The Influence Of The Antecedents Of Youtube Perceived Advertising Value On Purchase Intention Through Brand Awareness As Intervening Variable At Tokopedia

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Abstrak

Sejak tahun 2013, konsumen Indonesia mulai memilih belanja online, seiring dengan pertumbuhan penggunaan internet di Indonesia. E-commerce berkembang pesat di Indonesia dan Tokopedia merupakan marketplace yang berkembang dan terkenal. Tokopedia telah menjadi e-commerce dan pasar perusahaan unicorn terbesar sejak 2017. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh anteseden Perceived Advertising Value yang terdiri dari Informativeness, Entertainment, Lack of Irritation, dan Credibility, juga mengevaluasi pengaruh Purchase Intention melalui Brand Awareness. Penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan sampel yang digunakan adalah non-probability sampling dengan jenis purposive sampling. Pengumpulan data yang digunakan adalah teknik kuesioner yang akan disebarkan secara online. Jumlah minimum responden pada penelitian ini sebanyak 275 responden yang memiliki karakteristik seperti orang Indonesia yang telah menonton iklan Tokopedia di YouTube. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis SEM dengan menggunakan software SmartPLS 3.0. Berdasarkan dari hasil analisis deskriptif variable Informativeness, Entertainment, Lack of Irritation, dan Credibility terdapat bahwa Informativeness, Lack of Irritation dan Credibility berpengaruh signifikan positif terhadap Perceived Advertising Value dan dikatagorikan baik, sedangkan Entertainment tidak berpengaruh signifikan. Perceived Advertising Value berpengaruh signifikan positif terhadap Brand Awareness dan Brand Awareness berpengaruh signifikan positif terhadap Purchase Intention.

Kata Kunci: *Informativeness, Lack of Irritation, Credibility, Perceived Advertising Value, Brand Awareness, Purchase Intention.*

Abstract

Since 2013, Indonesian consumers have started to choose online shopping with the growth of internet usage in Indonesia. E-commerce is growing rapidly in Indonesia and Tokopedia is a growing and well-known marketplace. Tokopedia has become the largest e-commerce and unicorn company market since 2017. The purpose of this study was to determine the influence of Perceived Advertising Value's antecedents consisting of Informativeness, Entertainment, Lack of Irritation, and Credibility, and also evaluate the influence of Purchase Intention through Brand Awareness. This research uses quantitative methods. The sampling technique used is non-probability sampling with purposive sampling. The data collection used is a questionnaire technique that is distributed online. The minimum number of respondents in this study was 275 respondents who have characteristics such as Indonesians who have watched Tokopedia advertisements on YouTube. The data analysis technique used descriptive analysis and SEM analysis using SmartPLS 3.0 software. Based on the results of the descriptive analysis of the Informativeness, Entertainment, Lack of Irritation, and Credibility variables, it is found that Informativeness, Lack of Irritation, and Credibility have a significant positive effect on Perceived Advertising Value and are categorized as good, while Entertainment has no significant effect. Perceived Advertising Value has a significant positive effect on Brand Awareness and Brand Awareness has a significant positive effect on Purchase Intention.

Keywords: Informativeness, Lack of Irritation, Credibility, Perceived Advertising Value, Brand Awareness, Purchase Intention.

I.   INTRODUCTION

In Indonesia, the digital era is developing rapidly. The internet in Indonesia is also very fast and easily enjoyed by the Indonesian people and has become a necessity for Indonesian citizens. According to Hidayatullah & Kawistara (2017), the internet is a global network that connects computers around the world. According to wearesocial (2020), Indonesian citizens often use the internet for their daily use such as working, studying, watching movies, or even playing games on the internet. As a result, technological advancements change human behavior in terms of communication, purchasing products, and gaining access to entertainment, and internet users have increased by 33% globally in the last few years (Febriyantoro, 2020).

YouTube is an application where users can get and provide information in the form of videos. In this YouTube application, users can upload any and as many videos if they already have an account registered on YouTube. The video that will be uploaded will be able to be seen by the whole world and enjoyed by many other users. During the Covid-19 pandemic, the use of social media is becoming more common and YouTube is the most used social media in 2021. According to Laudon & Traver (2017:9), e-commerce is defined as a commercial transaction that involves exchanging value through or using digital technology between individuals. Nominal e-commerce transactions increased has increased starting from 2020 according to databoks (2021). This is due to the fact that, in the middle of the Covid-19 pandemic, the digitalization of the payment system has accelerated the pace of digital economic transactions via e-commerce.

