

**Youtube and Purchase Intention: A Study on The
Influence of Youtube Video on Consumers' Purchase
Intentions among Millenials In Indonesia**

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1. INTRODUCTION

1.1. Introduction to the Topic

In this globalization era, the development of the Internet and social media undoubtedly provides new platforms for marketers to establish their marketing strategies more strategic ways to influence consumer's purchase decisions. The more people use social media and the Internet in this fast-growing environment, the more possibility to attract or even influence these potential population to a certain degree of behavior and attitude. Currently, the Internet has become the media most frequently accessed by Indonesians. Based on these results, the use of the Internet as a promotional media, will undoubtedly be more productive and effective by marketers, along with the increase of internet media access in Indonesia.

A survey of internet access levels in Indonesia conducted by Hootsuite (We Are Social), as shown in Figure 1, the number of internet users in Indonesia surprisingly had reached 132.7 million active internet users in 2018 (Kemp, 2018). This considerable number implies that market opportunities are more widespread, along with the increasing number of active internet users. One of the media that is often accessible via the Internet is social media. According to survey data conducted by Hootsuite, surprisingly shows that around 97% of Internet users actively use social media (Kemp, 2018). Another fantastic fact that 40% of the active internet users are using Youtube platform, with approximately 54,6 million active YouTube users utilizing YouTube, had become the most popular platform in Indonesia, as seen in Figure 2 These data surely indicates that social media are not just a temporary trend within society. Instead, they are possible to be further improved and used more intensively in the upcoming years by Generation Y/Millennials and Z.

Many researchers have acknowledged generation Y/Millennials as the most prominent and influential cohort using their existence itself, able to transform and affect society and the markets (Pendergast, 2009; Valentine, 2013; Huang & Petrick, 2010; Eisner, 2005; Altinbasak-Farina, 2015). They categorized as independent decision-makers with access to the vast amount of information, which makes them expect products to be personalized and customized to their changing of needs and interests. (Huang & Petrick, 2010) Recently, a vast amount of resources are used to study and analyze this generational cohort, as they will undoubtedly be the market of the future in any aspect of the industry.

Thus, researching and understanding it becomes crucial for the success of any market and business.



Figure 1. Digital in Indonesia 2018

(Source: <https://hootsuite.com/pt/pages/digital-in-2018>)

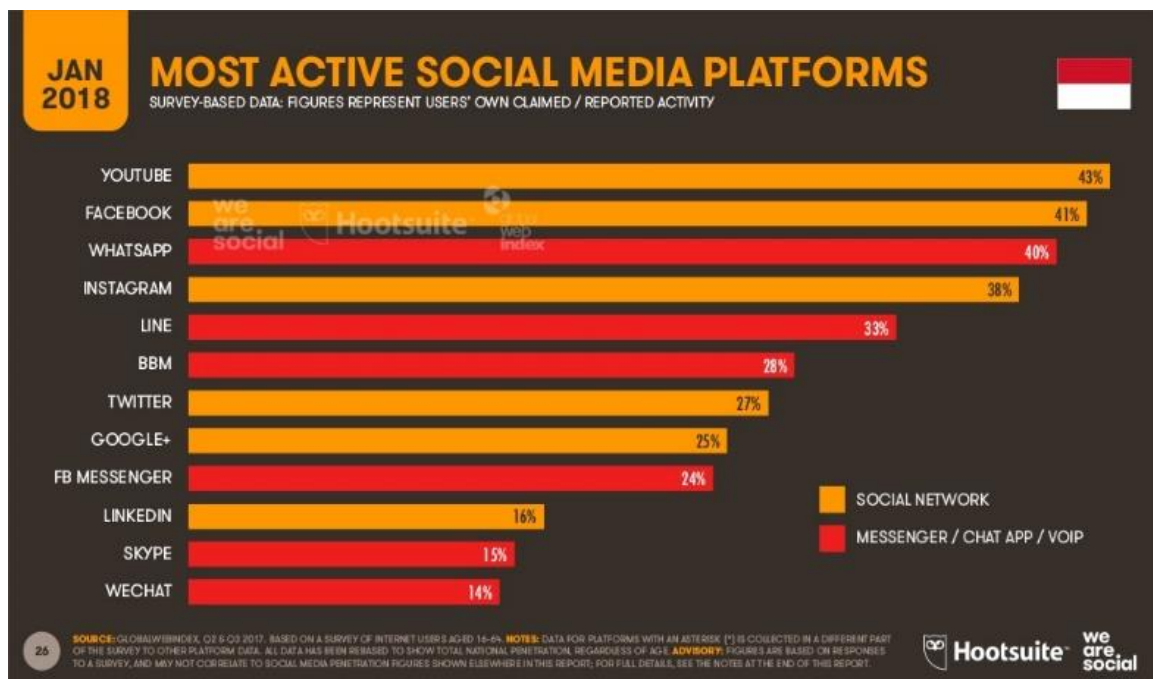


Figure 2. Most active social media platforms in Indonesia 2018

(Source: <https://hootsuite.com/pt/pages/digital-in-2018>)

In the past, customers were highly depended on the mass media to get information due to the limitation of interactions and opportunities for customers to choose which

information they want to follow, especially for Millennials. Nevertheless, credit to social media, nowadays, customers can receive and provide information without any place and time limits. Few social media accounts suddenly become 'instant reporters,' social media users voluntarily submit information directly to the general public. Additionally, the opportunity to share opinions and interact directly with information sources might increase the level of experience that users feel. Social media can provide various information needed by prospective customers. Prospective customers no longer depend on the information provided by marketers. Customers get the most of the information from advertisements sourced from marketers. However, the most useful information usually comes from personal experience sources and independent public sources.

Currently, the use of social media has gone beyond a means of communication and information sharing. The social media has played a crucial role in marketing, distributing, and delivering consumer goods and services. For instance, producers have been using Facebook, blogs, Instagram, and YouTube to promote their products and communicate directly with consumers. Social media allows consumers to write product reviews and interact with other users who have the potential to generate positive word-of-mouth that may influence consumers' purchase intentions. Additionally, social media itself considered a vast and essential tool in Millennials' daily and social life, as they always wired and connected to digital information, entertainment, friends, and family (Eisner, 2005). They rely heavily on technology as a way to interact with their friends and proudly valuing their opinions on social media. In other words, Word-of-Mouth seems to be the best marketing method with Millennials (Huang & Petrick, 2010). WOM is the transmission of oral information transmission related to brands, products, and services. (Alcocer, 2017) It happens between people who have very close relationships (e.g., friends or relatives) directly.

Nevertheless, due to the improvement of the Internet, consumers can share their opinions with others without face-to-face interaction. Besides, the characteristics of the Internet, consumers can provide and share their views regarding products with known people as well as total strangers. They can also use text and video communications that are captured digitally and stored indefinitely. Therefore, the online context has not only increased the number of people who can be contacted by WOM but also extended the time

during which WOM can continue to influence. WOM in the online context known as electronic word of mouth (eWOM) (King, Racherla, & Bush, 2014). Researchers have found that eWOM increases the impact of advertising on consumers by reaching a wider audience faster and more comfortably with less face-to-face human pressure. From the consumers' view, the presence of digital forums can be a resource to share and find more accurate and reliable information that helps consumers in making purchase decisions. (Blackwell, Miniard, & Engel, 2006).

Customers consider user-generated content (UGC) of eWOM to be more reliable and more valuable than producer-generated content, for the reason that they do not consider UGC to generate commercial profits (Cox, Burgess, Selitto, & Buultjens, 2009) (Sun, Youn, Wu, & Kuntaraporn, 2006). Besides, eWOM occurs whenever the consumers are voluntarily searching for pieces of information. Researchers have published social media as an ideal tool for eWOM because social media not only supports consumers but also directs consumers to discuss social interactions with their contributions and represent their preferences regarding product-related information (Chu & Kim, 2011). Social media or UGC sites consider as suitable eWOM platforms (Erkan & Evans, 2016).

Previous studies mostly concerned with the text of eWOM messages in venues such as e-commerce websites, online consumers review, discussion forums, and social media as well (Hsu, Chuan-Chuan Lin, & Chiang, 2013; King, Racherla, & Bush, 2014; Kudeshia & Kumar, 2017). The majority of a global society has used YouTube, which considers as one of the most popular social media in the world. In a social media and eWOM study, one of the participants preferred Instagram to other social media because of the visual elements of Instagram (Djavarofa & Rushworth, 2017). However, up to this date, visual eWOM has not been received much attention from the academic environment and only a limited number of studies regarding video sharing websites, especially Youtube. Therefore, this study of the video product review content on Youtube affecting the Millennials Purchase intentions will contribute many benefits towards academic and managerial aspects that potentially reflect the real situations of Millennials' attitudes.

1.2. Research Objectives and Research Questions

The primary purpose of this dissertation conducted by the author is to investigate how Product review YouTube content video influences Millennials Purchase Intentions. An empirical study of typical examples regarding Xiaomi Smartphone, a recently popular smartphone product from Republic of China, was conducted to test the framework and later on derive quantitative results and findings. Therefore, the following research questions will be addressed as it appears below:

“To what extent do Number of subscribers, views, likes, and comments (NSVLC); Perceived credibility; Perceived usefulness of information; Perceived video characteristics and; Attitude toward purchasing affects the viewer’s purchase intention?”

2. LITERATURE REVIEW

2.1. Purchase Intentions

According to the theory of Reasoned Action (TRA), the definition of behavioral intention is the subjective probability of a person to perform a specific action and intention is considered as one of the critical variables defining behavior (Davis, 1989). Intentions can be characterized as “the person’s motivation in the sense of his or her conscious plan to exert effort to carry out a behavior” (Eagly & Chaiken, 1993). In other words, purchase intention is a conscious plan made by an individual in deciding to buy a particular product, service, or brand (Spears & Singh, 2004). Within a study of consumer behavior itself, purchase intention defined as consumer’s intention to buy a product in the future (Hsu & Tsou, 2011; Saxena, 2011).

The influence of interpersonal communication on the purchase decision is rising rapidly within society due to the increasing popularity of the Internet. Consumers who are shopping experts and able to influence other buyers to buy certain products by making and sharing their recommendations can be defined as “market mavens” (Geissler & Edison, 2005). The product review videos posted by users on YouTube and help other consumers decide their purchase decisions can be categorized as “market mavens.” In other words, it can be relatively assumed that vloggers or YouTube users, which can be considered as market mavens, potentially able to influence the future purchase intentions of their viewers.

Purchase intention plays a crucial role in predicting real purchase behavior; therefore, it has attracted many researchers to analyze it (Hsu & Tsou, 2011). There are several studies in a connection to the factors that affect consumers’ purchase intention for online platforms such as websites. (Lee, 2009), social networks sites (Mir & Zaheer, Verification of Social Impact Theory Claims in Social Media Context., 2012; Wang & Yu, 2012), blogs (We & Lee, 2012; Hsu & Tsou, 2011; Saxena, 2011), but among all studies only one related study is studying the attitude of consumers on YouTube platform (Mir & Rehman, 2013). By seeing these limited sources within the study of YouTube platforms, the author would like to contribute toward this unexplored study to further finding the relevances in understanding the variables which potentially affect purchase intentions. In this case, purchase intention is defined as intentions of the consumers to buy certain

products right after watching YouTube videos in which the products are mentioned or reviewed by the YouTube product reviewer.

