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**THE EFFECT OF YOUTUBE ADVERTISING AND EWOM ON BRAND  
AWARENESS AND PURCHASE INTENTION AMONG MILLENNIAL  
CONSUMERS IN INDONESIA**



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**Abstract**

This study investigates the influence of YouTube advertising and electronic word-of-mouth (eWOM) on brand awareness and purchase intention among millennial consumers in Indonesia. This research is guided by the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to explain how digital marketing through YouTube ads and eWOM affects consumer behavior. The sample comprises 200 millennial consumers who actively use YouTube. Purposive sampling was employed to target individuals within this specific demographic. The study participants were aged 18–35 years, with varied educational backgrounds and income levels, providing insights into how these factors influence exposure to digital marketing and purchase decisions. Data analysis was conducted using Smart PLS software, with detailed testing for the validity and reliability of the measurement instruments. Specifically, the study examined factor loadings, average variance extracted (AVE), and composite reliability. Hypothesis testing results indicated a significant influence of YouTube and eWOM advertisements on brand awareness. Moreover, both YouTube and eWOM ads significantly impacted purchase intention among Indonesian millennials.

**Keywords:** Brand Awareness, eWOM, Purchase Intention, YouTube

## INTRODUCTION

Technological advancements, particularly in the realm of digital innovations such as smartphones, computers, and tablets, have significantly transformed societal operations and consumer behavior (Rosyid et al, 2023). These developments have streamlined everyday activities and reshaped industries, particularly in commerce, education, and manufacturing. At the forefront of this transformation is the internet, which has enhanced global connectivity and fostered both social and economic changes. In this context, e-commerce has emerged as a dominant business model, with advertising and electronic word-of-mouth (eWOM) playing central roles in establishing a competitive edge for businesses (Meilani & Suryawan, 2020).

The shift from traditional media to digital advertising in Indonesia can be attributed to the widespread adoption of social media platforms and virtual technologies. Among these platforms, YouTube stands out as one of the most popular, playing a pivotal role in entertainment, information dissemination, and advertising (Anggraeni & A'yuni, 2023). In 2019, YouTube had the highest digital engagement in the country, with 87% of the internet population in Jabodetabek using the platform, followed by WhatsApp (80%), Facebook (74%), and Instagram (63%) (Ipsos, 2019). YouTube ads have proven effective in enhancing brand awareness and influencing purchase intent, especially when integrated with eWOM strategies that boost brand visibility and consumer trust.

However, the digital advertising landscape has evolved rapidly, challenging marketers to reassess their strategies. While traditional media, such as television, retains its relevance, digital platforms like YouTube have gained prominence due to their extensive reach and high engagement potential (et al., 2021). Despite these advantages, several factors influence the effectiveness of these advertisements, including ad fatigue, skepticism toward influencers, and algorithm-driven content visibility, which can dilute consumer engagement. Addressing these challenges is crucial for optimizing digital advertising strategies and improving their impact on consumer behavior.

Given the increasing reliance on YouTube as a major platform for digital marketing, there is a need for a deeper analysis of its role in shaping brand awareness and purchase intention among millennial consumers. Previous studies have primarily focused on general trends, but few have specifically examined how YouTube ads and eWOM strategies directly

contribute to e-commerce brand recognition and consumer behavior. This study aims to fill this gap by empirically investigating the combined impact of YouTube advertisements and eWOM on consumer behavior, particularly focusing on how these factors influence brand trust and purchase intent. The findings of this study will provide insights into developing more effective and engaging digital content, tailored to consumer preferences, and optimizing YouTube as a powerful marketing tool in the competitive digital marketplace.

## **REVIEW OF LITERATURE**

### **E-Commerce**

E-commerce represents the digital transformation of traditional commercial transactions, using internet-based technologies such as Electronic Data Interchange (EDI) to facilitate direct interactions between sellers and buyers. While previous studies (Bahtiar, 2020; Jain et al., 2021) have explored the broad scope of e-commerce, much of the focus has been on the transactional mechanics (e.g., payment systems, logistics). However, in the context of digital marketing, the relevance of e-commerce lies primarily in its ability to create opportunities for brands to reach global audiences through digital platforms. As a key component of modern marketing strategies, e-commerce enables brands to engage with consumers via integrated online platforms, which support marketing efforts such as advertisements and social media engagement. More critically, recent advancements suggest that businesses can benefit from e-commerce integration by tailoring marketing strategies to the digital ecosystem. For instance, leveraging data analytics for consumer behavior insights is increasingly important for improving advertising outcomes. Future studies could address the gap in understanding how digital marketing strategies within e-commerce are evolving to incorporate emerging technologies such as artificial intelligence and personalized content recommendations.

