

ABSTRACT

Online video advertising is a widespread phenomenon on the internet that provides great opportunities for business companies to be able to market their products. Video-based website service providers like YouTube have the main revenue generated from advertising. It was also followed by increasing YouTube users. However, research is rarely found waiting on consumer attitudes towards online video advertising. This study discusses consumer preferences for advertising when they watch online videos on YouTube.

This study follows the journal published Yang et al. (2017) which contains Brackett and Carr's (2001) Web Advertising Attitude Model and its collection with Theory Reasoned Action (TRA) and Flow theory. This study considers factors that influence attitudes towards advertising and influence on intention and behavior.

The method used uses structural equation modeling (SEM). Bollen (1989) in Ramadiani (2010), namely: structural models that measure the relationship between independent and dependent constructs and measurement models that measure the relationship (loading value) between indicator variables and constructs (latent variables).

It was found that Entertainment, Informativeness, Irritation, and Credibility in video advertising have a positive effect on attitude, as well as being associated with a positive attitude towards intention. Flow, on the other hand, does have a positive influence on behavior, but it does not have an effect on the Intention variable.

Entertainment, Informativeness, Irritation, and Credibility have a positive influence, so it needs to be an important concern for companies or organizations that will create online video content on YouTube. Discussions and conclusions have been resolved further.

Keywords: *structural equation modeling, online video advertising, context of advertising messages, YouTube, theory of reasoned action, flow theory.*