

ABSTRACT

In this globalization era, many people switching their watching lifestyle from TV into Youtube. Therefore, P&G chose YouTube as their media to advertise their products over the last few years. Where Pantene's ads often appear before the video on Youtube begins. This research aims to identify the influence of Youtube advertising on purchase intention.

This is a descriptive research using quantitative method with primary and secondary data. This research uses a proportionate random sampling type of probability sampling with 100 respondents. Data were analyzed using descriptive analysis and simple linear regression analysis.

The result showed that advertising with dimensions of meaningful, believable and distinctive is in a good category. While the purchase intention is in a good enough category. The result is also showed that Youtube advertising of Pantene is significantly influence to purchase intention.

Keywords : Shampoo Advertising, Purchase Intention, Youtube