2.2. User-Generated Content

Providing users to interact among others without any boundary through the Internet has successfully created the first step of the transition to Web 2.0 (MacKinnon, 2012). In other words, Web 2.0 is the improvement from mixed *Html* Web pages to a more charismatic and organized Web that provides Web applications to users. The main functionality of Web 2.0 itself is the ability to share more open information. (Constantinides & Fountain, 2008). Web 2.0 platforms introduce an alternative experience to people where the rules are set by themselves, and this allows users to generate and share content freely at any time. (Jarrett, 2008). In this modern era, the majority of people are not going on the Internet to search for information, but instead, they live their lives on the Web. The growth of Web 2.0 itself had filled an abundant of information and media content online which played an essential role in forming the UGC.

User-generated content (also known as user-created content), described as “ *i). Content made publicly available over the Internet, ii). Which reflects a certain amount of creative effort, and iii). which is created outside of professional routines and practices.*” (Wunsch-Vincent & Vickery, 2007). In addition, UGC derives “any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasting, pins, digital images, video, audio files, and other forms of media that was created by users of an online system or service, often made available via social media websites” (Moens, Li, & Chua, 2014).

In recent days, this user-generated content became a trend among societies around the globe, and companies begin to use their power by letting consumers generate content about their products. These companies realized on the rise of the awareness coming from the society in finding any information related to specific products before their purchasing decision could be meaningful for the consumers since they will have the additional information from the others. So, the experience of trying a product from other people who have bought the product could influence people’s attitudes in purchasing. In general, user-generated content is primarily created by consumers (Burgess, Sellitto, Cox, & Buultjens,

2009) while product-generated content (PGC) such as banners, company blogs, and e-mail marketing are created and managed independently by companies (Jonas, 2010).

Between these two approach, UGC is frequently considered as an element that is more credible and reliable than PGC for purchase decisions due to UGC concludes the honest thought, perceptions, evaluations and experiences about a products's by showing both positive and negative aspects of a particular products (Park, Lee, & Han, 2007). Moreover, it categorized as an instrument that consumers find more trustworthy than PGC (Jonas, 2010). Additionally, in most cases, any individuals who produce UGC on the Internet are seen as opinion leaders by consumers (MacKinnon, 2012).

2.3. Millennials as Consumer

To be able to predict about market's success, one must have all the possible information relate to the customers that can be helpful, especially in terms of one's behaviors and preferences. Hence, consumer studies are essential for any marketers or people in business to be analyzed, as they will provide a valuable understanding of current and potential clients and how to better react and also respond to manage and target them (Rudez, 2012). The best possible way to construct consumer studies is by focusing on one specific aspect or variable since the answer will be more reliable and accurate also closely reflect the real situation. Thus, market segmentation becomes another critical tool for any market analyst and practitioner. (Moscardo & P, 2010) Moreover, to learn the segmentation, a generational theory has been introduced to make people easier in recognizing the pattern, attitude, behavior of society based on the similarity of their era of birth, shaped by the same times and influenced by the same social events.

Generation Y or Millennial generation has been acknowledged as the next significant generation which could be highly influential utilizing the ability and strengths to transform and affects society as consumers as a whole. (Valentine, 2013; Pendergast, 2009). The estimation of the size of the generation can be different, and since generations are closely labeled with names that describe and reflect their core traits, the variation of dates and labels makes it complicated to better understanding a condition that shaped this generation. However, the work by Pendergast (2010), is used within this dissertation to clarify Millennials' traits to reach a consistent measurement in this study. It will be considered the

period of the birth time between 1982-2002 as the life span of Millennials as defined by the author.

Currently, the youth market is considered a significant segment because of its members' spending powers, their likeliness to be a trendsetter, their derivation to new products and their potential to become lifetime customers (Huang & Petrick, 2010). Millennials do not consider shopping as a simple act of purchasing anymore but as a new medium of new entertainment and a form of leisure (Huang & Petrick, 2010; Valentine, 2013). They are seen as an independent decision-maker with the support of high access to information, so they expect products to be personalized and customized to their changing needs and interests (Huang & Petrick, 2010). Nevertheless, Millennials also can be perceived as an impatient generation that requires reliable, instant, and quality services everywhere they go as they are highly selective in deciding brand or product as a consumer.

Millennials' early exposure to technology has turned them into a cohort that is constantly wired and connected to digital information, to entertainment, to friends and family. Moreover, this Millennials generations are characterized as a generation who are “natives of technology” that makes them relies heavily on technology as a way to interact with their peers and valuing their opinions on social media. In other words, it actively their consumers' identity formation, their expectations regarding services, habits formation, brand and firms engagement, participation in value co-creation, brand loyalty, purchase behavior, and lifetime value, and importantly, the value of the firm (Eisner, 2005). Social media plays a vital role for Millennials' social and daily life as they are described as a generation that is highly depended on technology and eager to share their activities, thoughts, ideas in the social media as a medium for them to express their feelings and imaginations.

It has been found that the majority of Millennials are individualistic, anti-corporate, and are supportive of social causes and prefer to choose socially responsible companies when purchasing products. (Eisner, 2005; Valentine, 2013) Prior to the fact that Millennials value more their friends and peers' opinions and ideas, personally or via social media than any other form of advertising. At a glance, it seems that word-of-mouth is the best marketing method for Millennials.

2.4. YouTube

Consumers search and find any related information and recommendations toward products in their purchasing decision, as described in the previous section of this chapter. Meanwhile, social media has made consumers feel more convenient due to its vast availability of the information and reliability of those pieces of information gained the consumers within social media. Consumers mainly rely heavily on user-generated content in their purchasing decision, and one of the most prominent sources or platforms is for both UGC and PGC is YouTube. YouTube is a video sharing site where users upload a video which aimed to be shared digitally and can be seen by digital users. YouTube was founded in 2005, and only by a year it has reached fantastic growth in terms of the number of users and videos, and Time magazine declared it as the invention of 2006 (Jarrett, 2008). Up to this date, YouTube is becoming the world's third most visited website, trailing behind only Google and Facebook, and collectively, people spend more than one billion hours watching YouTube every day. Surprisingly, the total of YouTube users exceeds 1.3 billion and it receives more than 30 million visitors every day. (Spencer, 2019)

The nature of YouTube is mainly defined by its slogan "Broadcast Yourself," which focuses on users with a "Do It Yourself" approach and allows them to create and broadcast UGC (Jarrett, 2008). Becoming a YouTube user and creating personal profiles often called a channel provides some features such as commenting to videos, liking or disliking, subscribing, or following other channels, customizing the experience by creating their playlists, favorite videos, etc (Sahlin & Botello, 2007). YouTube allowing consumers to define their relationships with products or brands freely without any boundary and in a creative way, and more importantly, millions or even billions of users have become self-broadcasting consumers (Wunsch-Vincent & Vickery, 2007). In consequence, this study focuses aimed to investigate how broadcasted UGC on YouTube affects the purchase intention of consumers.

3. HYPOTHESES DEVELOPMENT AND METHODOLOGY OF RESEARCH

3.1.Hypotheses Development

With the advancement of social media, consumers have been directly exposed to a large amount of eWOM information and intentionally or unintentionally affected by that every time they make their purchase decision (Erkan & Evans, 2016). In this study, five variables are considered to have an impact of purchase intention. Relevant literature about all these five factors are explained below. The proposed research model and all of the hypotheses are shown in Figure 3 below.

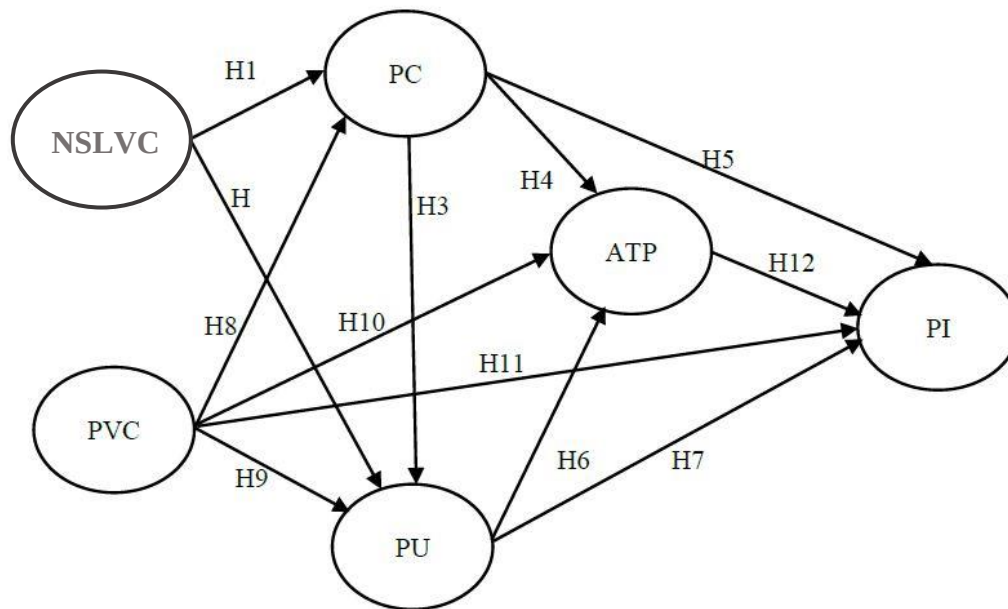


Figure 3. Proposed Research Model.
Note. Adapted from Mir and Rahman (2013)

3.1.1. Number of subscribers, views, likes, and comments (NSVLC)

People can question consumer perceptions of content. Over time, the number of subscribers and comments on YouTube videos can be considered a sign of popularity and are considered to influence purchase intentions. In the eyes of customers who are looking for credible information, the number of customers and comments can increase the

credibility of that information. While on the side of Youtube users who are looking for user-generated content, they also count the number of comments and subscribers will increase the credibility and usability of the video. (Mir & Rehman, 2013).According to Flanagan (2011), ranking is crucial for online content credibility.

Meanwhile, the number of likes can increase the credibility of the content in the forum. This effect also apparently applies to YouTube videos, and the number of likes increases the popularity of the video, which increases credibility and usability. (Mir & Rehman, 2013).Finally, as suggested by Mir and Rehman (2013), the number of users viewing content on YouTube is vital in the perception of credibility and usability. In addition, it is recommended that the number of replies to comments by video owners can also affect the perception of the credibility and usefulness of the information provided in the video. Therefore it was hypothesized:

H₁: The number of subscribers, views, likes, and comments (NSVLC) positively affects perceived credibility of the information in the videos

H₂: The number of subscribers, views, likes, and comments (NSVLC) positively affects usefulness of the information in the videos

3.1.2. Perceived credibility of the information in the videos (PC)

In general, source credibility can be defined as a positive feature of sources that influence recipients to receive messages (Ohanian, 1990). Credibility is a concept determined by reader judgment (Freeman and Spyridakis, 2004), and studies in the literature show that instead of being a source, platform or message feature, it depends on the recipient's perception (Johnson et al., 2008). Perceived credibility is a dimension of trust that influences the adoption of messages positively or negatively and can bring changes in consumer attitudes (Bouhlef et al., 2010). The adoption of the information under the credibility of the source also applies to the online environment (Cheung et al., 2009). For user-generated content, credibility can be considered as the credibility of content creators (Burgess et al., 2009).