According to MarkPlus Survey in Imandiar (2021), Tokopedia is the most popular e-commerce platform in Indonesia for purchasing products from local MSMEs, the presence of e-commerce sites such as Tokopedia is thought to be particularly beneficial to the MSME business's long-term viability. According to iPrice (2021), Tokopedia has become the most popular e-commerce with many monthly application visitors in the first quarter of 2021. Tokopedia has an extraordinary marketing strategy such as following social media trends, they are active on social media such as Instagram and giving advertisements on YouTube. Tokopedia also famous for participating in several events such as National Online Shopping Day, Tokopedia's discount campaign advertising on YouTube also brings a purchase intention in online shopping for the consumer that Tokopedia holds, such as Indonesian Shopping Time (WIB), every 25th at the end of the month Tokopedia often holds a sale called WIB or Indonesian Shopping Time. Tokopedia uses YouTube as the advertising media with Tokopedia's advertising campaign WIB (International Shopping Time) on YouTube, it should increase the purchase intention in online shopping because Tokopedia offers big discounts on the products, cashback, and free shipping. The purpose of this study was to determine the influence of Perceived Advertising Value's antecedents consisting of Informativeness, Entertainment, Lack of Irritation, and Credibility, and also evaluate the influence of Purchase Intention through Brand Awareness at Tokopedia.

II.   RESEARCH METHODS

The purpose of this research is to see the effect of informativeness, entertainment, lack of irritation, and credibility on purchase intention through perceived advertising value and brand awareness as the intervening variable based on the data in the research background. This research uses a quantitative method, the purpose of this research is to use a descriptive-causal method and the type of investigation in this research is a correlation. This research uses the Likert scale which consists of 5 points scale.

A.   Structural Equation Modelling (SEM) & Partial Least Square (PLS)

This research uses VB-SEM and uses SmartPLS for the statistical software. According to Indrawati (2017:71), PLS output criteria are classified into two test models namely the Outer Model (Test Indicators) and the Inner Model (Test Hypotheses).

B.   Descriptive Analysis

In this research, the author uses a Likert scale interval to analyze how respondent opinion on the questionnaires. There are 5 answers option on Likert scale started from very good to very not good. Based on the independent variables, the linear continuum analysis is the conclusion of describing the respondent's characteristics in terms of their evaluation of loyalty.

C.   Goodness of Fit Test (GOF)

According to Zikmund et al., 2013:521), Goodness of Fit Test of GOF is a general term that describe how well a computed table or matrix of values fits a population or predefined table or matrix of the same size. According to Henseler & Sarstedt (2013), the Goodness of Fit Test formula are as follows:

$$GoF = \sqrt{\overline{AVE} \; x \; \overline{R^2}}$$

Where:
$\overline{AVE}$: Average Communalities Index
$\overline{R^2}$: The R Model

According to Latan & Ghozali (2012), the GoF value ranges from 0 to 1 with the interpretation of the value divided into three parts, namely a small GoF value (0.1), a moderate GoF value (0.25), and a large GoF value (0.36).

D.   Hypothesis Result

In this research, the one tailed test of hypothesis testing is conducted. The right tailed test is used to analyze the relationship between variables. A level of significance that is used is 0.05 in this research. In order to reject or accept the hypothesis value, the t-value will also be examined. If the null hypothesis H_0 is less than or equal to the t-value, it will be accepted. If the alternative hypothesis H_1 is bigger than the t-value, it will be accepted.

Hypothesis Testing 1

H_0: Informativeness doesn't have a positive influence on Perceived Advertising Value.

H_1: Informativeness has a positive influence on Perceived Advertising Value.

Hypothesis Testing 2

H_0: Entertainment doesn't have a positive influence on Perceived Advertising Value.

H_1: Entertainment has a positive influence on Perceived Advertising Value.

Hypothesis Testing 3

H_0: Lack of Irritation doesn't have a positive influence on Perceived Advertising Value.

H_1: Lack of Irritation has a positive influence on Perceived Advertising Value.

Hypothesis Testing 4

H_0: Credibility doesn't have a positive influence on Perceived Advertising Value.

H_1: Credibility has a positive influence on Perceived Advertising Value.

Hypothesis Testing 5

H_0: Perceived Advertising Value doesn't have a positive influence on Brand Awareness.

H_1: Perceived Advertising Value has a positive influence on Brand Awareness

Hypothesis Testing 6

H_0: Brand Awareness doesn't have a positive influence on Purchase Intention.

H_1: Brand Awareness has a positive influence on Purchase Intention.

