



UDC 332

THE IMPACT OF ONLINE ADVERTISING ON PURCHASE INTENTION: A STUDY ON SENKA PERFECT WHIP PRODUCT YOUTUBE AD VIEWERS

Auliana Lina*, Marginib Raenita Pratiwi, Barkahc Cecep Safa'atul

University of Padjadjaran, Indonesia

*E-mail: lina.auliana@unpad.ac.id

ABSTRACT

This research set out to answer the question, "What effect does online advertising on the YouTube platform have on purchase intention of Senka Perfect Whip products?" by surveying visitors according on their skin type. Using internet advertising as an independent variable and purchase intention as a dependent variable, this study aims to draw conclusions. This study employed a quantitative methodology that confirmed the descriptive research technique using a verification strategy. One hundred participants were selected using a non-probability selection approach based on a purposive sampling strategy; the study's baseline population consisted of YouTube users who had seen the skin type variant of the Senka Perfect Whip advertising. Furthermore, this research makes use of the following data analytic techniques: correlation coefficient, coefficient of determination, simple linear regression, and hypothesis testing. According to the findings, internet ads on YouTube have a substantial impact on consumers' intentions to buy Senka Perfect Whip goods. Furthermore, it is said that there is a robust and favorable correlation between internet advertising and the desire to buy, even when considering the group of low impact.

KEY WORDS

Online advertising, purchase intention, youtube, senka perfect whip.

While there are many different kinds of skincare products on the market, a 2019 poll of Indonesian women found that face wash was the most essential product for women of all ages (Hirschmann, 2020). One of the multinational companies that sells skincare products is Shiseido Company. This Japanese company has a subsidiary which is popular for its facial wash products, namely the Senka brand which has a superior product with the Senka Perfect Whip brand.

Senka Indonesia's current target is to become number one in the modern market. Based on the findings of market share research performed by Nielsen Indonesia, the Senior Brand Manager of Senka Indonesia said that by mid-2020, the number of Senka users had remained about 4%. He went on to say that this amount was little in comparison to the goal established by Senka Indonesia. This exemplifies the low level of purchasing intention for Senka Perfect Whip. Furthermore, preliminary research with 40 participants found that while some were interested in learning more about Senka Perfect Whip products, others were thinking about purchasing them, and a small percentage actually wanted to purchase them. This number shows that purchase intention for Senka Perfect Whip products is still low.

Country General Manager PT. Shiseido Cosmetics Indonesia, Krisna Murti, also explained that because there is still not much penetration of Senka in Indonesia, in 2020 Senka Indonesia will optimize distribution. Apart from that, Senka is also digitalizing. The Senka brand appears online using various platforms available on marketplaces, websites, search engines and even social media to become the brand of choice for consumers. On April 7, 2021, Senka products were named the winners of the 2021 Brand Choice Award in the face foam and face wash categories by Tras N Co Indonesia, a testament to Senka Indonesia's digitization efforts. According to Nielsen statistics, Senka's rating has risen from #16 in the Female Facial Foam category in the period ending 20 December 2020 to #15 in the period ending 21 March 2021, confirming the growth of Senka Perfect Whip users. Furthermore, it was placed #9 in the area of Health and Beauty.



Senka Indonesia utilizes digital platforms such as online advertising on social media to reach consumers at all stages of the consumer journey. Apart from YouTube being popular in Indonesia, Senka Indonesia's Senior Brand Manager, Fanny Aeni, explained that the reason Senka Indonesia chose the YouTube platform as its advertising medium was because YouTube is a consideration channel platform for Senka Indonesia. Senka believes that on YouTube social media users are more active in researching or planning to buy products like those that Senka Indonesia markets.

One of Senka's ad types is the #SkinType version. At the end of July 2020, Senka advertised the #SkinType version of the advertisement which aims to educate consumers so they can find out about the function of Senka Perfect Whip which can be used by all different skin types. The #SkinType version of the Senka Perfect Whip advertisement had 371,458 viewers with 17 comments, 94 likes and 0 dislikes as of July 2021. This shows quite good audience engagement. Apart from that, this advertisement also contains information about the product which is suitable for use by all skin types. The concept that Senka Indonesia raises in this advertisement is customer testimonials which are expected to influence target consumers to buy the product. The Senka Perfect whip advertisement on YouTube encourages viewers to interact with the brand, for example by adding a call-to-action feature where viewers are asked to make a purchase or do something after watching the advertisement.