User-generated content is considered an independent and objective source because of the perception that the company does not manage them, and there are no financial ties (Jonas, 2010). UGC is considered more trustworthy than seller-generated content because

from the perspective of the user stating honest evaluation with both positive and negative sides (Park et al., 2007). More credible sources are more successful in developing positive attitudes (Chu and Kamal, 2008). Mir and Zaheer (2012) prove that the perception of UGC credibility on social media sites positively influences attitudes towards UGC-related products. Also, perceptions of credibility have been found to have positive effects on purchase intentions (Hsu and Tsou, 2011; Wang et al., 2006) and perceived benefits (McKnight and Kacmar, 2007; Mir and Rehman, 2013; Wang et al., 2006) for the online environment. In this study, the perception of the credibility of information in the video is defined as the level of consumer confidence about the credibility of information for their purchase. It is hypothesized that:

H₃: Perceived credibility of the information in the videos positively affects perceived usefulness of the information in the videos.

H₄: Perceived credibility of the information in the videos positively affects attitude toward purchase.

H₅: Perceived credibility of the information in the videos positively affects purchase intention.

3.1.3. Perceived usefulness of information in the videos (PU)

According to Davis (1989, p.320) perceived usefulness is defined as "the extent to which a person believes that using a particular system will improve the performance of his work," and that is related to the expectation that a person hopes to get in the end (McKnight and Kacmar, 2007). Pavlou and Fygenson (2006) define the perceived benefits of information from a website as the belief that the information will increase efficiency in obtaining the information of a certain product. There is a study related to blogs (Bouhlef et al., 2010) revealed that the perceived benefits associated with the benefits of using a blog and these advantages could prevent time wastage and additional access information and various perspectives on products. According to the Technology Acceptance Model (TAM), perceived usefulness influences attitudes (Mir and Rehman, 2013).

Bouhlef et al. (2010) support this hypothesis for blogs by showing that perceived benefits have an effect on attitudes towards blogs. Hsu et al. (2013) also found that the usefulness of blog recommendations apparently has a direct effect on attitude and an

indirect effect on purchase intention. In a web service acceptance study, Yang et al. (2010) show that the perception of usefulness has a direct effect on the intention to use and also an indirect effect through attitude. In the recent study, perceived usefulness of information in videos was defined as consumers' perceptions that watching YouTube videos would improve their purchasing performance. It is hypothesized that:

H₆: Perceived usefulness of information in the videos positively affects attitude toward purchase.

H₇: Perceived usefulness of information in the videos positively affects purchase intention.

3.1.4. Perceived video characteristics (PVC)

Special features of YouTube videos can influence purchase intentions. First of all, video quality is a factor that influences purchasing decisions (Satgunam et al., 2010), and high-quality video increases user involvement (Dobrian et al., 2013). Secondly, perceptions of video length can also be a factor. Analysis results on most of the Top 50 YouTube videos reveal that the average length for marketing videos is around three up to three and a half minutes, but the desire to share depends more on the emotional power generated by the video from the viewer (Jarboe, 2012).

Therefore, not the right length of the video but perceptions about it might be a factor influencing attitude and purchase intention. Finally, the preparation and presentation of content are also considered influential for consumer purchase intentions. Because this can affect the level of information obtained by consumers and lead to the formation of attitudes. Therefore it is hypothesized that:

H₈: Perceived video characteristics positively affect perceived credibility of the information in the videos.

H₉: Perceived video characteristics positively usefulness of the information.

H₁₀: Perceived video characteristics positively affect attitude toward purchasing.

H₁₁: Perceived video characteristics positively affect purchase intention.

3.1.5. Attitude toward purchase (ATP)

Attitudes can be defined as feelings and positive or negative evaluations of someone towards carrying out certain behaviors (Mir and Rehman, 2013) or positive or negative orientation of consumers towards a product or brand (Bouhlef et al., 2010). According to the theory of reasoned action, the attitudes toward behavior are one of the key functions in determining behavioral intentions (Saxena, 2011) and it is verified that an increase in attitude results in an increase in behavioral intention (Bouhlef et al., 2010; Hsu et al., 2013; Mosavi and Ghaedi, 2012).

There are several studies that support the relationship between attitude and intention. Yang et al. (2010) found that attitudes toward web-based services positively influenced the intention to use these services. Hsu and Lin (2008) suggested that attitude has a positive effect on users' intention to join a blog. Saxena (2011) shows the positive and significant effect of attitudes towards blogs on the intention to use blogs. Mir and Rehman (2013) prove a positive relationship between consumer attitudes towards UGC on YouTube and the intention to use this UGC for purchasing decisions. According to Bouhlef et al. (2010) consumer attitudes influence online purchase intentions, and consumers who have positive attitudes towards blogs tend to make real purchases. In this study, attitudes toward purchases are defined as consumers' thoughts, feelings, and beliefs about purchasing products after watching YouTube videos. It is hypothesized that:

H₁₁: Attitude toward purchase positively affect purchase intention.

3.2. Methodology of Research

3.2.1. Research Context

The primary target of the research is the Millennials generations (ranged from 17-35 years old) in Indonesia, both males, and females who are using the YouTube platform in their daily life activity.

3.2.2. Research Design

To investigate whether product-review related videos on YouTube influence consumers' purchase intention on technology products, this study will conduct Primary Data by using a quantitative approach through a survey-based online questionnaire to collect the necessary data. The questionnaire will be consists of the question to check the participant's YouTube behaviors and to define the appropriate respondents' segmentation. Then, there will be 15 close-ended questions to identify they are to understand the factors influencing their purchase intentions such as NSVLC (Number of subscribers, views, likes and comments), perceived credibility of the information in the videos, perceived usefulness of information in the videos, perceived video characteristics, attitude toward purchasing and to gain their demographic information as well. Participants will rate all variables on a five-point Likert scale from strongly disagree (1) to strongly agree (5).

3.2.3. Data Collection

The utilization of Google form will create the data collection; the author will write all of the relevant variables that can be filled by the respondents. All of the data will be collected online since the answers from the respondents will be integrated automatically in Google Form right after they have finished filling the questionnaire. The target of the respondents is 350 people in order to get a better understanding of the Millennials attitude toward product-review related video on YouTube. Meanwhile, the sampling method of this research will use Purposive as a mean to select a specific target as the respondents to focus on the people which categorized as Millennials. Additionally, the author will use snowball sampling, which is a nonprobability sampling technique where existing study respondents recruit future subjects among their peers or family that is shared the same characteristic as them, in this case, the characteristic of the generation (Millennials).

3.2.4. Data Treatment

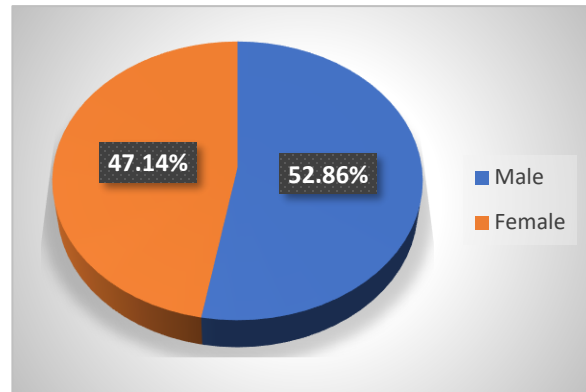
Amos will play as a primary tool for statistical analysis. All of the findings after the use of this software will be provided in the dissertation by showing the results from the questionnaire in the form of statistic data, which has been measured in Amos.

4. RESULTS AND DATA ANALYSIS

To find out the characteristics of respondents in this study, an analysis was conducted based on data from the biodata of the respondents, amounting to 350 people, including gender, age, citizenship, education, active/passive users of YouTube, frequency of activities on YouTube per week, frequency of review, and frequency of following YouTube recommendations. Analysis of the characteristics of respondents is needed to be able to know the background of the respondent to provide the information to clarify this study. The results obtained are as follows:

Question 1

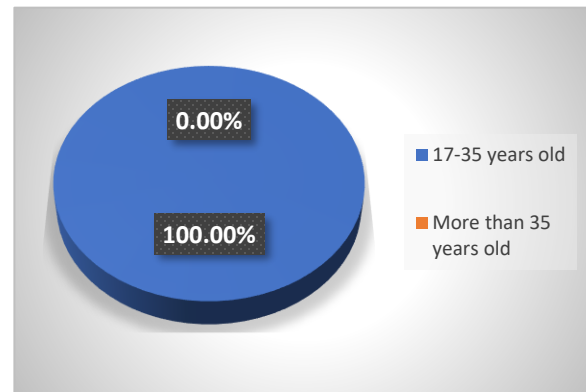
No	Gender	Total	%
1	Male	185	52.86%
2	Female	165	47.14%
Total		350	100%



Based on the data listed in Question 1, it is known that the majority of respondents were male with a total of 185 people (52.86%) and women with a total of 165 people (47.14%).

Question 2

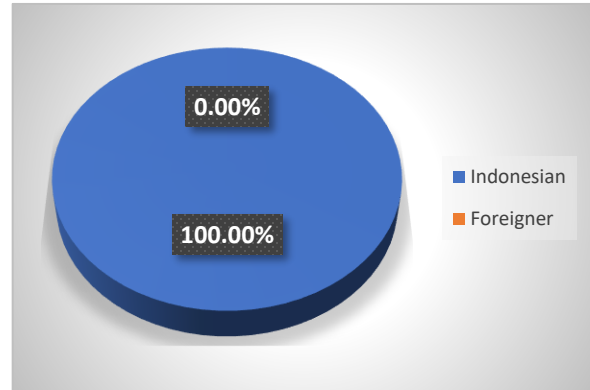
No	Age	Total	%
1	17 – 35 Years old	350	100.00%
2	More than 35 years old	0	0.00%
Total		350	100%



Question 2 shows that all respondents have age range between 17-35 years (100%). Then, there are no respondents under the age of 17 or above 35 years by means of all of the respondents are categorized as the Millenials who are becoming the target of this research.