Hypothesis Testing 7

H_0: Perceived Advertising Value and Brand Awareness will not mediate the relationship between Informativeness and Purchase Intention.

H_1: Perceived Advertising Value and Brand Awareness will mediate the relationship between Informativeness and Purchase Intention.

Hypothesis Testing 8

H_0: Perceived Advertising Value and Brand Awareness will not mediate the relationship between Entertainment and Purchase Intention.

H_1: Perceived Advertising Value and Brand Awareness will mediate the relationship between Entertainment and Purchase Intention.

Hypothesis Testing 9

H_0: Perceived Advertising Value and Brand Awareness will not mediate the relationship between Lack of Irritation and Purchase Intention.

H_1: Perceived Advertising Value and Brand Awareness will mediate the relationship between Lack of Irritation and Purchase Intention.

Hypothesis Testing 10

H_0: Perceived Advertising Value and Brand Awareness will not mediate the relationship between Credibility and Purchase Intention.

H_1: Perceived Advertising Value and Brand Awareness will mediate the relationship between Credibility and Purchase Intention

III.   RESULTS AND DISCUSSION

In the process of collecting data from the questionnaire, a total of 294 respondents answers were successfully collected. Researchers distributed questionnaires and got as many as 275 respondents that are fulfil the characteristic of the questionnaires. There were several characteristics of respondents in this study such as gender, age, educational background, and occupation. Respondents obtained in this study were collected started and ended in January 2022. The table below will show the characteristics of the respondents.

a.   Respondent Characteristic by Gender

Table 1 Respondent Characteristic by Gender

Gender	Respondents	Percentage
Male	149	54.18%
Female	126	45.82%
Total	275	100.00%

b.   Respondent Characteristic by Age

Table 2 Respondent Characteristic by Age

Age	Respondents	Percentage
16 - 25 Years Old	211	76.73%
26 - 35 Years Old	20	7.27%
36 - 45 Years Old	18	6.55%
46 - 64 Years Old	26	9.45%
Total	275	100.00%

c. Respondent Characteristic by Educational Background

Table 3 Respondent Characteristic by Educational Background

Educational Background	Respondents	Percentage
Senior High School	158	57.45%
Bachelor Degree (S1)	105	38.18%
Master Degree (S2)	11	4.00%
Doctor (S3)	1	0.36%
Total	275	100.00%

d. Respondent Characteristic by Occupation

Table 4 Respondent Characteristic by Occupation

Occupation	Respondents	Percentage
Government Employees	8	2.91%
Private Sector Employees	32	11.64%
Businessman	18	6.55%
College Student	183	66.55%
Housewife	14	5.09%
Doctor	4	1.45%
Entrepreneur	3	1.09%
BUMN Employee	2	0.73%
Neighborhood Association	1	0.36%
Baker	2	0.73%
Teacher	2	0.73%
Farmer	1	0.36%
Freelancer	2	0.73%
Freshgraduates	2	0.73%
Retired	1	0.36%
Total	275	100.00%

A. Descriptive Analysis Result

The purpose of descriptive analysis is to describe the variables in this research, which are Informativeness, Entertainment, Lack of Irritation, Credibility, Perceived Advertising Value, Brand Awareness and Purchase Intention. Each variable is explained as follows.

a. Informativeness

According to the Table, the informativeness variable categorized as good. The highest value on informativeness is 75.13% where the respondents agree that Tokopedia's advertisements on YouTube are a valuable source of information in explaining product information.

Table 5 Informativeness

Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
INF1	P	7	13	83	109	63	275	1033	1375	Good
	%	2.55%	4.73%	30.18%	39.64%	22.91%	100.00%	75.13%		
INF2	P	9	43	92	85	46	275	941	1375	Good
	%	3.27%	15.64%	33.45%	30.91%	16.73%	100.00%	68.44%		
INF3	P	11	38	93	88	45	275	943	1375	Good
	%	4.00%	13.82%	33.82%	32.00%	16.36%	100.00%	68.58%		
Total Average Score									972.3333	
Total Average Percentage									70.72%	Good
Overall Total Score									2917	

b. Entertainment

In entertainment Table below, it can be seen that entertainment categorized as good. The highest percentage score is 77.09% where the respondents agree that Tokopedia advertisements on YouTube are interesting.