Senka Indonesia's Senior Brand Manager admitted that the conversion rate for advertising on the YouTube platform was quite large, it could be said to be above the skincare industry benchmark, namely 2.78% for Google Shopping Ads in the Health & Beauty category (Bond, 2020). Senka Indonesia has an estimate and goal for each advertisement placed per month, namely that at least 30% of the total audience exposed to the Senka Perfect Whip advertisement can go straight to a trial or purchase decision. Furthermore, preliminary data from 40 participants shows that most people bypassed the commercial, with some attributing this to the fact that it was less entertaining. However, respondents felt that the advertisement contained information about the product and did not feel that it was too annoying and some felt that the advertisement was quite suitable for the respondents. This shows that online advertising on the YouTube platform for Senka Perfect Whip products is quite good, although it is often skipped because it is not considered entertaining.

Based on the background described previously, this research will discuss the influence of online advertising on the YouTube platform, namely for advertisements with skin type themes, on purchase intention for Senka Perfect Whip products.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Imber and Toffler (2000, p. 390) define, "Online advertising is advertising messages appearing on a computer screen through a proprietary on-line service or the Internet's World Wide Web." Likewise, Shimp and Andrews (2013, p. 704) define, "Online marketing is the promotion of products and services over the Internet" which is one form of online marketing, namely online advertising. It was said by Mohitul Ameen Ahmed Mustafi and Md Sajjad Hosain (2020), "Online advertising is an act or attempt of product promotion whose primary objective is to reach the target group or tentative customers for that specific product or service. Such advertisements can come in different forms and take help from different online media such as the Internet, social media, webpage advertisements, etc."

Because it is adaptable to a variety of platforms, has grown exponentially in recent years, and actively encourages users to spend more time on networks, Miller (2012) drew several conclusions suggesting that online advertising is superior. Online advertising offers several benefits, including better stock management, greater pricing clarity, efficient buying/selling processes, and analysis (Berman, Battino, Shipnuck and Neus, 2011). As a result, more and more organizations are opting to purchase ads online. enhanced coverage and credentials.



Mustafi and Hosain's (2020) model decomposes internet advertising into four sub-variables: entertainingness, informativeness, annoyance, and believability, which are all independent variables. Mustafi and Hosain (2020) state that advertisements are considered informative if they provide information about a product or service. According to Robert H. Ducoffe (1996), advertising is instructive if it can teach people about different products so that they may make the most informed purchasing decisions. Mustafi and Hosain found that informativeness was positively correlated with purchasing intention. Ads that are misleading, unclear, or otherwise bothersome are considered irritants. A large body of prior research indicates that annoyance negatively affects advertising. Ads are annoying to some, but not to others; some even find them disruptive and believe they don't need them (Shon, Shin, Hwang, & Lee, 2021). According to Mustafi & Hosain's (2020) study, entertainment is another significant component of internet advertising. McQuail (1987) defines entertainment as the capacity to meet the audience's demand for escape, aesthetic pleasure, emotional pleasure, or aesthetic pleasure. Mustafi and Hosain found that entertainment increases the likelihood that a consumer would make a purchase. Credibility is defined as trust by Mustafi and Hosain (2020). Terms such as trustworthy, credible, compelling, and delivering reliable information are utilized in his study that were used by Ducoffe (1996) to describe credibility. Consumers' trust in an advertising source depends on their perception of the veracity and accuracy of the promises made by the brand, as well as their belief in the source's ability to communicate objective, factual information (MacKenzie & Lutz, 1989). There is a positive correlation between credibility and purchasing intention, according to Mustafi and Hosain's study.

According to Schiffman and Kanuk (2000), a higher likelihood of actually making a purchase is associated with a higher level of buy intention. According to Schiffman, Wisenblit, & Kanuk (2015, p. 176), purchase intention is defined as "Purchase intention is reflects the likelihood that an individual will undertake a specific action or behave in a particular way with regard to the attitude object." In their 2016 publication, Kotler and Keller state that "Purchase intention is a step taken by consumers before planning to buy a product." Wu and Lee (2012) also stated that "Purchase intention is often taken as an important variable for predicting the future actual behavior." The definition is strengthened by several marketing researchers (Lu, Chang, & Chang, 2014) who research and define purchase intention as "Consumers' willingness to buy a given product at a specific time in a specific situation."