Question 3

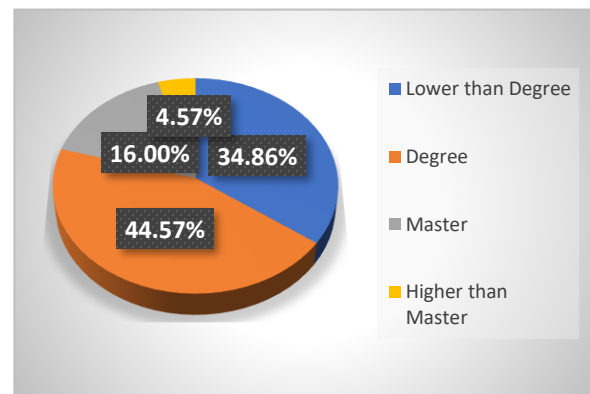
No	Nationality	Total	%
1	Indonesian	350	100.00%
2	Foreigner	0	0.00%
Total		350	100%



In Question 3, it is known that all respondents were Indonesian Citizens (100%) and there were no Foreign Citizens at all. It is certainly in a line with the purpose of this research to seek the finding among Indonesian citizens,

Question 4

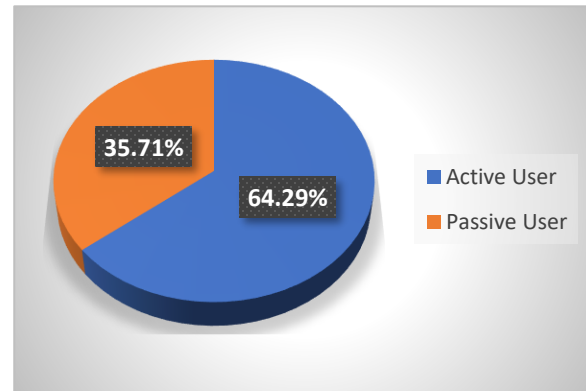
No	Level of Education	Total	%
1	Lower than Degree	122	34.86%
2	Degree	156	44.57%
3	Master	56	16.00%
4	Higher than Master	16	4.57%
Total		350	100%



From Question 4, it is known that there is a majority of respondents who have a Bachelor education level amounting to 156 people (44.57%), followed by an education level below Bachelor of 122 people (34.86%), then followed by Master education level of 56 people (16.00%), and education level higher than Master with 16 people (4.57%).

Question 5

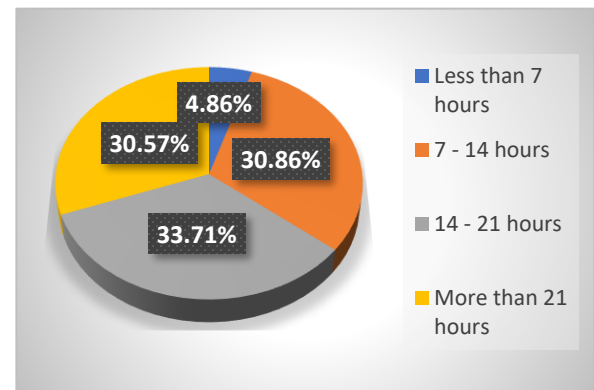
No	Youtube User	Total	%
1	Active User	225	64.29%
2	Passive User	125	35.71%
Total		350	100%



Question 5 shows that the majority of respondents were YouTube active users, amounting to 225 people (64.29%). Meanwhile, passive users of YouTube amounted to 125 people (35.71%).

Question 6

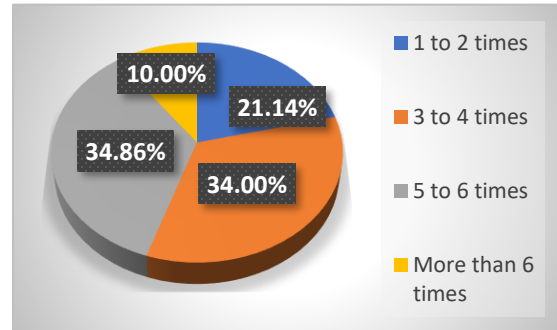
No	Weekly Frequency	Total	%
1	Less than 7 hours	17	4.86%
2	7 - 14 hours	108	30.86%
3	14 - 21 hours	118	33.71%
4	More than 21 hours	107	30.57%
Total		350	100%



From Question 6, it is known that the highest frequency of activity time on YouTube per week conducted by respondents was 14-21 hours with a total of 118 people (33.71%), followed by 7-14 hours with 108 people (30.86%) , then followed by more than 21 hours that amounted to 107 people (30.57%), and the last was less than 7 hours with only 17 people (4.86%).

Question 7

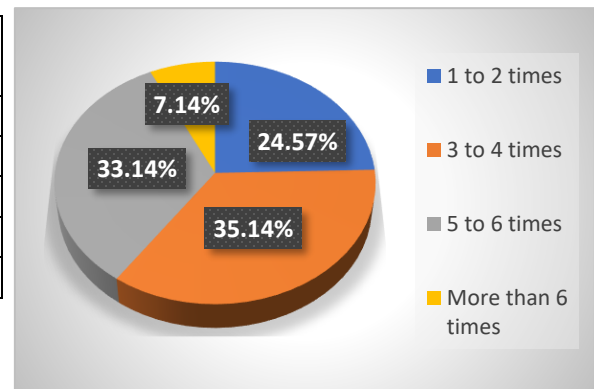
No	Review Frequency	Total	%
1	1 to 2 times	74	21.14%
2	3 to 4 times	119	34.00%
3	5 to 6 times	122	34.86%
4	More than 6 times	35	10.00%
Total		350	100%



Question 7 shows the characteristics of respondents about the highest frequency of reviews on YouTube with reviews of 5 to 6 times totaling 122 people (34.86%), followed by reviews of 3 to 4 times as many as 119 people (34.00%), then reviews of 1 to 2 times as many as 74 people (21.14%), and the last is reviews above 6 times as many as 35 people (10.00%).

Question 8

No	Following Youtube Recommendations	Total	%
1	1 to 2 times	86	24.57%
2	3 to 4 times	123	35.14%
3	5 to 6 times	116	33.14%
4	More than 6 times	25	7.14%
Total		350	100%



From Question 8, it is known that the highest number of respondents who followed YouTube recommendations were 3 to 4 times with a total of 123 people (35.14%), then followed by 5 to 6 times as many as 116 people (33.14%), then 1 to 2 times as many as 86 people (24.57%), and lastly by more than 6 times as many as 25 people (7.14%).

VALIDITY TEST

The results of validity test conducted by the Product Moment correlation method are as follows:

1. Variable Test for questions of variable X1 (NSLVC)

Questions Item	Correlation Coefficient	p-value	Information
X1.1	0.736**	0.000	Valid
X1.2	0.758**	0.000	Valid
X1.3	0.817**	0.000	Valid
X1.4	0.778**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that of the 4 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values range from 0.736 to 0.817 which when compared with the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each item statement is valid or these items are able to represent NSLVC variables.

2. Variable Test for questions of variable X2 (PC or Information Credibility in Video)

Questions Item	Correlation Coefficient	p-value	Information
X2.1	0.725**	0.000	Valid
X2.2	0.762**	0.000	Valid
X2.3	0.729**	0.000	Valid
X2.4	0.756**	0.000	Valid
X2.5	0.683**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that of the 5 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values range from 0.683 to 0.762 which when compared with the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each statement is valid or these items are able to represent variable PC or Credibility of Information in the Video.

3. Variable Test for questions of variable X3 (PU or Useful Information in Video)

Questions Item	Correlation Coefficient	p-value	Information
X3.1	0.828**	0.000	Valid
X3.2	0.752**	0.000	Valid
X3.3	0.761**	0.000	Valid
X3.4	0.780**	0.000	Valid
X3.5	0.827**	0.000	Valid
X3.6	0.816**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that from the 6 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values ranged from 0.752 to 0.828 which when compared with the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each statement item is valid or these items are able to represent variable PU or Usefulness of Information in the Video.

4. Variable Test for questions of variable X4 (PVC or Perceived Video Characteristics)

Questions Item	Correlation Coefficient	p-value	Information
X4.1	0.734**	0.000	Valid
X4.2	0.786**	0.000	Valid
X4.3	0.798**	0.000	Valid
X4.4	0.787**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that of the 4 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values range from 0.734 to 0.798 which when compared with the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each statement item is valid or these items can represent variable PVC or Perceived Video Characteristics.

5. Variable Test for questions of variable X5 (ATP Attitudes Towards Purchase)

Questions Item	Correlation Coefficient	p-value	Information
X5.1	0.794**	0.000	Valid
X5.2	0.829**	0.000	Valid
X5.3	0.777**	0.000	Valid
X5.4	0.785**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that of the 4 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values ranged from 0.777 to 0.829 which when compared with the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each statement item is valid or these items can represent variable ATP or Attitudes to Purchases.

6. Variable Test for questions of variable Y (PI or Purchase Intention)

Questions Item	Correlation Coefficient	p-value	Information
Y.1	0.864**	0.000	Valid
Y.2	0.806**	0.000	Valid
Y.3	0.767**	0.000	Valid
Y.4	0.854**	0.000	Valid
Y.5	0.843**	0.000	Valid
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the validity test table above, it is known that of the 4 statements used in the research instrument, all of them have a *p-value* (0,000) < 0.05. The correlation coefficient values range from 0.767 to 0.864 which when compared to the value of *r* table (DF = 348), *r* count > *r* table (0.1126). This shows that each statement is valid or the items are able to represent variable PI or Purchase Intention.

N	Taraf Sign.		N	Taraf Sign.		N	Taraf Sign.	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			

R table values are obtained by cross-multiplication

RELIABILITY TEST

Reliability test is a term used to indicate the extent to which measurement results are relatively consistent if measurements are repeated twice or more. Reliability is tested by looking at *Cronbach's Alpha* as follows:

Variable	Questions Item	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Information
NSLVC	X1.1	0.742	0.771	Reliable
	X1.2	0.723		
	X1.3	0.671		
	X1.4	0.729		
PC	X2.1	0.742	0.780	Reliable
	X2.2	0.737		
	X2.3	0.738		
	X2.4	0.728		
	X2.5	0.750		
PU	X3.1	0.851	0.880	Reliable
	X3.2	0.867		
	X3.3	0.868		
	X3.4	0.867		
	X3.5	0.851		
	X3.6	0.854		
PVC	X4.1	0.736	0.777	Reliable
	X4.2	0.709		
	X4.3	0.719		
	X4.4	0.727		
ATP	X5.1	0.748	0.802	Reliable
	X5.2	0.754		
	X5.3	0.762		
	X5.4	0.748		
PI	Y.1	0.846	0.884	Reliable
	Y.2	0.865		
	Y.3	0.878		
	Y.4	0.852		
	Y.5	0.852		

In the table above, we get *Cronbach's Alpha if item deleted* values for each question item which all meet the recommended criteria, which are greater than 0.6 with values ranging from 0.671 to 0.878. Whereas for each variable, it can be seen through the *Cronbach's Alpha* value where all variables are greater than 0.6 ranging from 0.776 to 0.880. Thus, the items used in the study are reliable and the respondents' answers to the statements used to measure each variable are

consistent and can be trusted. Furthermore, these variables will be further analyzed to determine the adequacy of the correlations between the initial variables by conducting a factor analysis.

Factor Analysis

Communalities

The *communalities* table shows the value of the item being investigated whether it is able to explain a factor or not. A research item is able to explain the factor if the *extraction* value of each variable is greater than 0.5.