Table 6 Entertainment

Entertainment										
Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
ENT1	P	10	21	76	96	72	275	1024	1375	Good
	%	3.64%	7.64%	27.64%	34.91%	26.18%	100.00%	74.47%		
ENT2	P	19	37	98	69	52	275	923	1375	Good
	%	6.91%	13.45%	35.64%	25.09%	18.91%	100.00%	67.13%		Enough
ENT3	P	20	34	101	75	45	275	916	1375	Good
	%	7.27%	12.36%	36.73%	27.27%	16.36%	100.00%	66.62%		Enough
ENT4	P	7	12	75	101	80	275	1060	1375	Good
	%	2.55%	4.36%	27.27%	36.73%	29.09%	100.00%	77.09%		
Total Average Score								980.75		
Total Average Percentage								71.33%		Good
Overall Total Score								3923		

c. Lack of Irritation

Based on Table below, Lack of Irritation variable categorized as good. The highest percentage value is 72.29% where Tokopedia advertisement video on YouTube are not annoying.

Table 7 Lack of Irritation

Lack of Irritation										
Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
LOI1	P	16	35	96	75	53	275	939	1375	Good
	%	5.82%	12.73%	34.91%	27.27%	19.27%	100.00%	68.29%		
LOI2	P	14	37	92	80	52	275	944	1375	Good
	%	5.09%	13.45%	33.45%	29.09%	18.91%	100.00%	68.65%		
LOI3	P	12	20	90	93	60	275	994	1375	Good
	%	4.36%	7.27%	32.73%	33.82%	21.82%	100.00%	72.29%		
Total Average Score								959		
Total Average Percentage								69.75%		Good
Overall Total Score								2877		

d. Credibility

Credibility variable categorized as good, the highest percentage value on credibility is 79.20% where the respondents trust the information that are provided by Tokopedia advertisement on YouTube.

Table 8 Credibility

Credibility										
Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
CRE1	P	3	7	101	110	54	275	1030	1375	Good
	%	1.09%	2.55%	36.73%	40.00%	19.64%	100.00%	74.91%		
CRE2	P	4	17	87	111	56	275	1023	1375	Good
	%	1.45%	6.18%	31.64%	40.36%	20.36%	100.00%	74.40%		
CRE3	P	8	12	65	114	76	275	1063	1375	Good
	%	2.91%	4.36%	23.64%	41.45%	27.64%	100.00%	77.31%		
CRE4	P	3	8	68	114	82	275	1089	1375	Good
	%	1.09%	2.91%	24.73%	41.45%	29.82%	100.00%	79.20%		
Total Average Score								1051.25		
Total Average Percentage								76.45%		Good
Overall Total Score								4205		

e. Perceived Advertising Value

According to the Table above, it can be seen that perceived advertising value categorized as good and has the highest value percentage score of 74.91% where the respondents agree that Tokopedia advertisements on YouTube are useful.

Table 9 Perceived Advertising Value

Perceived Advertising Value										
Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
PAV1	P	5	11	93	106	60	275	1030	1375	Good
	%	1.82%	4.00%	33.82%	38.55%	21.82%	100.00%	74.91%		
PAV2	P	14	27	107	76	51	275	948	1375	Good
	%	5.09%	9.82%	38.91%	27,64%	18.55%	100.00%	68.95%		
PAV3	P	15	26	107	77	50	275	946	1375	Good
	%	5.45%	9.45%	38.91%	28,00%	18.18%	100.00%	68.80%		
Total Average Score								974.6667		
Total Average Percentage								70.88%		Good
Overall Total Score								2924		

f. Brand Awareness

In brand awareness variable categorized as good, the highest percentage value is 79.05% where 79.05% respondents agree that they can recognize Tokopedia at YouTube advertisement.

Table 10 Brand Awareness

Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
BA1	P	15	26	76	92	66	275	993	1375	Good
	%	5.45%	9.45%	27.64%	33.45%	24.00%	100.00%	72.22%		
BA2	P	7	19	49	105	95	275	1087	1375	Good
	%	2.55%	6.91%	17.82%	38.18%	34.55%	100.00%	79.05%		
BA3	P	14	24	78	85	74	275	1006	1375	Good
	%	5.09%	8.73%	28.36%	30.91%	26.91%	100.00%	73.16%		
BA4	P	4	13	67	106	85	275	1080	1375	Good
	%	1.45%	4.73%	24.36%	38.55%	30.91%	100.00%	78.55%		
Total Average Score								1041.5		Good
Total Average Percentage								75.75%		
Overall Total Score								4166		

g. Purchase Intention

Based on the Table below, purchase intention variable categorized as good and has a highest percentage score of 69.75% where the respondents agree that they are planning to purchase a product at Tokopedia near the future.