### **Brand Awareness**

Brand awareness has been extensively studied as a key determinant in shaping consumer decisions (Putri & Candraningrum, 2022; Putra Yuwana et al, 2023). While it is generally accepted that brand recognition fosters consumer trust and loyalty (Rachmawati & Andjarwati, 2020), recent research suggests that the depth of brand awareness varies

significantly across platforms. For example, the impact of brand awareness on purchasing behavior differs between social media platforms like Instagram, which emphasizes visual content, and YouTube, where video and influencer endorsements play a larger role. However, the influence of algorithm-driven exposure and paid media on brand awareness remains a contested issue, with some studies highlighting the diminishing effect of organic reach due to algorithmic changes. There is also the emerging concern regarding consumer skepticism towards branded content and paid endorsements, which may reduce the effectiveness of traditional brand-building strategies. Understanding these shifts in platform dynamics and consumer perceptions of paid versus organic brand awareness remains a gap in the literature.

### **Electronic Word of Mouth (eWOM)**

eWOM, or the online dissemination of consumer reviews, experiences, and recommendations, has been shown to significantly impact consumer decision-making (Arifin et al., 2021). However, the impact of eWOM is not uniform across platforms. The reliability of reviews varies between different social media platforms and online review websites, with platforms like YouTube and Twitter having distinct characteristics that influence trust and engagement. For instance, YouTube comments are often perceived as more authentic and personal compared to reviews on platforms like Amazon, which may be influenced by incentives or paid promotions. Recent developments in algorithmic amplification of reviews further complicate this landscape, as some eWOM messages are prioritized based on engagement metrics, not necessarily quality or authenticity (Qurniawati & Nurohman, 2018). As such, there is a need to critically examine how algorithmic practices on platforms such as YouTube shape consumer trust in eWOM and whether these practices may lead to biased perceptions. Additionally, the growing prevalence of fake reviews and their impact on consumer behavior remains a significant gap, highlighting the need for more research into how these discrepancies affect purchasing intentions.

### **Optimizing YouTube Ads**

YouTube advertising, an integral component of digital marketing, significantly influences consumer purchase intentions (Kristiyono et al., 2023). However, the effectiveness of YouTube ads depends not only on content quality but also on the platform's

algorithmic recommendations and the personalization of ads. While previous studies have emphasized the role of entertainment and informativeness in driving engagement, they often overlook how YouTube's algorithm can amplify specific content based on user data, potentially skewing ad effectiveness (Kristiyono et al., 2023). Moreover, research has suggested that ad irritation—when ads are perceived as intrusive or irrelevant—can decrease the likelihood of a positive consumer response. This suggests a need for further exploration into how YouTube's ad algorithms interact with consumer preferences and influence the perception of advertisements. Additionally, the debate over the effectiveness of influencer-led ads versus traditional brand advertisements remains unresolved. Further comparative research could shed light on whether influencer-led ads are perceived as more authentic and engaging compared to brand-created content, particularly within different consumer segments.

### **Consumer Behavior**

Consumer behavior is shaped by a complex interplay of personal, social, and psychological factors (Sunyoto & Saksono, 2022). In the digital age, these behaviors are increasingly influenced by social media interactions, particularly on platforms like YouTube. Research has shown that consumer decision-making is not just a result of cognitive evaluations but also of external factors such as peer influence, social trends, and digital interactions. However, a key gap in the literature is the understanding of how these external factors are mediated by platform-specific features. For example, how do YouTube's video-based content and comment sections influence purchasing decisions differently from text-based platforms like Twitter or Facebook? Further, while much of the existing research has focused on broad psychological factors such as motivation and perception, there is limited attention given to how digital consumer behavior, particularly in response to ads and influencer endorsements, may differ across product categories or cultural contexts. Exploring these nuances can provide deeper insights into how brands can tailor their advertising strategies to different consumer segments on YouTube.

