

The Power of Influence: Examining the Impact of YouTube Ads on Purchase Intention through Brand Awareness among Indonesian Audiences

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Abstract

This study aims to analyze whether Youtube Ads have an effect on Purchase Intention by using Brand Awareness as a mediating variable. Respondents in this study were audiences who had watched advertisements on Youtube Jakarta which were selected using the non-probability sampling method with the purposive sampling method. This research uses Patrial Least Square Structural Equation Modeling (PLS-SEM) with WarpPLS version 7.0. This study measures how Youtube Ads influence Brand Awareness, Brand Awareness influences Purchase Intention and Youtube Ads is directly related to Purchase Intention. The results show that Entertainment has a significant effect on Brand Awareness, Informativeness has a significant effect on Brand Awareness Irritation has no significant effect on Brand Awareness, Customization has a significant effect on Brand Awareness, Brand Awareness has a significant effect on Purchase Intention and Brand Awareness cannot act as a mediating relationship between YouTube Ads and Purchase Intention.

Keyword : Youtube ads , purchase intention, brand awareness

INTRODUCTION

The internet is rapidly growing in Indonesia and having a significant impact on various economic industries, including trade and services. For example, the growth of the

303

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internet can be seen in the field of trade as it becomes more widespread across the country. According to data from We Are Social, in 2020, there were 175.4 million internet users in Indonesia, out of a population of 272.1 million. By 2021, this number has increased by 13% to 202.6 million, with the population growing to 274.9 million. Digital technology has greatly advanced human life and the internet has become an integral part of people's social lives, especially in the economic and political spheres. It has become a necessity that cannot be separated from everyday life (Arthurs et al., 2018) .

In an effort to attract consumers to make a purchasing decision for products or services offered by companies through online advertising, many companies often use it to create consumer awareness of the products and services they will buy (Dewi & Darma, 2019). Online advertising has several advantages such as increasing efficiency, reducing costs, providing more flexibility and being a global medium. In carrying out its implementation, online advertising can be one of the most effective marketing strategies and is in great demand by companies, because consumers can access these advertisements via the internet anytime and anywhere. Based on the statement above, it can be concluded that online advertising is considered more flexible and saves more time compared to offline advertising (Darma & Noviana, 2020).

Along with the development of the internet, advertising on social media is growing rapidly and quickly. According to Morissan, (2015) stated that online advertising focuses on the internet as a medium for ad placement. Companies can use various platforms as promotional tools such as websites, YouTube, Facebook, Instagram, Google, Twitter, marketplaces, blogs, online advertising and others. Based on this, the designers of the advertising strategy began to make new innovations by using new media, namely the internet as a medium for conveying information on product or service offerings through advertisements. One of them is done through Youtube Ads.

YouTube Advertising is a new and under-developed format of online video advertising, which has TV and social media characteristics and is different from traditional advertising formats (Dehghani *et al* ., 2016) . Youtube is a social media site that is frequently used and phenomenal among the general public, from small children to the elderly. People usually use YouTube both in viewing the latest news, looking for information , educational videos, even for entertainment such as watching movies, listening to songs or watching various tutorials. Youtube is considered to have great potential for advertisers because the number of users reaches 93.8% of the total population of social media users in Indonesia, considering that *Youtube Ads* has a more potential segment .



Purchase intention is a stage of a person's tendency to act before the purchase decision is actually implemented. There is a difference between actual purchase and purchase intention. Actual purchases are purchases that are actually made by consumers, while purchase intention is the intention to make purchases at a future opportunity. Even though it is only a future purchase, the measurement of purchase intention is carried out to maximize predictions of the actual purchase itself. It can be said that buying interest is a mental statement from someone who reflects his purchase plans for a number of products with a certain brand. This is really needed by marketers to find out consumer buying interest to predict consumer behavior in the future. (Yunita *et al* ., 2019) .

Entertainment in an advertisement can be explained as the excitement and popularity of advertising content for the audience to enjoy (Firat, 2019) . According to Najib *et al* ., (2016) the element of *entertainment* in an advertisement can be explained as the ability of advertising to meet the audience's needs for escape, diversity, aesthetic satisfaction and emotional satisfaction. Entertainment in an advertisement can also be a thing that gives a positive sense of the brand. When advertising offers high *entertainment value* to customers, this will make it easier for customers to continue using the media (Yunita *et al* ., 2019).

According to Firat, (2019) the *informativeness* element contained in advertisements, especially *Youtube Ads* , provides information about a business, product, service or brand. According to Najib *et al* ., (2016) the element of *Informativeness* in an advertisement can be interpreted as the advertisement's ability to convey information to meet audience needs. *Informativeness* can also be said as the ability of an advertisement to provide information about products and alternatives, so that they can provide satisfaction to customers when purchasing a product.