Table 11 Purchase Intention

Item		SD 1	D 2	N 3	A 4	SA 5	Total	Total Score	Ideal Score	Category
PI1	P	14	45	72	81	63	275	959	1375	Good
	%	5.09%	16.36%	26.18%	29.45%	22.91%	100.00%	69.75%		
PI2	P	15	49	75	69	67	275	949	1375	Good
	%	5.45%	17.82%	27.27%	25.09%	24.36%	100.00%	69.02%		
PI3	P	19	37	82	70	67	275	954	1375	Good
	%	6.91%	13.45%	29.82%	25.45%	24.36%	100.00%	69.38%		
Total Average Score								954		Good
Total Average Percentage								69.38%		
Overall Total Score								2862		

B.   SEM-PLS Analysis
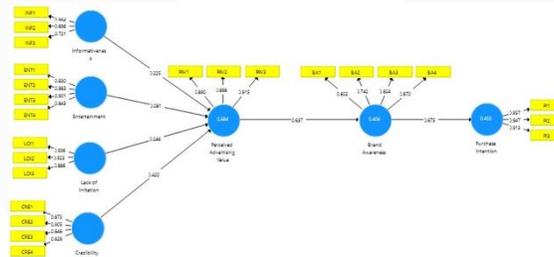
1.   Measurement Model

Figure 1 Measurement Model

According to (Indrawati, 2017:69), this assessment of the measurement model is also referred as the outer model test, and it is based on the items of testing indicators on latent variables, or determining how well indicators (items) can explain latent variables. The outer model is used to test the validity and reliability of the primary data that has been collected. As the first phase in the data processing procedure, the outer model is tested using PLS (Partial Least Square). While the SmartPLS 3.0 software is used to test the 3 outputs.

2. Convergent Validity

Convergent validity evaluates the validity of an item or collection of items in a variable in comparison to the goal (Indrawati, 2017, p. 69). According to Indrawati (2017:69), the value of the loading factor (FL) is used to determine validity; if the value of FL is more than 0.7, the measurable item is considered as valid. According to Indrawati (2017:70), the average variance extracted (AVE) can be used to determine convergent validity, with a value of greater than 0.50 indicate validity. The Table shows the convergent validity factor loading and AVE results:

Table 12 Convergent Validity

Variable	Item	Factor Loading	AVE	Result
Informativeness	INF1	0.864	0.691	Valid
	INF2	0.898		Valid
	INF3	0.721		Valid
Entertainment	ENT1	0.830	0.748	Valid
	ENT2	0.883		Valid
	ENT3	0.901		Valid
	ENT4	0.843		Valid
Lack of Irritation	LOI1	0.936	0.838	Valid
	LOI2	0.923		Valid
	LOI3	0.886		Valid
Credibility	CRE1	0.873	0.745	Valid
	CRE2	0.905		Valid
	CRE3	0.846		Valid
	CRE4	0.828		Valid
Perceived Advertising Value	PAV1	0.890	0.812	Valid
	PAV2	0.898		Valid
	PAV3	0.915		Valid
Brand Awareness	BA1	0.802	0.657	Valid
	BA2	0.742		Valid
	BA3	0.824		Valid
	BA4	0.870		Valid
Purchase Intention	PI1	0.957	0.882	Valid
	PI2	0.947		Valid
	PI3	0.913		Valid

According to the Table above, it shows that the all the factor loading value in this research is greater than 0.7 so it considered to be valid. The AVE value on each variable also concluded to be valid because all the value is greater than 0.6.

3. Discriminant Validity

According to Indrawati, 2017:70), the amount of cross-loading is one of the metrics used to assess discriminant validity. Below is a correlation value for cross-loading.

Table 13 Correlation Value Between Variables

	BA	CRE	ENT	INF	LOI	PAV	PI
BA	0.811						
CRE	0.719	0.863					
ENT	0.639	0.696	0.865				
INF	0.492	0.540	0.590	0.831			
LOI	0.563	0.648	0.707	0.519	0.915		
PAV	0.637	0.757	0.680	0.627	0.692	0.901	
PI	0.675	0.592	0.521	0.495	0.438	0.586	0.939