### **The Influence of YouTube Advertising on Brand Awareness**

Digital advertising plays a crucial role in shaping brand awareness in the modern marketing landscape. YouTube ads, known for their extensive reach and engaging content,

effectively enhance brand recognition. Optimal ad strategies should align with audience interests and preferences while maintaining an informative and entertaining approach. Research by Ferdiliawati et al. (2023) affirms that YouTube ads significantly reinforce brand recall. For instance, Tiket.com utilized #TiketHariRaya ads during Ramadan to increase its visibility, proving that frequent ad exposure correlates positively with brand awareness.

Ha: YouTube advertising positively influences brand awareness.

### **The Influence of YouTube Advertising on Purchase Intention**

Technological advancements have revolutionized advertising strategies, with YouTube emerging as a pivotal platform for reaching consumers. Well-targeted, engaging ads on YouTube significantly impact consumer purchase intent. Arnianti et al. (2019) found that YouTube advertising played a vital role in influencing Vivo smartphone purchase decisions. Their study indicated that ad exposure enhances not only brand awareness but also prompts purchasing actions. Consequently, compelling YouTube ads serve as an effective tool in driving consumer interest and conversions.

Ha: YouTube advertising positively influences purchase intention.

### **The Influence of eWOM on Brand Awareness**

The digital era has transformed consumer interactions, making Electronic Word-of-Mouth (eWOM) a powerful factor in brand recognition. Reviews and recommendations shared via online platforms often carry more credibility than traditional advertising. Research by Sumampouw et al. (2022) highlights that increased eWOM frequency significantly enhances brand awareness. Consumers become more familiar with a brand through shared opinions, strengthening brand recognition and recall in competitive markets.

Ha: eWOM positively influences brand awareness.

### **The Influence of YouTube Advertising and eWOM on Brand Awareness**

In the evolving digital marketing sphere, YouTube advertising and eWOM serve as critical components for brand visibility. YouTube ads attract attention with visually engaging content, while eWOM fosters trust through user-generated recommendations. Wulandari (2023) found that these elements collectively contribute to Scarlett's brand recognition in the skincare industry. Effective advertising combined with credible eWOM enhances consumer familiarity, reinforcing brand positioning.

Ha: YouTube advertising and eWOM positively influence brand awareness.

### **The Influence of YouTube Advertising and eWOM on Purchase Intention**

Digital marketing evolution has positioned YouTube ads and eWOM as key drivers of purchase intent. YouTube's visual appeal captivates audiences, while eWOM builds consumer trust, influencing decision-making. Putra and Taufiqurahman (2022) demonstrated that both factors significantly impact purchasing behavior. The synergy between persuasive advertisements and trusted online recommendations increases consumer confidence, leading to higher purchase likelihood.

Ha: YouTube advertising and eWOM positively influence purchase intention.

### **RESEARCH METHOD**

This study aims to examine the impact of YouTube ads and electronic word-of-mouth (eWOM) on brand awareness and purchase intention among Indonesian millennials. A purposive sample of 200 active YouTube users, selected based on their engagement (e.g., watching, commenting, liking, sharing content), will be used. Data will be collected through a structured questionnaire, tested for validity and reliability using convergent and discriminant validity, composite reliability, and Cronbach's Alpha. A pilot study will ensure the clarity and cultural alignment of the instrument. The analysis will employ Smart PLS, with model fit assessed using SRMR and other fit indices, and control variables such as age, gender, and socio-economic status will be included to account for demographic effects. This research will provide insights into how YouTube ads and eWOM influence consumer behavior, with the potential for mediation or moderation analysis to explore complex relationships.

### **RESULTS AND DISCUSSION**

#### **Data Processing Technique (Smart PLS)**

The data processing process in this study was carried out by applying the Partial Least Square (PLS) method based on Structural Equation Modeling (SEM).