Communalities		
	Initial	Extraction
X1.1	1.000	.558
X1.2	1.000	.580
X1.3	1.000	.722
X1.4	1.000	.563
X2.1	1.000	.520
X2.2	1.000	.554
X2.3	1.000	.518
X2.4	1.000	.604
X2.5	1.000	.520
X3.1	1.000	.697
X3.2	1.000	.579
X3.3	1.000	.572
X3.4	1.000	.580
X3.5	1.000	.690
X3.6	1.000	.695
X4.1	1.000	.550
X4.2	1.000	.618
X4.3	1.000	.592
X4.4	1.000	.564
X5.1	1.000	.637
X5.2	1.000	.655
X5.3	1.000	.615
X5.4	1.000	.656
Y.1	1.000	.754
Y.2	1.000	.667
Y.3	1.000	.585
Y.4	1.000	.710
Y.5	1.000	.707

Extraction Method: Principal Component Analysis.

Based on the output above, it is known that the extraction value of all items ranges from 0.518 to 0.754 where all items have a value greater than 0.5. Then, it can be concluded that all research items can be used to explain the factors.

Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	Analysis N
X1.1	4.29	.619	350
X1.2	4.35	.614	350
X1.3	4.41	.584	350
X1.4	4.19	.692	350
X2.1	4.04	.761	350
X2.2	4.04	.872	350
X2.3	4.20	.746	350
X2.4	4.23	.781	350
X2.5	4.55	.611	350
X3.1	4.32	.693	350
X3.2	4.19	.656	350
X3.3	4.16	.732	350
X3.4	4.03	.790	350
X3.5	4.13	.695	350
X3.6	4.45	.607	350
X4.1	4.57	.518	350
X4.2	4.36	.608	350
X4.3	4.04	.691	350
X4.4	4.38	.683	350
X5.1	4.40	.669	350
X5.2	4.00	.821	350
X5.3	4.14	.677	350
X5.4	4.35	.582	350
Y.1	4.12	.816	350
Y.2	3.97	.797	350
Y.3	3.95	.808	350
Y.4	4.03	.884	350
Y.5	4.17	.784	350

From the table above, it can be seen that there are 6 research variables consisting of 5 independent variables namely NSLVC (X1), PC (X2), PU (X3), PVC (X4), ATP (X5) and 1 dependent variable, namely PI (Y). Each variable produces the mean, standard deviation, and number of samples used in the study. NSLVC variable (X1) has a mean value for the items ranging from 4.19 to 4.41 and a standard deviation value of 0.584 to 0.692 with a total sample of 350 respondents. The PC variable (X2) has a mean value for the items ranging from 4.04 to 4.55 and a standard deviation value of 0.611 to 0.872 with a sample size of 350 respondents. The variable PU

(X3) has a mean value for the items ranging from 4.03 to 4.45 and a standard deviation value of 0.607 to 0.790 with a total sample of 350 respondents. The variable PVC (X4) has a mean value for the items ranging from 4.04 to 4.57 and a standard deviation value of 0.518 to 0.691 with a total sample of 350 respondents. The ATP variable (X5) has a mean value for the items ranging from 4.00 to 4.40 and a standard deviation value of 0.582 to 0.821 with a total sample of 350 respondents. The PI (Y) variable has a mean value for the items ranging from 3.95 to 4.17 and a standard deviation value of 0.784 to 0.884 with a total sample of 350 respondents.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy

The initial step is to test the adequacy of the sample or the feasibility of a variable through *Kaiser-Meyer-Olkin (KMO) and Bartlett's Test*.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.904
Bartlett's Test of Sphericity	Approx. Chi-Square	4904.797
	df	378
	Sig.	.000

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) Index and the Bartlett's Test of Sphericity significance value that show the KMO value between 0.5 to 1 and the significance of the Bartlett's Test of Sphericity smaller than the level of significance ($\alpha = 0.05$) used can mean that the factor analysis is correct to use.

From the SPSS 20 output, the KMO value produced is 0.904 and the significance value of Bartlett's Test of Sphericity is $0.000 < 0.05$. So, it can be concluded that the factor analysis in this study can be continued because it meets the requirements.

Measure of Sampling Adequacy (MSA)

Measure of Sampling Adequacy (MSA) is seen from the value of the Anti-image Correlation Matrice used to determine whether the research items are adequate and to determine what items are suitable for further analysis.

Item	Anti-image Correlation
X1.1	.859 ^a
X1.2	.898 ^a
X1.3	.839 ^a
X1.4	.912 ^a
X2.1	.941 ^a
X2.2	.924 ^a
X2.3	.924 ^a
X2.4	.904 ^a
X2.5	.918 ^a
X3.1	.884 ^a
X3.2	.877 ^a
X3.3	.894 ^a
X3.4	.903 ^a
X3.5	.914 ^a
X3.6	.877 ^a
X4.1	.914 ^a
X4.2	.913 ^a
X4.3	.907 ^a
X4.4	.924 ^a
X5.1	.854 ^a
X5.2	.842 ^a
X5.3	.822 ^a
X5.4	.845 ^a
Y.1	.928 ^a
Y.2	.929 ^a
Y.3	.919 ^a
Y.4	.935 ^a
Y.5	.925 ^a
a. Measures of Sampling Adequacy (MSA)	

If the MSA value is greater than 0.5, then the item is sufficient for further analysis. If there is an MSA value of items smaller than 0.5, a re-analysis process is carried out only for items that have an MSA value more than 0.5. From the table above, it is known that the MSA values for all items (without X2.1) studied have values of more than 0.05 with values ranging from 0.822 to 0.935. So, it can be concluded that the second requirement for factor analysis can be fulfilled.

Determination of Number of Factors

The number of factors to be formed is determined by combining several criteria to get the number of factors that best fit the research data.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.544	30.515	30.515	8.544	30.515	30.515	7.406
2	3.722	13.294	43.809	3.722	13.294	43.809	4.649
3	2.049	7.316	51.125	2.049	7.316	51.125	5.362
4	1.499	5.353	56.479	1.499	5.353	56.479	3.773
5	1.449	5.176	61.655	1.449	5.176	61.655	4.574
6	.828	2.958	64.613				
7	.758	2.706	67.319				
8	.732	2.614	69.933				
9	.666	2.380	72.313				
10	.619	2.209	74.522				
11	.600	2.142	76.664				
12	.591	2.112	78.776				
13	.575	2.053	80.829				
14	.543	1.939	82.768				
15	.516	1.843	84.611				
16	.476	1.700	86.310				
17	.465	1.662	87.972				
18	.427	1.526	89.498				
19	.412	1.471	90.970				
20	.382	1.363	92.332				
21	.357	1.274	93.606				
22	.315	1.125	94.731				
23	.307	1.095	95.826				
24	.274	.979	96.805				
25	.272	.972	97.777				
26	.229	.817	98.593				
27	.208	.743	99.337				
28	.186	.663	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

The *Total Variance Explained* table shows the value of each item analyzed in this study with 28 components which means there are 28 items analyzed. From the table above, there are 2 types of analysis to explain a variance, namely *Initial Eigenvalues* and *Extraction Sums of Squared Loadings*.

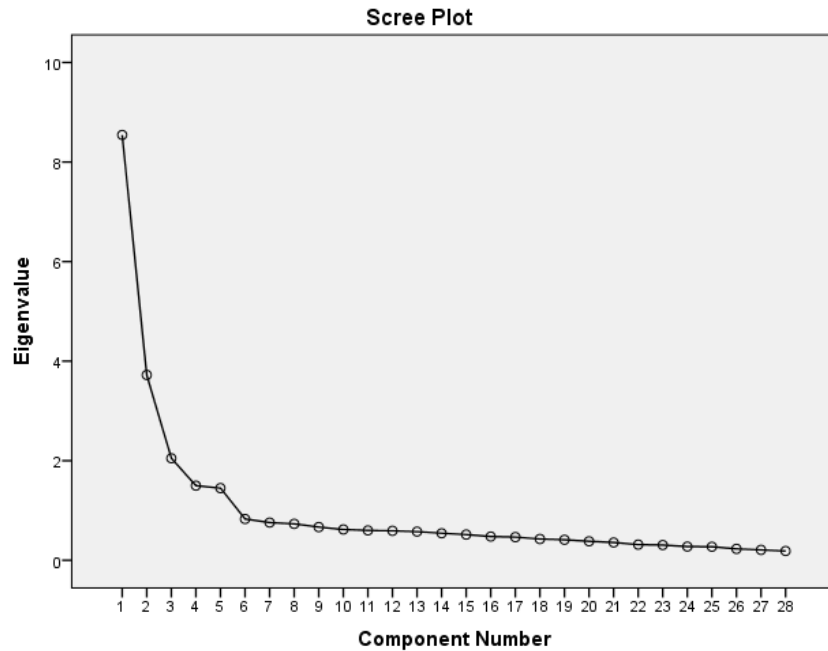
The first criterion used is *Initial Eigenvalues* that have been determined in SPSS. Factors that have an eigenvalue of more than 1 will be retained and factors that have an eigenvalue of less than 1 will not be included in the model. From the table above we get eigenvalues greater than 1, with 2 components, namely components 1 and 2.

The second criterion is the determination based on the percentage value of variance that can be explained by the number of factors to be formed. From the table above, interpretation can be made relating to the cumulative total variance of the sample. If the variables are summarized into several factors, then the total value of variance that can be explained is as follows.

- If 28 items were extracted into 1 factor, a total variance was obtained $8,544/28 \times 100\% = 30,515\%$.
- If 28 items were extracted into 2 factors, a total variance was obtained $3,722/28 \times 100\% = 13,294\%$
- If 28 items were extracted into 3 factors, a total variance was obtained $2,049/28 \times 100\% = 7,316\%$
- If 28 items were extracted into 4 factors, a total variance was obtained $1,499/28 \times 100\% = 5,353\%$
- If 28 items were extracted into 5 factors, a total variance was obtained $1,449/28 \times 100\% = 5,176\%$

By simplifying the initial research items into 5 factors, a cumulative total variance is produced which is able to explain the total items of $30,515\% + 13,294\% + 7,316\% + 5,353\% + 5,176\% = 61,655\%$, meaning that the 5 factors formed can represent 28 research items used.

The third criterion is the determination based on scree plot. Scree plot is a plot of the eigenvalue of the number of factors formed which can be known by looking at the point of the component that has an eigenvalue > 1 .



From the picture above, there are 5 component points that have an eigenvalue > 1 . So, it can be concluded that there are 5 factors that can be formed to represent the 28 research items used.

Component Matrix

Component matrix shows the value of the correlation or relationship of each variable with the factors formed. After knowing that the 5 factors are the most optimal number, the matrix component table shows the distribution of the 28 research items on the 5 factors formed while the figures in the table are factor loadings, which shows the correlation between a research item and factor 1 up to a factor of 5. The process of determining which research items will be included in which factors, is carried out by making a large comparison of correlations for each row.