There are two aspects to purchase intention, according to Schiffman, Wisenblit, and Kanuk (2015, p. 177). The first is the willingness to buy, and the second is the likelihood of buying. This measurement is used to determine the likelihood that consumers will buy a product or act in a certain way. Willingness to buy can be interpreted as a person's desire to buy the product or service being offered. The desire to buy is in a person's thoughts or beliefs. Willingness to buy is important for actual purchasing behavior because it reveals the effort consumers expend toward concrete behavior (Ghali, 2020). Likely to buy or tendency to buy can be interpreted as someone's possibility of buying a product or service offered within a certain time period where there is a commitment to frequency therein. Frequent desires are also called tendencies, this gives rise to a feeling of liking for something. What this means is that people are more likely to buy a product whose advertisement they find appealing if they have a positive attitude toward advertising, according to research conducted among Asian Indian immigrants to the US (Schiffman, Wisenblit, & Kanuk, 2015, p. 185). Women are also more receptive to and inclined to purchase products from emerging brands, according to Krakowiak (2020).

Chaffey & Ellis-Chadwick (2016, p. 517) suggest that "Repeated exposure to online ads, particularly in association with other media, can increase brand awareness and ultimately purchase intent." Schiffman and Kanuk (2000) found that consumer purchasing decisions for a product (purchase intention) are strongly influenced by product value and recommendations from other consumers, for example on social networks. So, one kind of internet advertising on social media platforms like YouTube might make people more likely to buy. This is supported by studies that looked at how internet ads affect people's propensity to buy. Mustafi and Hosain's (2020) study indicated a favorable correlation between internet



advertising's informativeness, annoyance, amusement, and believability sub-variables and consumers' propensity to buy.

The results demonstrate that internet advertising does have an effect on consumers' propensity to make a purchase, according to the prevailing wisdom among experts and existing studies. The premise of this study is that advertisements for Senka Perfect Whip goods on YouTube significantly affect consumers' intentions to buy these items.

METHODS OF RESEARCH

Descriptive analysis with a verification technique is the research method employed in this study. In this study, internet advertising is used as an independent variable and the intention to buy is used as a dependent variable. Although it is impossible to say for sure, this study's sample consisted of those who saw the Senka Perfect Whip commercial on YouTube in its skintype form. The researchers in this study used a non-probability sampling method, which means that the odds of being chosen as a sample are not equal for every member of the population or element. Purposive sampling is the non-probability sampling method used in this study. The Lemeshow method, with a 50% maximum estimate and a 10% error rate, was used to determine the sample size in this investigation. With this, the minimum sample value required for the research was 96 respondents which was then rounded up to 100 respondents.

Classical assumption testing, simple linear regression, t-test hypothesis testing, correlation coefficient, and coefficient of determination are the data analysis methods used in this study. The following is the wording of the statistical hypothesis used in this study.

$H_0 : \beta = 0 \rightarrow$ There is no significant influence from Online Advertising on Purchase Intention for Senka Perfect Whip products.

$H_1 : \beta \neq 0 \rightarrow$ There is a significant influence from Online Advertising on Purchase Intention for Senka Perfect Whip products.

RESULTS AND DISCUSSION

Using a survey sent out to one hundred people who saw the Senka Perfect Whip commercial on YouTube, we were able to compile the following respondent profiles.

Table 1 – Respondents Profile

Particulars	Option	%
Age	< 18 Years old	5%
	18–25 Years old	80%
	> 25 Years old	15%
Advertising Exposure	1 time	24%
	> 1 time	76%
Skip Ads	Yes	71%
	No	29%
Skin Type	Normal Skin	22%
	Dry Skin	16%
	Oily Skin	22%
	Combination Skin	36%
	Sensitive Skin	4%
Expenses for Purchasing Facial Cleanser	< Rp50,000	32%
	Rp50,001-Rp100,000	41%
	Rp100,001-Rp200,000	21%
	Rp200,000-Rp500,000	6%
	>Rp500,000	0%

Source: Research Data (2021).



