ABSTRAK

Tujuan Penelitian ini adalah untuk mengetahui pengaruh *online advertising* pada *platform* YouTube terhadap *purchase intention* produk Senka Perfect Whip melalui survei pada penonton iklan Senka Perfect Whip versi *skin type*. Objek penelitian ini adalah *online advertising* sebagai variabel bebas dan *purchase intention* sebagai variabel terikat. Metode penelitian yang digunakan adalah metode kuantitatif dengan konfirmasi jenis penelitian deskriptif pendekatan verifikatif. Informasi data bersumber dati kuesioner, studi literatur, wawancara dan observasi. Populasi dasar penelitian ini adalah penonton iklan Senka Perfect Whip versi skin type di YouTube dan pengambilan sampel dilakukan dengan metode non-probability sampling dengan teknik purposive sampling serta dilakukan pada seratus responden. Selain itu, teknik analisis data yang digunakan pada penelitian ini yaitu pengujian hipotesis, regresi linear sederhana, koefisien korelasi, dan koefisien determinasi. Hasil dari penelitian ini menyatakan bahwa adanya pengaruh signifikan antara *online advertising* di YouTube terhadap *purchase intention* produk Senka Perfect Whip. Selain itu, dinyatakan bahwa terdapat hubungan yang kuat serta bersifat positif diantara *online advertising* dan *purchase intention* dengan kategori pengaruh yang rendah. *Irritation* menjadi dimensi dengan persentase kategori tertinggi untuk variabel *online advertising* dan *likely to buy* menjadi dimensi dengan persentase kategori tertinggi untuk variabel *purchase intention*.

Kata Kunci: *Online Advertising, Purchase Intention,* YouTube, Senka Perfect Whip

ABSTRACT

The purpose of this study was to determine the effect of online advertising on the YouTube platform on purchase intention of Senka Perfect Whip products through a survey of skin type versions of Senka Perfect Whip ad viewers. The object of this research is online advertising as the independent variable and purchase intention as the dependent variable. The research method used is a quantitative method with confirmation of the type of descriptive research with a verification approach. Data information comes from questionnaires, literature studies, interviews, and observations. The basic population of this study were viewers of the skin type version of the Senka Perfect Whip advertisement on YouTube and sampling was carried out using a non-probability sampling method with a purposive sampling technique and was carried out on one hundred respondents. In addition, the data analysis techniques used in this study are hypothesis testing, simple linear regression, correlation coefficient, and coefficient of determination. The results of this study state that there is a significant influence between online advertising on YouTube on the purchase intention of Senka Perfect Whip products. In addition, it is stated that there is a strong and positive relationship between online advertising and purchase intention with a low influence category. Irritation is the dimension with the highest category percentage for the online advertising variable and likely to buy is the dimension with the highest category percentage for the purchase intention variable.

Keywords: Online Advertising, Purchase Intention, YouTube, Senka Perfect Whip