Component Matrix^a

	Component				
	1	2	3	4	5
Y.2	.802	-.122	-.004	-.095	.024
Y.4	.755	-.304	-.084	-.175	-.103
Y.5	.750	-.248	-.132	-.226	-.119
Y.1	.740	-.303	-.028	-.304	-.146
Y.3	.737	-.084	-.022	-.170	-.077
X4.4	.684	-.265	-.054	-.148	-.041
X4.3	.673	-.290	-.127	-.156	-.119
X4.2	.673	-.297	-.037	-.189	-.199
X4.1	.605	-.328	-.154	-.165	-.162
X2.3	.576	-.155	-.071	.152	.366
X2.2	.567	-.171	-.007	.186	.409
X2.4	.538	-.005	-.154	.150	.518
X2.1	.538	-.133	-.084	.222	.396
X1.2	.537	-.084	.264	.338	-.315
X2.5	.502	-.051	-.132	.117	.484
X1.4	.502	-.041	.154	.495	-.203
X1.1	.488	-.020	.163	.485	-.242
X3.6	.358	.672	-.313	.004	-.130
X3.5	.469	.659	-.186	-.004	-.037
X3.1	.397	.655	-.318	.027	-.097
X3.3	.334	.634	-.233	.019	-.058
X3.4	.382	.614	-.224	.013	-.079
X3.2	.374	.612	-.253	.025	-.017
X5.2	.362	.356	.584	-.213	.101
X5.4	.384	.321	.580	-.245	.098
X5.1	.377	.329	.578	-.145	.180
X5.3	.292	.450	.553	-.141	.037
X1.3	.517	-.109	.295	.540	-.252

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component - Structure Matrix

The process of rotation in the results of this study aims to ensure that a research item belongs to a group of factors. It can be determined by looking at the largest correlation value between the research item and the component formed.

Structure Matrix					
	Component				
	1	2	3	4	5
Y.1	.861	.129	.428	.246	.363
Y.4	.842	.152	.502	.188	.422
Y.5	.838	.211	.476	.185	.374
X4.2	.779	.110	.373	.176	.403
Y.2	.778	.285	.600	.345	.468
X4.3	.766	.139	.440	.118	.371
X4.4	.746	.134	.485	.194	.377
Y.3	.743	.298	.471	.323	.403
X4.1	.727	.088	.369	.046	.330
X3.1	.177	.833	.199	.232	.159
X3.6	.147	.830	.143	.226	.130
X3.5	.227	.823	.265	.377	.205
X3.4	.170	.761	.189	.280	.166
X3.2	.153	.759	.228	.259	.140
X3.3	.116	.755	.167	.261	.127
X2.4	.384	.262	.767	.173	.234
X2.2	.460	.104	.733	.196	.367
X2.1	.421	.148	.716	.133	.348
X2.5	.378	.203	.715	.155	.211
X2.3	.483	.146	.711	.163	.345
X5.2	.192	.261	.165	.809	.212
X5.4	.232	.244	.177	.807	.209
X5.1	.187	.242	.244	.793	.238
X5.3	.093	.320	.083	.770	.213
X1.3	.381	.095	.327	.245	.846
X1.4	.361	.184	.345	.185	.746
X1.2	.451	.137	.259	.283	.745
X1.1	.349	.194	.305	.191	.744

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

According to experts, the value of *factor loading* for the sample size of 350 respondents at the level of significance $\alpha = 0.05$ with a minimum of 0.3 is considered significant.

From the *Rotated component matrix* table above, it is found that:

- Research items X4.1 to X4.4 and Y.1 to Y.5 have component 1 correlation values that are greater than component 2, 3, 4, 5 with values ranging from 0.727 to 0.861. Then, the research items are included in component 1 group.
- Research items X3.1 to X3.6 have component 2 correlation values that are greater than component 1, 3, 4, 5 with values ranging from 0.755 to 0.833. Then, the research items are included in component 2 group.

- Research items X2.1 to X2.5 have component 3 correlation values that are greater than component 1, 2, 4, 5 with values ranging from 0.711 to 0.767. Then, the research items are included in component 3 group.
- Research items X5.1 and X5.4 have component 4 correlation values that are greater than component 1, 2, 3, 5 with values ranging from 0.770 to 0.809. So, the research items fall into the group 4 component.
- Research items X1.1 and X1.4 have component 5 correlation values that are greater than component 1, 2, 3, 4 with values ranging from 0.744 to 0.846. Then, the research items are included in component 5 group.

Based on the explanation above, it can be concluded that the members of each component are like the table below.

Component	Research Item
1	X4.1, X4.2, X4.3, X4.4, Y.1, Y.2, Y.3, Y.4, Y.5
2	X3.1, X3.2, X3.3, X3.4, X3.5, X3.6
3	X2.1, X2.2, X2.3, X2.4, X2.5
4	X5.1, X5.2, X5.3, X5.4
5	X1.1, X1.2, X1.3, X1.4

Component Transformation Matrix

The final step for determining factors is to look at the Component Transformation Matrix table.

Component Correlation Matrix					
Component	1	2	3	4	5
1	1.000	.205	.567	.249	.489
2	.205	1.000	.247	.340	.189
3	.567	.247	1.000	.231	.401
4	.249	.340	.231	1.000	.290
5	.489	.189	.401	.290	1.000

Extraction Method: Principal Component Analysis.

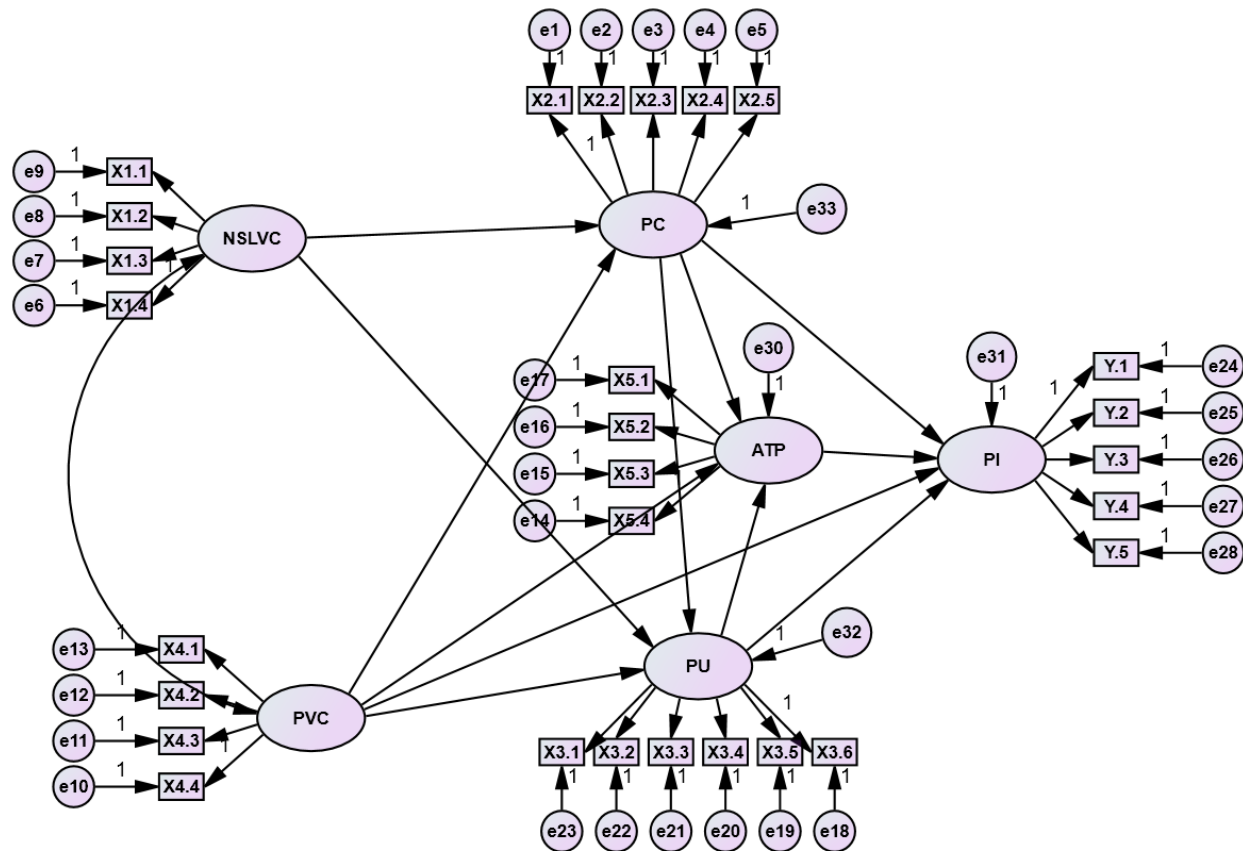
Rotation Method: Promax with Kaiser Normalization.

The table above shows the correlation value between the components where the correlation of 2 components that have a value > 0.5 can be said to be quite strong.