Table 1 shows that respondents between the ages of 18 and 25 made up the largest age group, accounting for 80% of the total. This is in line with Senka's main target in placing advertisements on YouTube, namely women aged 18 – 25 years. Apart from that, the majority of respondents encountered advertisements more than once and also skipped advertisements. The skin types that respondents have are quite diverse. It is known that respondents' expenditure for a single purchase of facial cleansing products of less than IDR 50,000 is 32 percent and for prices of IDR 50,001-IDR 100,000, namely 41 percent, this price range can be categorized into Senka Indonesia's business targets.

One of the platforms used by Senka Indonesia in its online advertising efforts is YouTube. One of the advertisements that was examined was an advertisement about Senka products which are suitable for all facial skin types. These ads include the skippable video ads format where YouTube users can skip the ad after 5 seconds of viewing. Apart from that, in the advertisement there is a call-to-action feature in the form of a blue button that users can click to find out more about what is being advertised. The following is a recapitulation of the online advertising variable score where the score is obtained from the sum of the respondent's answer interval data.

Table 2 – Recapitulation of Online Advertising

No	Constructs	Score	Ideal Score	%	Info
1	Informativeness	1577.51	2328.75	67.74%	Good
2	Irritation	1210.03	1764.86	68.56%	Good
3	Entertainment	1020.13	1669.47	61.11%	Good
4	Credibility	1550.01	2411.01	64.29%	Good
	Total	5537.68	8174.09	65.54%	Good

Source: Research Data (2021).

The data is in, and the internet advertising variable is in excellent category, according to the computation findings in Table 2 (score of 5357.68 or 65.54 percent). The results of this research are relevant to Miller's (2012) theory where Senka has implemented an online advertising strategy in the form of placing Senka Perfect Whip advertisements on YouTube. The implementation of online advertising is quite good because it received a good category. The irritation dimension received the highest score, namely 1210.03 or 68.56 percent, which means that the online advertising of the skin type version of Senka on YouTube was not felt to be too annoying or irritating for respondents as advertising viewers. This can be a good sign because according to Bauer and Greyser (1969), the interference caused by advertising can lead to a reduction in advertising effectiveness. Contrary to the theory put forward by Ducoffe (1996) which states that there are aspects of advertising that are seen as negative because they are depicted as annoying. This is also not relevant to Mustafi and Hosain's (2020) theory. Informativeness obtained a score of 1577.51 or 67.74 percent and is included in the good category. This is relevant to Mustafi and Hosain's (2020) research and Ducoffe's (1996) statement that from a consumer's perspective, there is mutual agreement about advertising's ability to inform consumers about product alternatives to make the most satisfying purchase. The results of the informativeness dimension analysis can explain that most respondents felt that the Senka Perfect Whip advertisement was informative enough by carrying out the main function of advertising as stated by Shimp and Andrews (2013), namely informing. Credibility obtained a score of 1550.01 or 64.29 percent and is included in the good category. The results of the credibility dimension analysis can explain that most respondents felt the Senka Perfect Whip advertisement was worthy of trust even though it was still a little less impressive. This is relevant to Mustafi and Hosain's (2020) research and Shimp & Andrews' (2013, p. 241) statement regarding the function of advertising, one of which is that it can influence potential customers by forming a trust. Entertainment is the lowest dimension in the online advertising variable with a score of 1020.13 or 61.11 percent and is still included in the good category. The results of the entertainment dimension analysis can explain that most respondents felt that the advertisement was enough to attract the attention of some respondents but still needed additional content with an entertaining plot so



that the audience could continue to be interested and listen to Senka's advertising message until the end. This is quite relevant to Mustafi and Hosain's (2020) research and Salem's (2016) opinion that a person's feelings of pleasure related to advertising are very important in getting the audience's attention, especially if the message is packaged in a short and funny way. The skin type version of the Senka Perfect Whip advertisement is interesting enough to get the audience's attention, but it is less short and less entertaining.

Purchase intention can arise due to stimulants, one of which can be advertising. The following is a recapitulation of the purchase intention variable score where the score is obtained from the sum of the respondent's answer interval data.

Table 3 – Recapitulation of Purchase Intention

No	Constructs	Score	Ideal Score	%	Info
1	Willingness to Buy	2490.18	3662.88	67.98%	Good
2	Likely to Buy	748.36	1078.29	69.40%	Good
	Total	3238.55	4741.17	68.31%	Good

Source: Research Data (2021).