**Validity and Reliability Test**

**Table 1.**  
**Validity and Reliability Test**

| Constructs      | Items             | Outer Loading | Cronbach's Alpha | CR    | AVE   |
|-----------------|-------------------|---------------|------------------|-------|-------|
| Youtube Ads     | Youtube Ads.1     | 0.913         | 0.934            | 0.95  | 0.792 |
|                 | Youtube Ads.2     | 0.908         |                  |       |       |
|                 | Youtube Ads.3     | 0.895         |                  |       |       |
|                 | Youtube Ads.4     | 0.835         |                  |       |       |
|                 | Youtube Ads.5     | 0.897         |                  |       |       |
| EWOM            | EWOM.1            | 0.9           | 0.948            | 0.96  | 0.828 |
|                 | EWOM.2            | 0.927         |                  |       |       |
|                 | EWOM.3            | 0.906         |                  |       |       |
|                 | EWOM.4            | 0.91          |                  |       |       |
|                 | EWOM.5            | 0.906         |                  |       |       |
| Brand Awareness | Brand Awareness.1 |               | 0.954            | 0.964 | 0.843 |
|                 | Brand             | 0.92          |                  |       |       |
|                 | Brand Awareness.2 |               |                  |       |       |
|                 | Brand             | 0.916         |                  |       |       |
|                 | Awareness.3       |               |                  |       |       |
| Purchase Intent | Brand             | 0.926         | 0.944            | 0.957 | 0.818 |
|                 | Awareness.4       |               |                  |       |       |
|                 | Brand             | 0.912         |                  |       |       |
|                 | Awareness.5       |               |                  |       |       |
|                 | Purchase          | 0.892         |                  |       |       |
|                 | Intention.1       |               | 0.944            | 0.957 | 0.818 |
|                 | Purchase          | 0.905         |                  |       |       |
|                 | Intention.2       |               |                  |       |       |
|                 | Purchase          | 0.909         |                  |       |       |
|                 | Intention.3       |               |                  |       |       |
|                 | Purchase          | 0.904         | 0.944            | 0.957 | 0.818 |
|                 | Intention.4       |               |                  |       |       |
|                 | Purchase          | 0.911         |                  |       |       |
|                 | Intention.5       |               |                  |       |       |

Source: 2025 Data Analysis Results

The results of the validity and reliability test indicate that all constructs meet the required criteria. The outer loading values for all indicators exceed the threshold of 0.7,

demonstrating strong indicator reliability. Additionally, the Cronbach’s Alpha values for all constructs are above 0.7, confirming internal consistency reliability. Composite Reliability (CR) values range from 0.95 to 0.964, further supporting the reliability of the constructs. The Average Variance Extracted (AVE) values are all above 0.5, suggesting that the constructs have good convergent validity.

Overall, these findings confirm that the measurement model used in this study is both valid and reliable. The high outer loading values indicate that each item strongly represents its corresponding construct, while the satisfactory AVE values suggest that the constructs explain a significant proportion of the variance in their indicators. Consequently, the variables YouTube Ads, EWOM, Brand Awareness, and Purchase Intention can be confidently used in further structural model analysis