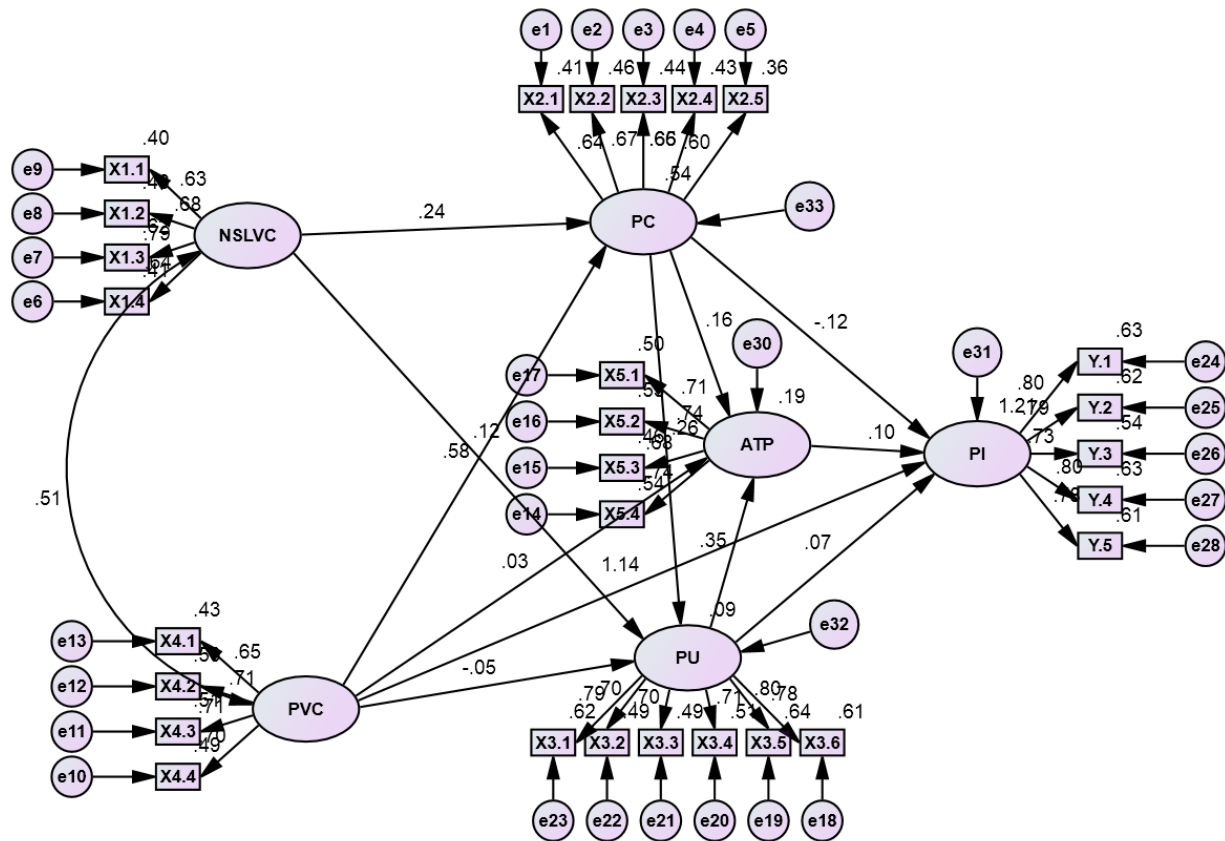
Variabel	Item	Mean	Std. Deviation	Factor Loading	Cronbach's Alpha	NSLVC	PC	PU	PVC	ATP	PI
NSLVC	X1.1	4.29	.619	0.744	0.771	1.000	0.414	0.205	0.484	0.276	0.500
	X1.2	4.35	.614	0.745							
	X1.3	4.41	.584	0.846							
	X1.4	4.19	.692	0.746							
PC	X2.1	4.04	.761	0.716	0.780	0.414	1.000	0.237	0.553	0.203	0.609
	X2.2	4.04	.872	0.733							
	X2.3	4.20	.746	0.711							
	X2.4	4.23	.781	0.767							
	X2.5	4.55	.611	0.715							
PU	X3.1	4.32	.693	0.833	0.880	0.205	0.237	1.000	0.156	0.339	0.260
	X3.2	4.19	.656	0.759							
	X3.3	4.16	.732	0.755							
	X3.4	4.03	.790	0.761							
	X3.5	4.13	.695	0.823							
	X3.6	4.45	.607	0.830							
PVC	X4.1	4.57	.518	0.727	0.777	0.484	0.553	0.156	1.000	0.151	0.917
	X4.2	4.36	.608	0.779							
	X4.3	4.04	.691	0.766							
	X4.4	4.38	.683	0.746							
ATP	X5.1	4.40	.669	0.793	0.802	0.276	0.203	0.339	0.151	1.000	0.277
	X5.2	4.00	.821	0.809							
	X5.3	4.14	.677	0.770							

	X5. 4	4.3 5	.582	0.807							
PI	Y.1	4.1 2	.816	0.861	0.884	0.500	0.60 9	0.26 0	0.91 7	0.27 7	1.00 0
	Y.2	3.9 7	.797	0.778							
	Y.3	3.9 5	.808	0.743							
	Y.4	4.0 3	.884	0.842							
	Y.5	4.1 7	.784	0.838							

1. Research Model



This Measurement Model technique is intended to estimate the uni-dimensionality test of exogenous and endogenous constructs. The measurement model for the dimensions that make up the latent variables/latent constructs in this model can be seen in the picture above. Statistical test of the processing results with SEM is done by looking at the significant level of relationship between variables that are revealed through the critical ratio (c.r) and the significant value of the probability of each relationship between variables. In testing the model, we obtained the following results:



There are 2 measurements on AMOS, *unstandardized estimates* of the results that will be the same as the usual regression in the *table coefficient model* especially unstandardized beta coefficient on SPSS which will form a regular regression equation consisting of constants plus independent variables. Meanwhile, the *standardized estimates* of the results will be the same as the ordinary regression in the *coefficient model* table, especially the *standardized coefficient beta* which will form a regular regression equation consisting of only independent variables (without constants) or researchers can directly compare the independent variables in their effects on the dependent variable. The following is the output table of the research hypothesis testing in the form of output *Regression Weights*:

Regression Weights

			Standardize d Estimates	Unstandardize d Estimates	S.E.	C.R.	P	Label
PC	<-- -	NSLV C	0.243	0.265	0.07 3	3.608	***	par_2 3
PU	<-- -	NSLV C	0.117	0.126	0.08 7	1.442	0.14 9	par_2 4
PU	<-- -	PC	0.259	0.254	0.11 2	2.277	0.02 3	par_3 4
AT P	<-- -	PC	0.156	0.237	0.09 8	2.397	0.04 2	par_2 9
PI	<-- -	PC	-0.121	-0.162	0.08 9	-1.828	0.06 8	par_3 1
AT P	<-- -	PU	0.345	0.311	0.06	5.186	***	par_3 0
PI	<-- -	PU	0.069	0.095	0.04 7	2.023	0.04 3	par_3 2
PC	<-- -	PVC	0.585	0.593	0.08 3	7.142	***	par_2 5
PU	<-- -	PVC	-0.053	-0.053	0.10 6	-0.497	0.61 9	par_2 8
AT P	<-- -	PVC	0.032	0.029	0.09 6	0.297	0.76 6	par_2 6
PI	<-- -	PVC	1.144	1.553	0.13	11.92 6	***	par_2 7
PI	<-- -	ATP	0.099	0.149	0.05 6	2.681	0.00 7	par_3 3

Information: * = 0,000 (Shows P-value very low and below 0,05)**

P-value can be seen to find out whether or not there is a significant influence. The significance ($\alpha = \alpha$) used is 0.05. If the P-value is smaller than 0.05, the hypothesis is accepted. Hypothesis results between variables can be seen in the following table:

No	Hypotheses	P	Acceptance Limit	Information
1	The effect of NSLVC on PC	***	< 0,05	Supported
2	The effect of NSLVC on PU	0.149	< 0,05	Rejected
3	The effect of PC on PU	0.023	< 0,05	Supported
4	The effect of PC on ATP	0.042	< 0,05	Supported
5	The effect of PC on PI	0.068	< 0,05	Rejected
6	The effect of PU on ATP	***	< 0,05	Supported
7	The effect of PU on PI	0.043	< 0,05	Supported
8	The effect of PVC on PC	***	< 0,05	Supported
9	The effect of PVC on PU	0.619	< 0,05	Rejected
10	The effect of PVC on ATP	0.766	< 0,05	Rejected
11	The effect of PVC on PI	***	< 0,05	Supported
12	The effect of ATP on PI	0.007	< 0,05	Supported

From the tests conducted, the results are obtained for the initial model:

1. NSLVC has a positive effect on PC with *standardized coefficient beta* 0,243.
2. NSLVC has a positive effect on PU with *standardized coefficient beta* 0,117.
3. PC has a positive effect on PU with *standardized coefficient beta* 0,259.
4. PC has a positive effect on ATP with *standardized coefficient beta* 0,156.
5. PC has a positive effect on PI with *standardized coefficient beta* -0,121.
6. PU has a positive effect on ATP with *standardized coefficient beta* 0,345.
7. PU has a positive effect on PI with *standardized coefficient beta* 0,069.
8. PVC has a positive effect on PC with *standardized coefficient beta* 0,585.
9. PVC has a positive effect on PU with *standardized coefficient beta* -0,053.
10. PVC has a positive effect on ATP with *standardized coefficient beta* 0,032.
11. PVC has a positive effect on PI with *standardized coefficient beta* 1,144.
12. ATP has a positive effect on PI with *standardized coefficient beta* 0,099.

We are able to see the effect of the independent variable on the dependent variable directly or indirectly through other variables as mediation as follows:

Standardized Direct Effects

	NSLVC	PC	PU	PVC	ATP	PI
PC	0.243	0.000	0.000	0.585	0.000	0.000
PU	0.117	0.259	0.000	-0.053	0.000	0.000
ATP	0.000	0.156	0.345	0.032	0.000	0.000
PI	0.000	-0.121	0.069	1.144	0.099	0.000

Standardized Indirect Effects

	NSLVC	PC	PU	PVC	ATP	PI
PC	0.000	0.000	0.000	0.000	0.000	0.000
PU	0.063	0.000	0.000	0.151	0.000	0.000
ATP	0.100	0.089	0.000	0.125	0.000	0.000
PI	-0.007	0.042	0.034	-0.048	0.000	0.000

Standardized Total Effects

	NSLVC	PC	PU	PVC	ATP	PI
PC	0.243	0.000	0.000	0.585	0.000	0.000
PU	0.180	0.259	0.000	0.098	0.000	0.000
ATP	0.100	0.245	0.345	0.157	0.000	0.000
PI	-0.007	-0.079	0.103	1.095	0.099	0.000

From the table above, to see whether a variable becomes a connector or mediator between the independent variables against the dependent variable is by comparing the value of *standardized direct effects* and *standardized indirect effects*. This means that if the value of *standardized direct effects* (SDE) is smaller than the *standardized indirect effects* (SIE), it can be said that the mediating variable has an indirect effect in the relationship of independent and dependent variables. Standardized total effects are the sum of *standardized direct effects* and *standardized indirect effects*.

For example, we try to see the effect of PU on PI. Based on the model, the PU variable has a hypothesis against the PI variable directly and indirectly through the ATP variable. Based on the data in the *standardized direct effects* table, the PU variable has a direct effects value on the ATP variable of 0.345 and on the PI variable of 0.069. As seen in the *standardized indirect effects* table, the effect value of PU on ATP is 0,000. So, it can be ascertained that the PU variable has an

influence on ATP without mediation. Meanwhile, the PU effect value on PI is 0.034 so that it can be said there is a mediating effect on the relationship of PU variable to PI around 0.034. In the *standardized indirect effects*, the total effect of PU on PI is 0.103 from the SDE value between PU to PI plus the SIE value between PU to PI through ATP as mediation ($0,069 + 0,034 = 0,103$).

Structural Model Identification

Identification of structural models can be seen from the results of variable counted by calculating the amount of covariance data and variance compared to the number of parameters to be estimated. The model output can be seen in the following table:

Computation degree of freedom

Number of distinct sample moments:	406
Number of distinct parameters to be estimated:	69
Degrees of freedom (406 - 69):	337

Minimum was achieved

Chi-square = 605.204

Degrees of freedom = 337

Probability level = .000

Based on the *output notes for model* in the *Computation degree of freedom* table above, the results are obtained showing the number of samples $N = 350$, the total amount of covariance data 406 while the number of parameters to be estimated is 69. From these results, the degrees of freedom produced is $406 - 69 = 337$, because $337 > 0$ (positive df) and there is the sentence "minimum was achieved". Then, the process of testing the maximum estimate of likelihood has been carried out and its estimation is identified with the results of the data normally distributed but the probability of the model is only 0.000 or below 0.05.