Table 14 Correlation Cross Loading

	Brand Awareness	Credibility	Entertainment	Informativeness	Lack of Irritation	Perceived Advertising Value	Purchase Intention
BA1	0.802	0.623	0.605	0.451	0.470	0.580	0.426
BA2	0.742	0.494	0.505	0.326	0.414	0.445	0.327
BA3	0.824	0.561	0.448	0.420	0.466	0.483	0.719
BA4	0.870	0.645	0.537	0.391	0.476	0.556	0.631
CRE1	0.608	0.873	0.642	0.521	0.616	0.657	0.536
CRE2	0.652	0.905	0.638	0.564	0.589	0.739	0.540
CRE3	0.617	0.846	0.622	0.408	0.540	0.614	0.457
CRE4	0.608	0.828	0.493	0.347	0.486	0.590	0.507
ENT1	0.511	0.563	0.830	0.382	0.585	0.497	0.376
ENT2	0.518	0.570	0.883	0.549	0.591	0.591	0.468
ENT3	0.570	0.601	0.901	0.594	0.632	0.643	0.479
ENT4	0.604	0.671	0.843	0.494	0.636	0.607	0.469
INF1	0.437	0.496	0.526	0.864	0.441	0.575	0.465
INF2	0.410	0.493	0.563	0.898	0.483	0.577	0.467
INF3	0.386	0.334	0.353	0.721	0.361	0.383	0.267
LOI1	0.527	0.606	0.658	0.492	0.936	0.672	0.422
LOI2	0.542	0.613	0.661	0.473	0.923	0.651	0.428
LOI3	0.473	0.558	0.622	0.459	0.886	0.570	0.346
PAV1	0.579	0.741	0.583	0.536	0.623	0.890	0.499
PAV2	0.556	0.633	0.638	0.587	0.642	0.898	0.520
PAV3	0.587	0.671	0.619	0.574	0.606	0.915	0.566
PI1	0.644	0.547	0.497	0.461	0.415	0.546	0.957
PI2	0.623	0.574	0.461	0.449	0.392	0.573	0.947
PI3	0.633	0.546	0.510	0.483	0.425	0.533	0.913

4. Reliability Test

According to Indrawati (2017:70), Cronbach's Alpha (CA) is the most well-known criterion for measuring internal consistency, composite reliability is an alternative to CA that may be employed (CR). The following Table show a Cronbach's Alpha (CA) and Composite Reliability (CR) of each variable.

Table 15 CA and CR

	Cronbach's Alpha	Composite Reliability
Informativeness	0.777	0.869
Entertainment	0.888	0.922
Lack of Irritation	0.903	0.939
Credibility	0.886	0.921
Perceived Advertising Value	0.884	0.928
Brand Awareness	0.828	0.884
Purchase Intention	0.933	0.957

5. Structural Model

The purpose of this inner model is to examine the influence of one latent variable on the effect of other latent variables (Indrawati, 2017, p.70). The Figure below presents a data processed result of inner model testing in this research using SmartPLS 3.0 software.
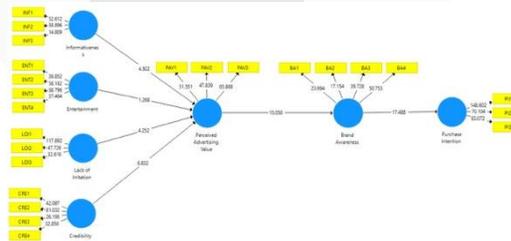

Figure 2 Structural Model

The path coefficient and t-value in this research are shown in the Table below. To determine whether the effect is significant, the path value of this model needed to be tested, and the t-value of each variable in this research can also be determined using PLS. The path coefficient and t-value calculation results are shown in the Table below:

Table 16 Path Coefficient and T-Value

No.	Path Diagram	Path Coefficient	t-Value	P Value	Conclusion
1.	INF -> PAV	0.225	4.502	0.000	H_1 Accepted
2.	ENT-> PAV	0.081	1.268	0.103	H_1 Rejected
3.	LOI -> PAV	0.246	4.252	0.000	H_1 Accepted
4.	CRE -> PAV	0.420	6.832	0.000	H_1 Accepted
5.	PAV -> BA	0.637	15.050	0.000	H_1 Accepted
6.	BA -> PI	0.675	17.488	0.000	H_1 Accepted
7.	INF -> PAV -> BA -> PI	0.097	4.286	0.000	H_1 Accepted
8.	ENT -> PAV -> BA -> PI	0.035	1.243	0.107	H_1 Rejected
9.	LOI -> PAV -> BA -> PI	0.106	3.891	0.000	H_1 Accepted
10.	CRE -> PAV -> BA -> PI	0.180	5.335	0.000	H_1 Accepted

The significance level for this research is 5%, or 0.05, thus the calculated t-value must be greater than 1.65 and the p value > 0.05. It will be concluded that the independent variable and the dependent variable have a significant influence. Above also show the effect of the mediation between independent and dependent variables.