**Discriminant Validity**

**Table 2.**  
**Cross Loading**

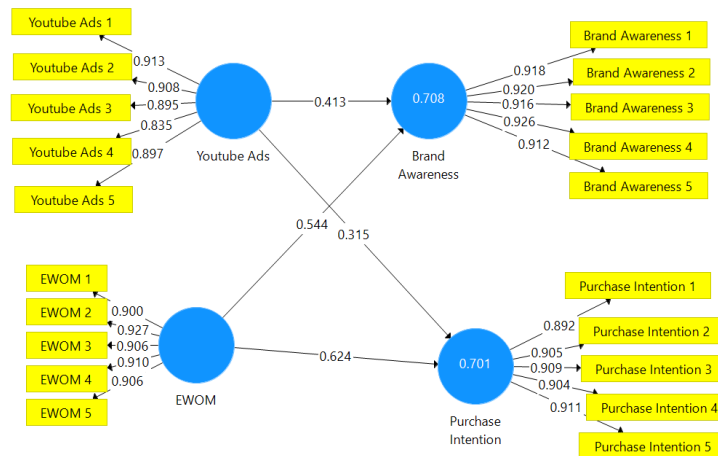
|                      | <b>Youtube Ads</b> | <b>EWOM</b> | <b>Brand Awareness</b> | <b>Purchase Intention</b> |
|----------------------|--------------------|-------------|------------------------|---------------------------|
| Youtube Ads.1        | 0.913              | 0.501       | 0.638                  | 0.604                     |
| Youtube Ads.2        | 0.908              | 0.503       | 0.667                  | 0.592                     |
| Youtube Ads.3        | 0.895              | 0.433       | 0.598                  | 0.557                     |
| Youtube Ads.4        | 0.835              | 0.519       | 0.619                  | 0.57                      |
| Youtube Ads.5        | 0.897              | 0.44        | 0.616                  | 0.574                     |
| EWOM.1               | 0.442              | 0.9         | 0.657                  | 0.675                     |
| EWOM.2               | 0.499              | 0.927       | 0.694                  | 0.724                     |
| EWOM.3               | 0.548              | 0.906       | 0.744                  | 0.753                     |
| EWOM 4               | 0.482              | 0.91        | 0.701                  | 0.727                     |
| EWOM.5               | 0.477              | 0.906       | 0.686                  | 0.73                      |
| Brand Awareness.1    | 0.628              | 0.702       | 0.918                  | 0.732                     |
| Brand Awareness.2    | 0.649              | 0.713       | 0.92                   | 0.731                     |
| Brand Awareness.3    | 0.654              | 0.681       | 0.916                  | 0.74                      |
| Brand Awareness.4    | 0.649              | 0.725       | 0.926                  | 0.751                     |
| Brand Awareness.5    | 0.662              | 0.697       | 0.912                  | 0.737                     |
| Purchase Intention.1 | 0.582              | 0.704       | 0.73                   | 0.892                     |
| Purchase Intention.2 | 0.588              | 0.721       | 0.716                  | 0.905                     |
| Purchase Intention.3 | 0.594              | 0.717       | 0.719                  | 0.909                     |

|                         | Youtube Ads | EWOM  | Brand Awareness | Purchase Intention |
|-------------------------|-------------|-------|-----------------|--------------------|
| Intention.3<br>Purchase |             |       |                 |                    |
| Intention.4<br>Purchase | 0.564       | 0.719 | 0.734           | 0.904              |
| Intention.5             | 0.618       | 0.73  | 0.737           | 0.911              |

Source: Processed Primary Data

Based on the explanation provided in the table above, it can be concluded that all research indicators exhibit a stronger correlation with their respective constructs compared to other constructs. Therefore, this study meets the requirements for discriminant validity. These findings align with the research of Wirawan & Razak (2019), which states that discriminant validity is achieved when the correlation between a construct and its respective measurement items (indicators) is greater than its correlation with other constructs. Thus, these results confirm that each statement or indicator used in the research instrument effectively measures its intended variable without any ambiguity.

**Structural Model Testing (Inner Model)**



**Figure 1.**  
**Structural Model**

Figure 1 illustrates that YouTube advertisements and electronic word-of-mouth (EWOM) positively influence both brand awareness and purchase intention. In evaluating the model using Partial Least Squares (PLS), the assessment begins by examining the R-squared (R<sup>2</sup>) values for each dependent latent variable. The R-squared estimation results obtained using SmartPLS are presented in Table 3 below.

**Table 3.**  
**R-Square Values**

| <b>Variable</b>    | <b>R Square</b> | <b>Adjusted R Square</b> |
|--------------------|-----------------|--------------------------|
| Brand Awareness    | 0.708           | 0.705                    |
| Purchase Intention | 0.701           | 0.698                    |

Source: Processed Primary Data

The results in Table 3 indicate that YouTube advertisements and EWOM collectively explain 70.8% of the variance in brand awareness, while the remaining 29.2% is influenced by other factors not included in this study. Similarly, purchase intention is explained by YouTube advertisements and EWOM by 70.1%, with the remaining 29.9% attributed to other external variables. These findings align with the study by Putra & Taufiqurahman (2022), which found that EWOM and YouTube advertisements had a significant simultaneous influence on the purchase intention of Mobile Legends skins in Karawang, contributing 62.4%, while 38.6% was explained by other factors.