The data is in, and the buy intention variable is in excellent category, according to the computation findings in Table 3, which come out to 68.31%. Likely to purchase achieved an above-average score of 69.40 percent, placing it in the excellent category. Analysis of the likely-to-buy dimension reveals that Senka Perfect Whip is well-liked by the majority of respondents. Customers are more likely to make a purchase if their wants include something they like. Ads that people enjoy are more likely to result in a purchase, according to the research of Schiffman, Wisenblit, and Kanuk (2015, p. 185). Furthermore, the study's female-dominated sample lends credence to Krakowiak's (2020) contention that consumers are more receptive to and willing to purchase products from emerging brands. The score of 67.98 percent for willingness to purchase is considered excellent. Related to the hypothesis put forward by Lu and Chang (2014), which states that purchase intention is the propensity of customers to acquire certain things under specific conditions. The results of the analysis of the willingness to buy dimension can explain that most respondents have the intention to buy Senka Perfect Whip products, especially by considering customer testimonials, product prices, and features offered which can influence the audience's decision to buy the product. Apart from being listed in the advertisement, the Senka Perfect Whip feature can be easily found on the Senka website. Customer testimonials for Senka products can also be found on marketplaces and other social media and are often felt to be more trustworthy because they are more factual and easier to access.

Table 4 – Results of Simple Linear Regression Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1462.107	1	1462.107	58.757	.000 ^b
	Residual	2438.624	98	24.884		
	Total	3900.731	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Online Advertising

Source: Research Data (2021).

As part of this study, validity and reliability tests were run on the questionnaire to ensure its reliability and validity as a measuring instrument. The reliability and validity of the research questionnaire are shown by the test findings. Data analysis processes also need the use of Successive Interval (MSI) Methods to convert the acquired ordinal data to interval data. In addition, statistical testing is performed on data that has been through the MSI process using SPSS version 25 software.



A classical assumption test is necessary to verify that the derived regression equation is consistent, has accurate estimation, and is free of bias in order to meet the conditions for utilizing a linear regression model. The data must be linear, free from heteroscedasticity, and regularly distributed; these are the assumptions that must be satisfied. The normality test results indicate a significance value of 0.200, which is larger than $\alpha = 0.05$. Therefore, it can be inferred that the residual value follows a normal distribution, confirming that the assumption of normalcy was met. The linearity test confirmed the assumption of a linear connection between the two variables, as the significant deviation was 0.941 (more than 0.05). This allows us to infer that the independent and dependent variables are related in a linear fashion. Heteroscedasticity testing revealed that internet advertising had a significance value of 0.503 (higher than 0.05), ruling out the possibility of heteroscedasticity (also known as homoscedasticity).

Based on the results of simple linear regression analysis in table 4, it is known that the calculated F value = 58.757 with a significance level of $0.000 < 0.05$, so the regression model can be used to predict participation variables or in other words there is an influence of the Online Advertising (X) variable on the Purchase Intention variable (Y). This is relevant to the theory of Chaffey & Ellis-Chadwick (2016).

Table 5 – Regression Equation Model

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.576	3.791		0.943	0.348
	Online Advertising	0.538	0.070	0.612	7.665	0.000

Source: Research Data (2021).

Here is the model of linear regression equations that is derived from the basic linear regression analysis that is shown in the table:

$$\hat{Y} = 3,576 + 0,538X$$

The above equation shows that the purchase intention variable (Y) will rise by 0.538 percentage points for every one-unit increase in the online advertising variable (X). The buy intention variable has a value of 3.576 if internet advertising is considered to have no influence on purchase intention, or if its value is zero.

Table 6 – Correlation Coefficient Results

		Online Advertising	Purchase Intention
Online Advertising	Pearson Correlation	1	.612**
	Sig. (2-tailed)		0.000
	N	100	100
Purchase Intention	Pearson Correlation	.612**	1
	Sig. (2-tailed)	0.000	
	N	100	100

Source: Research Data (2021).



The results of the study of the correlation coefficient (R) show that the significance value is $0.000 < 0.05$, indicating a high connection between the variables. A positive (+) correlation between the two variables is evident from the data in the table above; that is, a higher value for Online Advertising is associated with a higher value for Purchase Intention.

Table 7 – Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	0.375	0.368	4.98838

a. Predictors: (Constant), Online Advertising

Source: Research Data (2021).