Customization is a factor that allows marketers to reach potential customers personally as well as establish good relations with them (Xu, 2006). *Customization* in an advertisement can be illustrated when the advertisement is adjusted to the audience to meet specifications that satisfy the audience Najib *et al* ., (2016) .

irritating element in *YouTube Ads* often makes viewers who watch advertisements feel bored and feel that the advertisement is hindering the work or activity being carried out (Firat, 2019). The increasing number of advertisements and the increasing number and tending to be shown to consumers, does not rule out the possibility that potential consumers will feel disturbed so that they will respond negatively to these advertisements.



Irritation in an advertisement is provocative, resulting in dissatisfaction and impatience (Yunita *et al.* , 2019) .

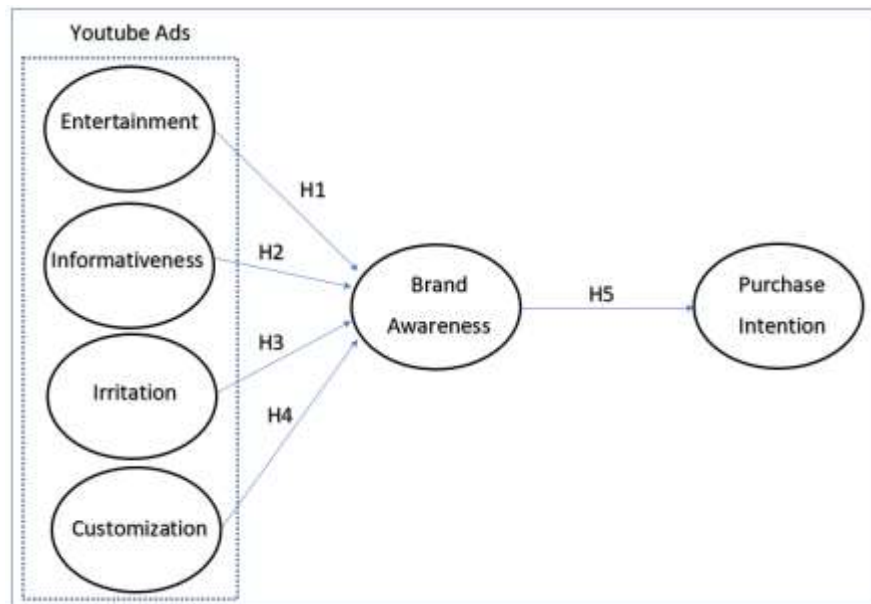
Brand Awareness is referred to as an important concept in consumer behavior, and plays a major role in understanding consumer decision making, given that brand name is a key cue in quality assessment (Ku *et al.* , 2012) . According to Timpal *et al.* , (2016) , *Brand Awareness* is when potential buyers can recognize and recall that a brand is part of a certain product category. According to Hutter *et al.* , (2013) , *Brand Awareness* is created by whatever causes consumers to experience the brand – advertising, promotion, publicity, public relations, etc. Social media is one way to expose consumers to brands and thereby create brand awareness. Therefore the more actively consumers engage with the social media activities of a brand, i.e. the higher the brand page commitment, the higher the brand awareness. A negative relationship can be expected between distraction and brand awareness.

Several previous researchers also discussed the effect of using 4 factors (*Entertainment, Informativeness, Irritation* and *Customization*) in the value of Youtube ads playing an important role as a strategy in influencing buying interest and showing a significant influence on *YouTube ads* in increasing consumer buying interest (Dehghani *et al.*, 2016; Febriyanto, 2020). However, there is also previous research conducted by Sudirman (2018) with the title "The Influence of *Youtube Review Online ads* on Buying Interests for the 2018 Toyota Rush Car Mediated by Consumer Attitudes" states that *Youtube Ads online reviews* have no direct effect on buying interest. The results of this study do not support the proposed research hypothesis regarding the effect of online reviews on purchase intention. Despite the critical need to explore all aspects of YouTube as a new advertising platform, not all companies are knowledgeable in designing a *YouTube ads strategy*. Therefore, this research attempts to fill the gap by investigating whether and how Youtube advertisements affect the advertising value and purchase intention of customers. To the best of our knowledge, no study has examined the relationship between Youtube advertising factors on ad value and purchase intention, nor has it identified predictors for this variable (Dehghani *et al.*, 2016).