**Hypothesis Testing**

**Table 4.**  
**Simultaneous Hypothesis Testing**

| <b>Variable</b>                         | <b>F Statistics</b> | <b>P Values</b> |
|---|---------------------|-----------------|
| YouTube Ads & EWOM → Brand Awareness    | 237.987             | 0.000           |
| YouTube Ads & EWOM → Purchase Intention | 230.628             | 0.000           |

Source: Processed Primary Data

The results of the simultaneous hypothesis test indicate that YouTube advertisements and electronic word-of-mouth (EWOM) significantly influence both brand awareness and purchase intention. This is evidenced by the high F-statistic values of 237.987 and 230.628, respectively, with p-values of 0.000, which are below the significance threshold of 0.05. These findings suggest that both YouTube advertisements and EWOM play a crucial role in enhancing consumer awareness of a brand and influencing their intention to purchase.

**Partial Hypothesis Testing**

**Table 5.**  
**Direct Effect Hypothesis Test**

| Variable                      | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|-------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Youtube Ads → Brand Awareness | 0.413               | 0.409           | 0.087                      | 4.757                    | 0.000    |
| Youtube Ads → Purchase Intent | 0.315               | 0.326           | 0.08                       | 3.944                    | 0.000    |
| EWOM → Brand Awareness        | 0.544               | 0.548           | 0.104                      | 5.252                    | 0.000    |
| EWOM → Purchase Intent        | 0.624               | 0.617           | 0.068                      | 9.17                     | 0.000    |

Source: Processed Primary Data

The results of the partial hypothesis testing in the table indicate that all direct influence relationships between variables are statistically significant, as evidenced by T-statistic values greater than 1.96 and P-values below 0.05. YouTube ads have a positive and significant impact on brand awareness ( $\beta = 0.413$ ,  $P = 0.000$ ) and purchase intention ( $\beta = 0.315$ ,  $P = 0.000$ ). Similarly, EWOM positively and significantly influences both brand awareness ( $\beta = 0.544$ ,  $P = 0.000$ ) and purchase intention ( $\beta = 0.624$ ,  $P = 0.000$ ). Among these, EWOM has the strongest influence on purchase intention, suggesting that electronic word-of-mouth plays a crucial role in shaping consumer buying decisions.

**The Influence of YouTube Ads and EWOM on Brand Awareness**

Based on the analysis in Table 4, the findings reveal that YouTube ads and EWOM significantly impact brand awareness, as indicated by an F-statistic of 237.987, which exceeds the threshold of 3.042, and a p-value of 0.000, which is below 0.05. Consequently, the hypothesis ( $H_a$ ) is accepted, affirming that both YouTube advertisements and EWOM contribute to enhancing brand awareness.

This result aligns with the study by Albarq et al. (2023), which demonstrated that YouTube advertisements and EWOM effectively raise brand awareness. The effectiveness of YouTube ads stems from their ability to provide continuous exposure through interactive audiovisual content, making the brand more memorable to consumers. Moreover, YouTube

advertisements create engagement by delivering entertaining and compelling messages, which further solidify brand recognition. EWOM, on the other hand, plays a crucial role due to its high credibility, as consumers are more inclined to trust recommendations from peers rather than traditional advertisements. The synergy between the extensive reach of YouTube ads and the credibility of EWOM reinforces brand awareness through repeated exposure and word-of-mouth validation (Albarq et al., 2023).

### **The Influence of YouTube Ads and EWOM on Purchase Intention**

Table 4 results indicate that YouTube advertisements and EWOM significantly affect purchase intention, as evidenced by an F-statistic of 230.628, exceeding 3.042, and a p-value of 0.000, which is below 0.05. Accordingly, the hypothesis (Ha) is accepted, confirming that both YouTube advertisements and EWOM influence purchase intention.

These findings are consistent with the research conducted by Rosara & Luthfia (2020), which highlighted a 23.8% combined effect of YouTube ads and EWOM on purchase intention. However, each factor exerts a distinct influence. YouTube advertisements often feature influencers who enhance the credibility and appeal of the promoted product through engaging narratives. This strategy fosters consumer trust, particularly when well-known influencers are involved. Meanwhile, EWOM strengthens product perception by providing additional validation regarding quality and reliability. The combination of YouTube advertisements and EWOM generates a reinforcing effect that significantly boosts consumer purchase intent (Rosara & Luthfia, 2020).