The coefficient of determination (R Square) is 0.375, which is the outcome of squaring the correlation coefficient, and Table 7 describes the size of the correlation or connection value (R), which is 0.612. The examination of the coefficient of determination revealed that the determining coefficient value of R square is 0.375, which is 37.5 percent. This indicates that the Online Advertising (X) variable can account for 37.5 percent of the variation in Purchase Intention (Y), with the remaining 62.5 percent being impacted by factors that were not considered in the study.

Table 8 – Hypothesis Testing Results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.576	3.791		0.943	0.348
	Online Advertising	0.538	0.070	0.612	7.665	0.000

a. Dependent Variable: Purchase Intention

Source: Research Data (2021).

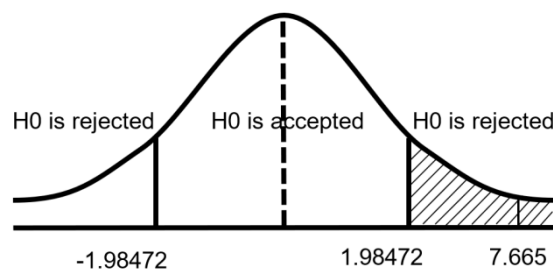


Figure 1 – t-Test Curve (Source: Research Data, 2021)

We may deduce that the online advertising variable's (X) effect on the purchase intention variable's (Y) influence is statistically significant ($0.000 < 0.05$), and because the computed t value is $7.665 > 1.985$, we can reject H_0 and accept H_1 . This indicates that the internet advertising variable (X) significantly affects the purchasing intention variable (Y). This is relevant to the theory of Chaffey and Ellis-Chadwick (2016).

CONCLUSION

Researchers can draw several conclusions, including the following. Online Advertising received a good category as measured by four dimensions, namely informativeness, irritation, entertainment, and credibility which were in the good category. The highest score



was achieved by the irritation dimension and the lowest score was achieved by the entertainment dimension. Based on the responses, it seems that people trust the web ads for Senka Perfect Whip on YouTube since they are informative, interesting, and not too obtrusive. The two characteristics of purchase intention—the likelihood of buying and the desire to buy—were both positive. When compared to the willingness to buy dimension, the likely to buy dimension has a greater score. It follows that the respondents are in agreement that there is a purchase intention towards the Senka Perfect Whip product, as shown by their desire and ability to buy.

Internet advertisements for Senka Perfect Whip goods had a statistically significant impact on consumers' intentions to buy, according to this study's analysis of the impact of internet advertising on purchase intention. According to the examination of the correlation coefficient, there is a significant positive association between the variables related to online advertising and purchase intention, with a degree of closeness of 0.612. Beyond that, the coefficient of determination analysis reveals that internet advertising accounts for 37.5% of the variance in purchase intention, while the remaining 62.5% is impacted by unstudied factors.

Researchers offer a number of actionable recommendations based on their findings, such as updating advertising content to include a more contemporary plot, making online ads on YouTube shorter (particularly the introduction), and making better use of online ads on other popular social media platforms like TikTok. The author also notes that there are certain restrictions on the study. As a result of research restrictions, it is not possible to include all of the potential variables into a single study investigating the impact of internet advertising on consumers' intentions to buy. The author hopes that for the development of subsequent research, a more in-depth discussion can be carried out regarding the influential independent variables. These factors could be advertising value, price, brand image, interactivity, customization, and more. In addition, further investigations covering a broader scope may be more beneficial to academics.

ATTACHMENTS

Attachment 1 – Online Advertising Variable Validity Test Results

Variable	Statement Number	r Count	r Table	p value	Explanation
Online Advertising (X)	1	0.621	0.312	0.000	Valid
	2	0.405	0.312	0.009	Valid
	3	0.599	0.312	0.000	Valid
	4	0.356	0.312	0.024	Valid
	5	0.625	0.312	0.000	Valid
	6	0.505	0.312	0.001	Valid
	7	0.411	0.312	0.008	Valid
	8	0.613	0.312	0.000	Valid
	9	0.845	0.312	0.000	Valid
	10	0.690	0.312	0.000	Valid
	11	0.614	0.312	0.000	Valid
	12	0.526	0.312	0.000	Valid
	13	0.436	0.312	0.005	Valid
	14	0.668	0.312	0.000	Valid

Source: Research Data (2021).