Table 17 R Square

Variable	R^2
Perceived Advertising Value	0.684
Brand Awareness	0.406
Purchase Intention	0.455

According to Indrawati (2017:71), the inner model needed to calculate the R Square for endogenous latent variables, where values of 0.67, 0.33, and 0.19 indicate that the model is "good," "moderate," or "weak". So, the result of the theoretical framework shown as below:
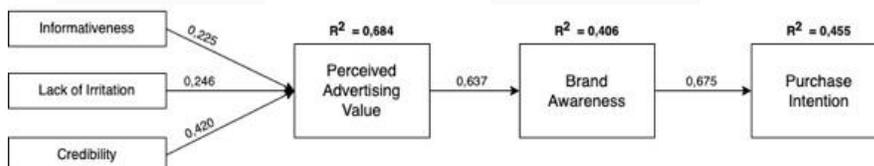

Figure 3 Theoretical Framework Result

Based on the result that has been discussed above, the hypothesis can be concluded as:

Table 18 Hypothesis Conclusion

No.	Research Hypothesis	Conclusion
1.	Informativeness has a positive and significant influence on Perceived Advertising Value.	Supported
2.	Entertainment doesn't have a positive and significant influence on Perceived Advertising Value.	Not Supported
3.	Lack of Irritation has a positive and significant influence on Perceived Advertising Value.	Supported
4.	Credibility has a positive and significant influence on Perceived Advertising Value.	Supported
5.	Perceived Advertising Value has a positive and significant influence on Brand Awareness.	Supported
6.	Brand Awareness has a positive and significant influence on Purchase Intention.	Supported
7.	Perceived Advertising Value and Brand Awareness will mediate the relationship between Informativeness and Purchase Intention.	Supported
8.	Perceived Advertising Value and Brand Awareness will mediate the relationship between Entertainment and Purchase Intention.	Not Supported
9.	Perceived Advertising Value and Brand Awareness will mediate the relationship between Lack of Irritation and Purchase Intention.	Supported
10.	Perceived Advertising Value and Brand Awareness will mediate the relationship between Credibility and Purchase Intention.	Supported

According to Table above, it can be seen that informativeness has a positive significant influence on perceived advertising value with a score of t-value 4.502 and path coefficient 0.225. Lack of irritation has a positive significant influence on perceived advertising value with a score of t-value 4.252 and path coefficient 0.246. Credibility has a positive significant influence on perceived advertising value with a score of t-value 6.832 and path coefficient 0.420 which has the greatest influence among the others. Perceived advertising value has a positive significant influence on brand awareness with a score of t-value 15.050 and path coefficient 0.637. Brand awareness has a positive significant influence on purchase intention with a score of t-value 17.488 and path coefficient 0.675. For the mediating between independent and dependent, perceived advertising value and brand awareness will mediate the relationship between informativeness and purchase intention has a positive significant influence with a score of t-value 4.286 and path coefficient 0.097. Perceived advertising value and brand awareness will mediate the relationship between lack of irritation and purchase intention with a score of t-value 3.891 and path coefficient 0.106. Perceived advertising value and brand awareness will mediate the relationship between credibility and purchase intention with a score of t-value 5.335 and path coefficient 0.180.

IV.   CONCLUSION

The results of the research and analysis described in the previous section can be concluded to answer the following research questions:

A. Informativeness of Tokopedia advertisement on YouTube

According to the descriptive analysis that described previously, it shows that overall respondents agree with the statement on the questionnaire item in the informativeness variable and means that the informativeness of Tokopedia's advertisement on YouTube is categorized as "good" with an overall percentage score of 70.72%. On the questionnaire item in informativeness, it can be found that the lowest respondent's response is in INF2 with a value of 68.44% where it states that "Tokopedia's advertisements

on YouTube show the products that I am looking" according to the respondents. Where Tokopedia advertisement is able to show the product that respondents are looking for has a small percentage.

B. Entertainment of Tokopedia advertisement on YouTube

According to the result of the descriptive analysis above, it described that the overall respondents agree with the statement in entertainment item questionnaire and it categorized as good with an overall percentage score of 71,33%. On the questionnaire item of entertainment, it can be found there is a lowest respondent response on the entertainment item questionnaire in ENT3 with a value score percentage of 66,62 which is categorized as good enough. It states that "I feel pleasure when I saw and heard about Tokopedia advertisement on YouTube" according to the respondents. Where the respondents feel pleasure when they saw and heard about Tokopedia advertisements on YouTube has a small percentage.

