

ABSTRACT

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EFFECT OF EXPOSURE TO YOUTUBE POP-UP ADVERTISING SHOPEE 12.12 BIRTHDAY SALE ON PURCHASE INTENTION.

Keywords: Pop-Up Ads, Youtube, S-O-R and Purchase Intention.

(105 Pages)

This study aims to determine the effect of YouTube pop-up Shopee 12.12 birthday sale ad exposure on people's buying interest. This research method is quantitative with 400 Bekasi residents using the snowball sampling technique. This research approach uses the theory of S-O-R (Stimulus, Organism, Response). The results showed that the result of the t test was 19.182 while the t table was 1.966, so it can be seen that $t_{count} > t_{table}$ which means H_0 is rejected and H_a is accepted and the results of the linear regression analysis test obtained a coefficient of determination (R Square) of 0.480 which means that the effect of the independent variable (exposure to YouTube ads) on the dependent variable (purchasing interest) is 48%. The conclusion of this study is that exposure to YouTube pop-up ads for the Shopee 12.12 birthday sale had a 48% effect on buying interest during the Covid-19 pandemic, 52% of which was influenced by other factors. Suggestions for further research are to develop further by adding the endorser credibility independent variable.

Bibliography (2010 – 2020)