From the results of this study there is a gap between one researcher and another researcher. Where there are results with positive and negative influences on *Youtube Ads* on Buying Interest. As a form of information that is avoided, advertising provides the possibility to be watched or ignored. This research is important to be used as a reference for advertisers to develop advertisements that will increase the likelihood of being watched. Therefore, this study tries to fill the gap by investigating whether *Youtube Ads* (



Entertainment, Informativeness, Irritation and Customization) affect *Purchase Intention* by using *Brand Awareness* as a Mediation Variable



Picture 1. Research Model

Source: Developed for this study, 2023

METHODS

According to Sugiyono (2017) the quantitative research method is a research method based on the philosophy of positivism in researching populations and samples that are generally carried out randomly, and data collection uses research instruments, quantitative data analysis is used to test established hypotheses. Based on, the research model focuses on the relationship between *Youtube Ads* (*Entertainment, Customization, Irritation and Informativeness*), *Brand Awareness* and *Purchase Intention* .

We conducted this research in Jakarta. The population in this study is the Youtube audience in Jakarta. The population in this study is not limited and uses the concept of structural equation modeling (SEM) with WarpPLS software. Hair et al. (2014) , which states the ideal number is at least 100 respondents for a research model consisting of four variables or fewer. Things that will be tested in Smart-PLS are validity tests, reliability tests, descriptive statistical analysis and inferential statistical analysis.

RESULTS AND DISCUSSION

An Overview of Research Object

Based on the analysis results obtained. First, in terms of gender characteristics, the number of respondents was dominated by women, namely as much as 5.4 % of the total number of respondents in this study, while male respondents were 46%. This is because women watch soap opera videos on YouTube more often than men who don't. likes watching soap operas.

While based on age an audience aged 18-25 years, 26-30 years , 31-35 years and over 35 years. From the respondent data collected, it can be seen that the audience aged 18-25 years is the highest with a percentage of 75% , followed by respondents aged 26-30 years with a percentage value of 8% , respondents aged 31-35 years with a percentage value of 13% . and also respondents over 35 years by 4%, meaning that the audience in this study was dominated by respondents aged 18-25 years.

Furthermore, it is seen from the number of videos watched on YouTube . From the respondent data collected, it can be seen that an audience that only watches videos on YouTube 1x a day is 23% , followed by an audience that watches videos on YouTube 2x a day by 22% , an audience that watches videos on YouTube 3-5x a day is 35% and an audience who watch videos on YouTube more than 5 times a day as many as 35 people 20% means that the audience in this study is dominated by respondents who watch videos on YouTube more than 3-5 times a day.

Convergent Validity

According to Fornell & Larcker, (1981) and Ghazali & Latan, (2015) the *convergent validity* value is the factor loading value on the latent variable with its indicators. The expected value of 0.6 is considered sufficient to meet the requirements of *convergent validity* .

Table 1. Result of Outer Loadings

Variable	X1	X2	X3	X4	M	Y	Information
X1A	0.899						Valid
X1B	0.903						Valid
X1C	0.924						Valid
X2A		0.877					Valid
X2B		0.848					Valid



X2C		0913					Valid
X3A			0.743				Valid
X3B			0.859				Valid
X3C			0.874				Valid
X4A				0.904			Valid
X4B				0.920			Valid
X4C				0.906			Valid
M1A					0.736		Valid
M1B					0.874		Valid
M1C					0.806		Valid
M1D					0.866		Valid
M1E					0.760		Valid
M1F					0.765		Valid
Y1A						0910	Valid
Y1B						0.949	Valid
Y1C						0.903	Valid

Based on table 1 it can be seen that the results of outer loadings with 21 indicators give values above 0.7, namely: 0.736 – 0.949. The smallest result shows a value of 0.738 on the M1A indicator from the *Brand Awareness variable* and the largest result shows a value of 0.949 on the Y1B indicator from the *Purchase Intention variable*. So it can be concluded that 21 indicators from 125 respondents can be accepted or said to be valid.

According to Fornell & Larcker, (1981) and Ghazali & Latan, (2015) said that *the average variance extracted (AVE)* is acceptable with a value above 0.50.

Table 2. Result of Average Variance Extracted (AVE)

Factors and Variables	X1	X2	X3	X4	M	Y
AVE	0.826	0.774	0.685	0.828	0.645	0.848

Based on the AVE results in table 2, it shows a value above 0.50 for all constructs contained in the research model. The *Entertainment variable* is 0.826, the *Informativeness variable* is 0.774, the *Irritation variable* is 0.685, the *Customization*



variable is 0.828, the *Brand variable Awareness* is worth 0.645, and the *Purchase Intention variable* is worth 0.848. So it can be concluded that AVE is acceptable.

