarding preferences for brands in the choice set. Mowen and Minor (2012) define intention as all consumer actions to acquire and use goods and services. Lamb et al. (2001) define intention as a customer's process in making and using purchased goods and services. Based on some of the definitions of intention above, it can be concluded that intention is anything that encourages someone to act or do something, such as buying a product or service.

Siswanto (2011) states that social media has an opportunity or potential as effective advertising and marketing media. Usvita (2013) also adds that the higher the intensity of seeing advertisements, the higher the intensity of buying.

Research Hypothesis:

H1: Ads on the Youtube site have an effect on consumer attitudes.

Khasanah (2012) and Qolby (2014) state that advertising is one of the variables that influence the formation of consumer attitudes. Promotion through advertising of a product that can effectively display advantages or benefits, and can lead to a positive attitude towards the product

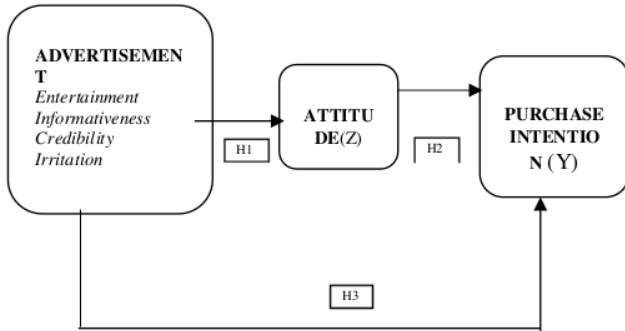
H2: Consumer attitudes towards advertisements on the Youtube site affect consumer purchase intentions.

According to Mowen Minor 2002, the attitude towards advertising refers to the likes or dislikes of consumers in general for certain advertisement stimuli during ad impressions. The attitude towards advertising depends on a number of factors, including the content of the advertisement and the intense fantasy, the consumer's mood, and the emotions the advertisement gets. This factor influences attitudes towards advertising in both high and low engagement conditions, as well as whether consumers recognize the brand or not.

H3: Ads on the Youtube site affect consumer purchase intentions.

Siswanto (2011) states that social media has an opportunity or potential as effective advertising and marketing media. Usvita (2013) also adds that the higher the intensity of seeing advertisements, the higher the intensity of buying

Based on these explanations, the framework used is as follows:



RESEARCH METHOD

This study uses a data analysis method using (PLS) Partial Least Square, which is a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model as well as test the structural model. The measurement model is used to test the validity and reliability, while the structural model is used to test the causality (hypothesis testing with predictive models). Furthermore, (Ghozali 2011: 18) explained that PLS is a soft modeling method of analysis because it does not assume that the data must be measured at a certain scale, which means that the number of samples can be small (under 100 samples).

There are several reasons why PLS is used in a study. In this study, the reasons are: first, PLS (Partial Least Square) is a data analysis method based on the assumption that the sample does not have to be large, that is, the number of samples is less than 100, can be analyzed, and residual distribution. Second, PLS (Partial Least Square) can be used to analyze a theory that is still considered weak because PLS (Partial Least Square) can be used for prediction. Third, PLS (Partial Least Square) allows the algorithm to use series ordinary least square (OLS) analysis in order to obtain the efficiency of calculating algorithms (Ghozali, 2006: 19). Fourth, in the PLS approach, it is assumed that all variance measures can be used to explain.

RESULTS AND DISCUSSION

Based on the results of the calculation of the number of samples of 214 respondents. The distribution of questionnaires was carried out from November 23, 2019, until January 22, 2020. Following the results of the distribution of questionnaires:

Gender	Male	96 respondents	48%
	Female	104 respondent	52%

Number	Age	Amount	Percentage
1	17 – 22	44 respondents	22%
2	23 – 28	36 respondents	18%
3	29 – 34	26 respondents	13%
4	>35	94 respondents	47%

Number	Education	Amount	Percentage
1	SD	0 respondent	0,0 %
2	SMP	0 respondent	0,0 %
3	SMU	48 respondents	24 %
4	S1	116 respondents	58 %
5	S2	36 respondents	18 %

It can be seen that based on convergent validity, it can also be seen from the Average Variance Extracted (AVE) value. In this study, according to (Ananda Shabil: 2015), if the AVE value of each construct is above 0.5.

Research Construct

Construct	AVE
Advertisement	0,565
Purchase Intention	0,758
Attitude	0,816

Hypothesis 1

	Original sample	Sample mean	Standard deviation	T - Statistic
Advertisement > Attitude	-0,625	-0,625	0,068	9,145

The advertising relates to consumer attitudes with the original sample value of -0.625. Hypothesis H1 is supported because the T-statistic value of 9.145 is greater than the T-table value of 1.96, thus indicating that perceived usefulness has a correlation pathway with attitudes. Thus the hypothesis in this study is supported.

Hypothesis 2

	Original sample	Sample mean	Standard deviation	T - Statistic
Attitude > Purchase Intention	-0,119	-0,112	0,110	1,075

Based on the results of H2 testing, it can be concluded that attitude is related to Purchase Intention but does not have a significant effect on the original sample value of -0.119. Hypothesis H2 is not related because the T-statistic value of 1.075 is smaller than the T-table value of 1.96, thus indicating that attitude has a relationship to Purchase Intention, but it is not significant. Thus H2 is not supported.

Hypothesis 3

	Original sample	Sample mean	Standard deviation	T - Statistic
Advertisement > Purchase Intention	0,608	0,605	0,063	9,653

Advertising is positively related to Purchase Intention with the original sample value of 0.608, but it is not significant. Hypothesis H3 is not supported because the T-statistic value of 9.653 is smaller than the T-table value of 1.96 so that it shows that advertising has a relationship to Purchase Intention. Thus the hypothesis in this study is supported.

CONCLUSION

1 The original value of the sample obtained is -0.625. So it can be concluded that advertising is related to the attitude in which consumers begin to realize that the advertisements on the Youtube site are attractive and make consumers interested in watching advertisements on the Youtube site. Attractive advertisements have a major influence on influencing consumer attitudes but must be balanced with the appropriate time duration, as well as the timeliness of the ad appearance. When the ad is too long and appears in the middle of the video, consumers will tend to feel annoyed.

2. Based on the results of the calculation, it can be analyzed that the advertising construct has a positive and insignificant relationship with consumer attitudes in online shopping but with a T statistic of 1.075, which means it is smaller than the t table of 1.96; thus H2 is not supported. So it can be analyzed that users of the Youtube site feel that the advertisements served on the site are attractive but still not in accordance with the needs and are not considered profitable for users of the Youtube site, so most of the Youtube site users do not have a Buying Intention for products advertised on the Youtube site.

3. The original sample value of 0.608 will produce a good t statistic. Then it can be analyzed that Purchase Intention will appear along with the high intensity of advertisements that appear on the Youtube site. With frequent YouTube site users seeing ads that appear continuously, consumers will appear to be moved to buy the product advertised. This is in accordance with Usvita's (2013) research, which states that the higher the intensity of viewing advertisements, the higher the intensity of buying

SUGGESTIONS

Based on the results of the discussion and analysis of research on the effectiveness of advertisements on the Youtube site, findings were found that were useful for companies wishing to advertise and YouTube site developers. These findings include the following:

- 1) Companies wishing to advertise on the Youtube site must make more innovations and creations in creating advertising content. This can be done by making advertisements more entertaining and creative.
- 2) Youtube site developers must display advertisements that are more in line with the needs of Youtube site users.

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