Attachment 2 – Purchase Intention Variable Validity Test Results

Variable	Statement Number	r Count	r Table	p value	Explanation
Purchase Intention (Y)	15	0.623	0.312	0.000	Valid
	16	0.819	0.312	0.000	Valid
	17	0.565	0.312	0.000	Valid
	18	0.839	0.312	0.000	Valid
	19	0.634	0.312	0.000	Valid
	20	0.832	0.312	0.000	Valid
	21	0.872	0.312	0.000	Valid
	22	0.818	0.312	0.000	Valid
	23	0.853	0.312	0.000	Valid

Source: Research Data (2021)



Attachment 3 – Online Advertising Variable Reliability Test Results

Cronbach's Alpha	N of Items
0.843	14

Source: Research Data (2021).

Attachment 4 – Purchase Intention Variable Reliability Test Results

Cronbach's Alpha	N of Items
0.911	9

Source: Research Data (2021).

Attachment 5 – Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	4.96312055
Most Extreme Differences	Absolute	0.056
	Positive	0.051
	Negative	-0.056
Test Statistic		0.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Data (2021).

Attachment 6 – Linearity Test Results

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Purchase Intention * Online Advertising	Between Groups	(Combined) 1508.454	23	65.585	2.748	0.001
		Linearity 1218.107	1	1218.107	51.044	0.000
		Deviation from Linearity 290.347	22	13.198	0.553	0.941
	Within Groups	1813.656	76	23.864		
	Total	3322.110	99			

Source: Research Data (2021).

Attachment 7 – Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.340	2.329		1.005	0.318
	Online Advertising	0.029	0.043	0.068	0.672	0.503

a. Dependent Variable: Abs_Res

Source: Research Data (2021)

REFERENCES

1. Aryanto, A. (2021, March 30). Brand Choice Award 2021, Referensi Memilih Produk Terbaik. Retrieved May 1, 2021, from Info Brand ID: <https://infobrand.id/brand-choice-award-2021-referensi-memilih-produk-terbaik.phtml>



2. Aryanto, A. (2021, April 7). Merek-Merek Ternama, Raih Penghargaan Brand Choice Award 2021. Retrieved May 1, 2021, from Info Brand ID: [https://infobrand.id/merek-merek-ternama-raih-penghargaan-brand-choice-award-2021.phtml#:~:text=Adapun%20brand%2Dbrand%20yang%20berhasil,%2C%20Modena%20\(Water%20Heater\)%2C](https://infobrand.id/merek-merek-ternama-raih-penghargaan-brand-choice-award-2021.phtml#:~:text=Adapun%20brand%2Dbrand%20yang%20berhasil,%2C%20Modena%20(Water%20Heater)%2C)
3. Banirestu, H. (2019, March 27). Senka Dorong Wanita Indonesia Percaya Diri Tanpa Make-up. Retrieved September 25, 2020, from SWA: <https://swa.co.id/swa/trends/senka-dorong-wanita-indonesia-percaya-diri-tanpa-make-up>
4. Bauer, R. A., & Greyser, S. A. (1969). Advertising in America: The Consumer View. *Michigan Law Review*, 874-880.
5. Bond, C. (2020, July 23). Conversion Rate Benchmarks: Find Out How YOUR Conversion Rate Compares. Diakses pada 15 November 2020, dari WordStream: <https://www.wordstream.com/blog/ws/2019/08/19/conversion-rate-benchmarks>
6. Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital Marketing 6th ed.* Harlow: Pearson Education Limited.
7. Cheah, I., Teah, M., Lee, S., & Davies, Z. (2020). Straight eye for the queer ad: attitudes, skepticism, inferences of manipulative intent and willingness to buy. *Asia Pacific Journal of Marketing and Logistics*, 1355-5855.
8. Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young costumers. *Computers in Human Behavior*, 165-172.
9. Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues and Research in Advertising*, 1-18.
10. Ducoffe, R. H. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 21-35.
11. Female Daily Network. (2019). Best of Beauty Award 2019. Retrieved July 10, 2020, from Awards Female Daily: <https://awards.femaledaily.com/>
12. Ghali, Z. Z. (2020). Effect of Utilitarian and Hedonic Values on Consumer Willingness to Buy and to Pay for Organic Olive Oil in Tunisia. *Perceived Value of Organic Food in Tunisia*, 1013-1026.
13. Giordano, M., O'Neil-Hart, C., & Blumenstein, H. (2015, December). New Data Shows Online Video Ads Drive Consideration, Favorability, Purchase Intent, and Sales. Retrieved July 10, 2020, from Think with Google: <https://www.thinkwithgoogle.com/marketing-strategies/video/online-video-ads-drive-consideration-favorability-purchase-intent-sales/>
14. Hirschmann, R. (2020, May 26). Must have skincare products among women Indonesia 2019 by age group. Retrieved July 10, 2020, from Statista: <https://www.statista.com/statistics/1113570/indonesia-women-must-have-skincare-products-by-age-group/>
15. Imber, J., & Toffler, B.-A. (2000). *Dictionary of Marketing Terms (3rd ed.)*. New York: Barron's Educational Series, Inc.
16. Info Brand TV. (2021, April 8). Produk Asal Jepang Disukai Konsumen Indonesia, SENKA Sabet Brand Choice Award 2021. Retrieved May 10, 2021, from YouTube: <https://youtu.be/LFJRgV2bQt4>.
17. Info Brand TV. (2021, April 8). Virtual Award Ceremony Brand Choice Award 2021. Retrieved May 10, 2021, from YouTube: <https://youtu.be/GJOpqQkLinE>
18. Karpinska-Krakowiak, M. (2020). Women are more likely to buy unknown brands than men: The effects of gender and known versus unknown brands on purchase intentions. *Journal of Retailing and Consumer Services* 58, 1-9.
19. Kotler, P. (2000). *Marketing Management Millenium Edition, 10th Ed.* Boston: Prentice-Hall, Inc.
20. Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th ed.* London: Pearson Education, Inc.



21. Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 258-266.
22. MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 48-65.
23. McQuail, D. (1987). *Mass Communication Theory: An Introduction*. London: SAGE.
24. Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising and IMC: Principles and Practice* (9th Ed.). New Jersey: Pearson Education, Inc.
25. Mustafi, M. A., & Hosain, M. S. (2020). The Role of Online Advertising on Purchase Intention of Smartphones: Mediating Effects of Flow Experience and Advertising Value. *Journal of Contemporary Marketing Science*, 385-410.
26. Salem, M. Z. (2016). Factors Affecting Consumer Attitudes, Intentions and Behaviors toward SMS Advertising in Palestine. *Indian Journal of Science and Technology*, 1-14.
27. SENKA Indonesia. (2021, July 30). Senka Perfect Whip - Bisa Dipakai untuk Semua Tipe Kulit Wajah Retrieved January 15, 2021, from YouTube: <https://youtu.be/bCBQSH3D47k>
28. Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen*. Jakarta: Indeks.
29. Schiffman, L. G., Wisenblit, J. L., & Kanuk, L. L. (2015). *Consumer Behavior*, 11th ed. Edinburg Gate: Pearson Education.
30. Schiffman, L., & Kanuk, L. L. (2000). *Consumer Behavior* 7th ed. New Jersey: Prentice Hall.
31. Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications* (9th ed.). South-Western: Cengage Learning.
32. Shon, M., Shin, J., Hwang, J., & Lee, D. (2021). Free contents vs. inconvenience costs: Two faces of online video. *Telematics and Informatics*, 1-12.
33. Wu, W. L., & Lee, Y. C. (2012). The Effect Of Blog Trustworthiness, Product Attitude, And Blog Involvement On Purchase Intention. *International Journal of Management & Information Systems (IJMIS)*, 265-276.
34. Wulandari, D. (2020, February 18). Penetrasi Senka di Pasar Pembersih Wajah. Retrieved December 1, 2020, from MIX: <https://mix.co.id/marcomm/news-trend/penetrasi-senka-di-pasar-pembersih-wajah/>
35. YouTube. (2020). What's your marketing goal? Retrieved September 25, 2020, from YouTube Ads: <https://www.youtube.com/intl/en-GB/ads/running-a-video-ad/>
36. Yuniyanto, H. R., & Sirine, H. (2018). Pengaruh Iklan terhadap Minat Beli Pengguna Youtube dengan Brand Recognition sebagai Variabel Intervening. *Jurnal Bisnis dan Manajemen*, 21-28.