Internal Consistency Reliability

An instrument is said to be reliable if we can see the results of the WarpPLS output test on *Cronbach's alpha* and *composite reliability*. Cronsbach's Alpha is used to measure the limit that the value of the reliability of a construct and ensure the value of *composite reliability*. And *Composite Reliability* is used to measure the real value of the reliability of a construct.

Composite reliability is considered better in estimating the internal consistency of a construct. A total of 21 indicators will be tested and taken with 125 samples. *Composite reliability* (CR) is acceptable with a value of 0.60 (Hair *et al.* , 2017) .

Table 3. Result of Composite Reliability (CR)

Factors and variables	X1	X2	X3	X4	M	Y
CR	0.934	0.911	0.866	0.935	0.916	0.944

Based on the results in table 3 , it shows that the CR value is not less than 0.60, namely: 0.866-0.944. So it can be concluded that CR is acceptable and reliable. *Cronbach's Alpha* (CA) is acceptable with a value of 0.60 (Hair *et al.* , 2017) .

Table 4. Result of Cronbach's Alpha (CA)

Factors and variables	X1	X2	X3	X4	M	Y
Cronbach's alpha (CA)	0.894	0.853	0.767	0.896	0.889	0.910

Based on the results in table 4, it shows that the CA value is not less than 0.60, namely: 0.767-0.910. So it can be concluded that CA is acceptable and reliable.

Discriminant Validity

Discriminant Validity is the level of differentiation of an indicator in measuring instrument constructs. According to Hair *et al.* , (2017) said that Fornell-Larcker can be accepted where the value of the latent variable must be higher than the other variables.

310

Table 5. Results of Fornell-Larcker

Factors and Variables	X1	X2	X3	X4	M	Y
X1	0.909	0.563	0.446	0.720	0.625	0.651
X2	0.563	0.880	0.240	0.584	0.586	0.456
X3	0.446	0.240	0.828	0.337	0.255	0.418
X4	0.720	0.584	0.337	0.910	0.600	0.637
M	0.625	0.586	0.255	0.600	0.803	0.496
Y	0.651	0.456	0.418	0.637	0.496	0.921

Based on the Fornell-Larcker results in table 5 it shows that the value of the latent variable is higher than the other variables. Where latent variables are marked in yellow in the table. The results of the latent variable itself are worth 0.803-0.921. The smallest value is the *Brand Awareness* variable with a value of 0.803 and the largest value is the *Purchase Intention* variable with a value of 0.921. It can be concluded that the Fornell-Larcker results are acceptable.

Testing the Inner Model (Structural Model)

R - Square is the coefficient of determination in the endogenous construct. According to Hair *et al* ., (2017) said that in general the value of R^2 for endogenous variables is divided into 3 categories of values namely: 0.75, 0.50, and 0.25 which each describes a good, medium and weak value .

Table 6. Results of R-Square

Factors and variables	M	Y
<i>R</i> - Square	0.503	0.265

Based on the results of R^2 in table 4.12, it shows the predictive level analyzed with the highest R^2 , *Brand Awareness* with a value of 0.503 and *Purchase Intention* with a value of 0.265 which indicates that the exogenous variable is good enough to explain the two endogenous variables. Based on the research above, the *YouTube Ads* variables which are translated into 4 dimensions, namely *Entertainment* , *Informativeness* , *Irritation* and *Customization* simultaneously affect *Brand Awareness* by 50.3%, and the remaining



49.7% is influenced by other variables. Meanwhile, the *YouTube Ads* variables which are translated into 4 dimensions, namely *Entertainment*, *Informativeness*, *Irritation* and *Customization* simultaneously affect *Purchase Intention* by 26.5%, and the remaining 73.5% is influenced by other variables.

Bootstrapping is the result of hypothesis testing and is declared significant with p-values below 0.05 and t-values above 1.96. The results of hypothesis testing can be seen in table 4.16 as follows:

Table 7. Result of Bootstrapping (T-Value, P-Value)

Variable	Original Sample	T-Values	P-Values	Significance
X1 -> M	0.330	2,270	0.013	Significant
X2 -> M	0.298	3,458	<0.001	Significant
X3 -> M	0.035	0.426	0.335	Not significant
X4 -> M	0.212	2,218	0.014	Significant
M -> Y	0.522	7,250	<0.001	Significant

Hypothesis one shows that the influence between *Entertainment* and *Brand Awareness* is a t-value of 2.270 (>1.96) and a p-value of 0.013 (<0.05). The original sample value is positive, which is equal to 0.330 which indicates that the direction of the relationship between *Entertainment* and *Brand Awareness* is significant. This is in line with previous research by Febriyanto, (2020) and Dehghani *et al*., (2016) which stated that companies use YouTube advertising as part of a promotional strategy that provides entertainment for consumers, especially in the early seconds of advertising. From the research findings that have been carried out, the majority of people skip 47.5 percent of advertisements just waiting for an ad to be shown for 5 seconds. Therefore, companies need to display creative and professional advertisements, so that viewers who see the advertisement can remember the product and in the future can remember the product when they see the product.