C. Lack of Irritation of Tokopedia advertisement on YouTube

Based on the results of the descriptive analysis that has been described previously, it shows that overall respondents agree with the statement of lack of irritation questionnaire item variable, which means that the lack of irritation of Tokopedia advertisement on YouTube is categorized as "good" with an overall percentage score of 69.75%. Of all the questionnaire items given to respondents regarding lack of irritation, there is the lowest statement with a percentage score of 68.29% and it is LOI1 which states that "I feel that Tokopedia advertisements content on YouTube are not Irritating" according to the respondents. Where the advertising content on Tokopedia is not annoying has a small percentage.

D. Credibility of Tokopedia advertisement on YouTube

The overall respondents agree with the credibility of the item questionnaires statement variable according to the descriptive analysis results. It shows that the credibility of Tokopedia advertisements on YouTube is categorized as good with an overall percentage score of 76.45%. From all of the item questionnaires regarding credibility, it can be found that the lowest score obtained by credibility is on item CRE2 which states that "Tokopedia advertisements on YouTube are trustworthy" where Tokopedia advertisements on YouTube can be trusted has a small percentage.

E. Perceived Advertising Value of Tokopedia advertisement on YouTube

According to the result of the descriptive analysis that has been described previously, it shows that the overall respondents agree with the perceived advertising value item questionnaires variables and it is categorized as good and achieve an overall percentage score of 70.88%. On perceived advertising value, it can be found that there is a lowest score based on the respondent response and it is on PAV3 with a percentage score of 68.80%. It states that "Tokopedia advertisements on YouTube are important" where the Tokopedia advertisement on YouTube is important has a small percentage.

F. Brand Awareness of Tokopedia

Based on the result of descriptive analysis that has been described, it can be seen that the overall respondents agree with the brand awareness questionnaires item variable and achieve an overall percentage score of 75.75%, also it is categorized as good. From the brand awareness item questionnaire it can be found that there is the lowest score based on the respondents response on the questionnaire with a percentage score of 72.22% on BA1. It states that "I can recall Tokopedia in YouTube advertisement" where the respondents can recall Tokopedia in YouTube advertisement has a small score percentage.

G. Purchase Intention of Tokopedia

According to the descriptive analysis, the overall respondents agree with the purchase intention variable statement. It shows that the purchase intention of Tokopedia is categorized as good with an overall percentage score of 69.38%. Of all the statements in the purchase intention questionnaire items, there is the lowest response in PI2 which states that "I will purchase a product on Tokopedia in near the future" according to the respondents.

H. The Influence of Informativeness, Entertainment, Lack of Irritation, and Credibility on Perceived Advertising Value

According to the result of the hypothesis above, it can be seen from the t-value and p-value that informativeness, lack of irritation and credibility had a positive significant influence on perceived

advertising value, however entertainment had no positive significant influence on perceived advertising value. It means that the entertainment variable has no positive influence on perceived advertising value. So, it indicates that informativeness, entertainment, lack of irritation and credibility have an influence on perceived advertising value, this statement also supported by the R^2 value of perceived advertising value 0,684 or 68,4% which is categorized as moderate and it means that the independent variables influence the dependent variable.

I. The Influence of Perceived Advertising Value on Brand Awareness
    Based on the t-value and p-value hypothesis above, it indicates that perceived advertising value on brand awareness had a positive significant influence. As a result, it can be seen that perceived advertising value have an impact on brand awareness and this statement is also supported by the R^2 value of brand awareness 0,406 or 40,6% which is categorized as moderate.

J. The Influence of Brand Awareness on Purchase Intention
    According to the result of hypothesis in t-value and p-value, it indicates that brand awareness on purchase intention had a positive significant influence. So, it means that brand awareness has an influence on purchase intention, this statement also supported by the R^2 value of purchase intention with a score of 0,455 or 45,5% and categorized as moderate.

K. The Influence of Perceived Advertising Value and Brand Awareness mediated the relationship between Informativeness, Lack of Irritation, Credibility, and Purchase Intention
    According to the result of indirect effect calculation, it shows that perceived advertising value and brand awareness mediates the relationship between informativeness, lack of irritation, credibility, and purchase intention. It can be seen from the greatest path coefficient value of credibility 0.180 and t-value of 5.335 where credibility and purchase intention have a positive influence mediated by perceived advertising value and brand awareness. Followed by lack of irritation path coefficient value 0.106 and t-value of 3.891 it means that lack of irritation also has a positive influence mediated by perceived advertising value and brand awareness. Last, informativeness also has a positive influence mediated by perceived advertising value and brand awareness with a path coefficient value of 0.097 and t-value of 4.286.

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