### **The Effect of YouTube Ads on Brand Awareness**

Table 5 illustrates that YouTube advertisements significantly impact brand awareness, as demonstrated by a T-statistic of 4.757, exceeding 1.97, and a p-value of 0.000, which is below 0.05. The positive original sample estimate of 0.413 suggests a direct relationship between YouTube advertising and brand awareness. Consequently, the hypothesis (Ha) is accepted, confirming the significant influence of YouTube ads on brand awareness.

This result corroborates the study by Febriyantoro (2020), which found that YouTube ads substantially elevate brand awareness. Structural model analysis indicated that YouTube advertising contributes a 57.2% increase in brand recognition, with a path coefficient of

0.572 and a T-statistic of 7.399. This phenomenon occurs because YouTube ads enhance brand recall through entertainment, customization, and relevant content delivery. The elements of engagement and personalization create a positive perception among viewers, making them more likely to remember the advertised brand (Febriyantoro, 2020).

### **The Effect of YouTube Ads on Purchase Intention**

Table 5 indicates that YouTube advertisements significantly influence purchase intention, with a T-statistic of 3.944 (exceeding 1.97) and a p-value of 0.000 (less than 0.05). The positive original sample estimate of 0.315 suggests a direct correlation between YouTube advertising and consumer intent to purchase. Thus, the hypothesis (Ha) is accepted, confirming the impact of YouTube ads on purchase intention.

This finding is consistent with the research of Firat (2019), which demonstrated that YouTube advertisements positively affect purchase intention, with a beta coefficient of 0.801 at a 1% significance level. The model explained 64% of purchase intention variance, as indicated by an adjusted R<sup>2</sup> value of 0.640. This effect is driven by several factors embedded in YouTube advertisements, including informativeness, entertainment, and trendiness. These aspects contribute positively to consumer perception and engagement, ultimately strengthening the effectiveness of YouTube ads in driving purchase behavior (Firat, 2019).

### **The Impact of EWOM on Brand Awareness**

As depicted in Table 5, EWOM significantly affects brand awareness, with a T-statistic of 5.252 (exceeding 1.97) and a p-value of 0.000 (below 0.05). The positive original sample estimate of 0.544 signifies a direct and positive relationship between EWOM and brand awareness. Hence, the hypothesis (Ha) is accepted, confirming that EWOM significantly enhances brand awareness.

This conclusion is supported by the study conducted by Putri (2022), which demonstrated that EWOM effectively increases brand awareness. The study highlighted that consumer curiosity, fueled by interactive engagement and strategic content-sharing, plays a crucial role in amplifying brand exposure. Social media platforms, particularly Instagram Stories, facilitate the rapid spread of information, creating a "buzz" that strengthens consumer awareness and recognition of a brand (Putri, 2022).

## **The Impact of EWOM on Purchase Intention**

Table 5 further reveals that EWOM significantly influences purchase intention, with a T-statistic of 9.17 (surpassing 1.97) and a p-value of 0.000 (below 0.05). The positive original sample estimate of 0.624 indicates a strong and direct correlation between EWOM and purchase intention. Therefore, the hypothesis ( $H_a$ ) is accepted, confirming the significant effect of EWOM on purchase behavior.

These findings align with the research conducted by Khan et al. (2024), which found that EWOM plays a pivotal role in shaping purchase intention, in accordance with the Elaboration Likelihood Model (ELM). EWOM serves as an influential communication tool, particularly through social media platforms such as Facebook, Twitter, and Instagram, where consumers actively share their product experiences. This peer-driven interaction amplifies credibility and consumer confidence, thereby fostering stronger purchase intent (Khan et al., 2024).

## **CONCLUSION**

This study demonstrates that both YouTube ads and Electronic Word of Mouth (EWOM) significantly influence brand awareness and purchase intention, with EWOM having a stronger impact. The findings align with consumer behavior theories and the Elaboration Likelihood Model, highlighting the importance of social influence and peer recommendations in shaping consumer perceptions and decisions. Marketers should prioritize integrating engaging YouTube ads with strategies that encourage positive consumer reviews and sharing, as EWOM's stronger effect on both brand awareness and purchase intention suggests it is a more powerful driver than YouTube ads alone. A strategic combination of these elements can optimize marketing efforts, enhancing brand visibility and boosting consumer engagement in a competitive digital landscape.

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