The second hypothesis shows that the influence between *Informativeness* and *Brand Awareness* is a t-value of 3.458 (> 1.96) and a p-value of <0.001 (<0.05). The original sample value is positive, which is equal to 0.298 which indicates that the direction of the relationship between *Informativeness* and *Brand Awareness* is significant. This is in line with previous research by Febriyantoro, (2020) and Dehghani *et al.*, (2016) which stated that companies need to display creative and professional advertisements, so that viewers who see the advertisement feel interested in seeing the advertisement and decide to visit the site. and understand the product. In addition, research conducted by Dehghani *et al.*, (2016) also said consumers would be interested in buying a product if they found similar information on the product.

The third hypothesis shows that the effect between *Irritation* and *Brand Awareness* is a t-value of 0.426 (> 1.96) and a p-value of 0.335 (<0.05). The original sample value is positive, which is equal to 0.035. However, the T-statistic and P-Values do not have a significant relationship between the variable *Irritation* and *Brand Awareness*, so that H6 which states that *Irritation* is directly related to *Brand Awareness* is not significant. This is in line with previous research by Febriyantoro, (2020) and Yunita *et al.*, (2019) which states that one of the negative effects for the audience is annoying advertisements. The thing that can reduce the effectiveness of advertising is irritation in advertising. Customers will not perceive advertising as a beneficial influence if the advertisement is too manipulative and obnoxious (Ducoffe, 1996). The appearance of advertisements can distract viewers who are focused on their activities, so YouTube added the "Skip" option to avoid this or skip advertisements (Stewart & Pavlou, 2002). These obnoxious ads may be the thing that users avoid. Choose to leave the ad page and continue to the Youtube video page. Annoying messages become a distraction and an obstacle to customer concentration. In this study, it can be seen that respondents thought that advertisements on YouTube were annoying. This indicates that the factor that raises respondents' awareness of a brand is not *irritation*.

The fourth hypothesis shows that the effect between *Customization* and *Brand Awareness* is a t-value of 2.218 (> 1.96) and a p-value of 0.014 (<0.05). The original sample value is positive, which is equal to 0.212 which indicates that the direction of the relationship between *Customization* and *Brand Awareness* is significant. This is in line with previous research by Febriyantoro, (2020) and Dehghani *et al.*, (2016) which stated that YouTube provides ad customization so that only ads that match audience interests appear in advertisements on YouTube. Customization has a positive impact for



companies to maximize their advertising content. Not all viewers like these ads because some ads are considered disturbing by viewers.

The fifth hypothesis shows that the influence between *Brand Awareness* and Purchase Intention is a t-value of 7.250 (> 1.96) and a p-value of <0.001 (<0.05). The original sample value is positive, which is equal to 0.522 which indicates that the direction of the relationship between *Brand Awareness* and Purchase Intention is significant. This is in line with previous research by Eliasari & Sukaatmadja, (2017) and Dehghani *et al* ., (2016) which stated that brand awareness requires continuity from customers in choosing a product because the first feeling in using the product can represent the belief that there is only one brand. representatives in a product category so as to achieve purchase. Therefore, the higher the level of consumer awareness of the brand, the higher the consumer's intention to buy.

CONCLUSION

We can conclude the results that the *Entertainment* has a significant influence on *Brand Awareness*, which means that an attractive advertisement can make the audience or consumers interested in watching the advertisement so that it can make it one of the cheap entertainment media. *Informativeness* has a significant effect on *Brand Awareness*, which means that the advertisements displayed have very clear and complete information so that the audience can easily remember information related to the products shown in the video through *YouTube Ads*. *Irritation* does not have a significant effect on *Brand Awareness*, which means that annoying advertisements cannot affect the audience's memory so that they do not reduce the audience's buying interest. *Customization* has a significant effect on *Brand Awareness*, which means that adjusting the advertisements served on *YouTube Ads* to the audience can influence the audience so that they can increase the audience's memory of the product/brand. *Brand Awareness* has a significant effect on *Purchase Intention*, which means that brand memory will influence one's purchase intention. When consumers can remember a product from a particular brand, it can generate buying interest. With enough knowledge about the brand and always remembered by consumers, it can increase consumer buying interest.

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