Model Suitability Test (*Goodness of Fit Test*)

Assessing goodness of fit is the main goal in SEM to find out to what extent the model is hypothesized to be "fit" or match the data sample. The following table represents the evaluation criteria for model testing:

Goodness of Fit Indices

<i>Goodness of Fit Indices</i>	<i>Cut – Off Value</i>
X ² Chi Square	Expected to be low
Probability	≥ 0,05
CMIN/DF	≤ 2,00
RMSEA	≤ 0,08
GFI	≥ 0,90
AGFI	≥ 0,90
TLI	≥ 0,95
CFI	≥ 0,95

After the initial process, CMIN / df, RMSEA, RMR, CFI, NFI, GFI, and AGFI values are obtained as follows:

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	69	605.204	337	0	1.796
Saturated model	406	0	0		
Independence model	28	5051.965	378	0	13.365

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.025	0.888	0.865	0.737
Saturated model	0	1		
Independence model	0.158	0.277	0.223	0.258

Baseline Comparison

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.88	0.866	0.943	0.936	0.943
Saturated model	1		1		1
Independence model	0	0	0	0	0

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.048	0.042	0.054	0.722
Independence model	0.188	0.184	0.193	0

From the table set above, we get Probability value 0,000 < 0.05, CMIN / df value (1.796) < 2.00, RMSEA value (0.048) < 0.08, CFI value (0.943) < 0.95, NFI value (0.880) < 0.9, GFI value (GFI 0.888) < 0.90, and AGFI value (0.865) < 0.9 where many of the criteria do not meet. So, it is

necessary to modify the model by following *modification indices* to increase the value of the probability or the value of other criteria. *Modification indices* results are obtained in the initial model as follows.

			M.I.	Par Change
e30	<-->	NSLVC	7.663	0.029
e31	<-->	NSLVC	4.113	-0.011
e28	<-->	NSLVC	4.719	-0.025
e27	<-->	e28	22.567	0.068
e26	<-->	e33	4.32	0.024
e26	<-->	e32	6.21	0.036
e26	<-->	e31	8.98	-0.021
e26	<-->	e28	18.089	-0.062
e26	<-->	e27	22.087	-0.075
e25	<-->	PVC	4.325	-0.021
e25	<-->	e33	19.46	0.045
e25	<-->	e31	9.407	-0.018
e25	<-->	e28	16.683	-0.053
e25	<-->	e26	13.334	0.053
e24	<-->	PVC	5.43	0.024
e24	<-->	NSLVC	9.112	-0.035
e24	<-->	e33	8.428	-0.03
e24	<-->	e31	5.753	0.015
e24	<-->	e28	46.848	0.091
e24	<-->	e27	14.808	0.056
e24	<-->	e25	17.158	-0.055
e22	<-->	e28	5.792	0.031
e22	<-->	e23	9.659	0.038
e20	<-->	e21	4.209	-0.035
e19	<-->	e30	5.525	0.026
e19	<-->	e22	7.301	-0.033
e19	<-->	e20	9.204	0.043
e18	<-->	e22	4.813	0.024
e15	<-->	PVC	6.103	-0.029
e15	<-->	e17	9.328	0.045
e14	<-->	e16	6.511	0.036
e12	<-->	NSLVC	4.219	0.02
e11	<-->	e26	6.03	0.033
e10	<-->	e25	5.251	0.028
e9	<-->	e23	4.556	0.028
e9	<-->	e11	12.058	0.044
e8	<-->	e30	4.507	0.025
e8	<-->	e13	6.296	0.025
e8	<-->	e9	11.9	-0.046
e7	<-->	e23	5.459	-0.026
e7	<-->	e9	4.586	0.025
e4	<-->	e32	4.822	0.036
e4	<-->	e16	5.11	-0.048
e4	<-->	e8	4.554	-0.036
e3	<-->	e26	9.586	0.055
e3	<-->	e11	9.864	0.047

Based on the table above, describing the modification index gives an illustration of the reduction in the Chi-Square value or the reduction in the Chi-Square value if a coefficient is estimated. The researcher did a modification by eliminating the research items that have the largest modification index value and has the most errors then running the model again until the Probability level is obtained according to the criteria ($p > 0.05$). From the modification of the model that has been done, the following results are obtained:

No	Index	Cut Off Value	Before modification	After Modification	Information
1	Chi Square	Expected to be low	605,204	181,488	Marginal
2	Probability	$\geq 0,05$	0,000	0,088	Good
3	CMIN/df	$\leq 2,00$	1,796	1,156	Good
4	RMSEA	$\leq 0,08$	0,048	0,021	Good
5	RMR	$\leq 0,08$	0,025	0,020	Good
6	CFI	$\geq 0,95$	0,943	0,990	Good
7	NFI	$\geq 0,90$	0,880	0,932	Good
8	GFI	$\geq 0,90$	0,888	0,952	Good
9	AGFI	$\geq 0,90$	0,865	0,936	Good
10	TLI	$\geq 0,90$	0,936	0,988	Good

The complete table is presented below.

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	53	181.488	157	0.088	1.156
Saturated model	210	0.000	0		
Independence model	20	2675.769	190	0.000	14.083

RMR, GFI

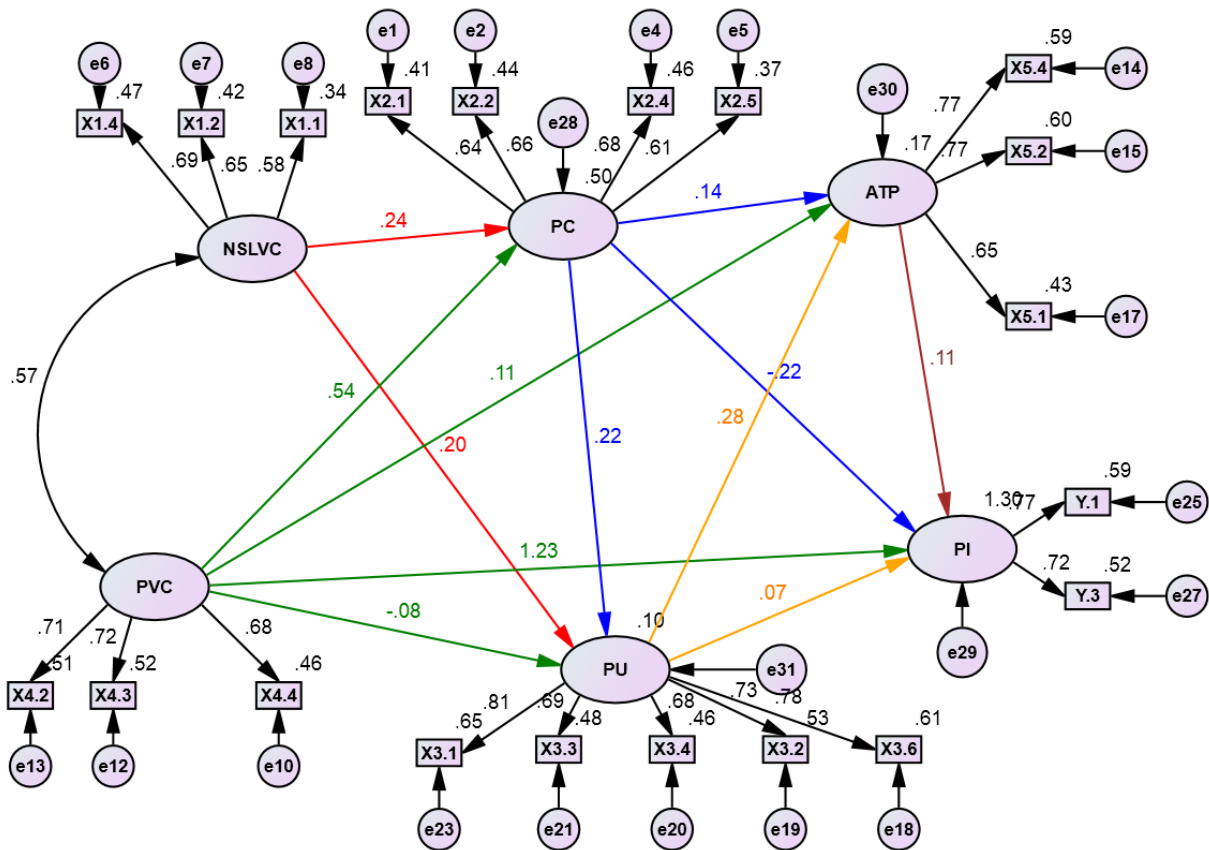
Model	RMR	GFI	AGFI	PGFI
Default model	Model	RMR	GFI	AGFI
Saturated model	Default model	0.020	0.952	0.936
Independence model	Saturated model	0.000	1.000	

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	0.932	0.918	0.990	0.988	0.990
Saturated model	1.000		1.000		1.000
Independence model	0.000	0.000	0.000	0.000	0.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.021	0.000	0.034	1.000
Independence model	0.194	0.187	0.200	0.000



The loading factor value in the image above can be interpreted as a construct validity test. The loading factor value which is ≥ 0.5 indicates the relationship between variables. From the model it can be seen that:

- The loading factor values for X1.1 (0.58), X1.2 (0.65), and X1.4 (0.69) are greater than 0.5, which means that X1.1, X1.2, and X1.4 are part of the NSLVC variable (X1).
- The loading factor values for X2.1 (0.64), X2.2 (0.66), X2.4 (0.68), and X2.5 (0.61) are greater than 0.5, which means that X2.1, X2.2, X2.4, and X2.5 are part of the PC variable (X2).
- The loading factor values for X3.1 (0.81), X3.2 (0.73), X3.3 (0.69), X3.4 (0.68), and X3.6 (0.78) are greater than 0.5, which means that X3.1, X3.2, X3.3, X3.4, and X3.6 are part of the PU variable (X3).
- The loading factor values for X4.2 (0.71), X4.3 (0.72), and X4.4 (0.68) are greater than 0.5, which means that X4.2, X4.3, and X4.4 are part of the PVC variable (X4).
- The loading factor values for X5.1 (0.65), X5.2 (0.77), and X5.4 (0.77) are greater than 0.5, which means that X5.1, X5.2, and X5.4 are part of the ATP variable (X5).
- The loading factor values for Y.1 (0.77) and Y.3 (0.72) are greater than 0.5, which means that Y.1 and Y.3 are part of the PI (Y) variable.

Analysis of the causality of variables is done by looking at the value of the beta coefficient that appears in the interrelationship of variables.

The following is the output table of the research hypothesis testing in the form of output *Regression Weights*:

			<i>Regression Weights</i>				
			Standardized Estimates	Unstandardized Estimates	S.E.	C.R.	P
PC	<---	NSLVC	0.236	0.241	0.088	< 0,05	0.006
PU	<---	NSLVC	0.199	0.200	0.099	< 0,05	0.043
PU	<---	PC	0.220	0.215	0.110	< 0,05	0.050
ATP	<---	PC	0.140	0.129	0.103	< 0,05	0.212
PI	<---	PC	-0.221	-0.266	0.114	< 0,05	0.019
ATP	<---	PU	0.280	0.263	0.063	< 0,05	***
PI	<---	PU	0.072	0.094	0.063	< 0,05	0.44
PC	<---	PVC	0.542	0.566	0.098	< 0,05	***
PU	<---	PVC	-0.082	-0.084	0.114	< 0,05	0.460
ATP	<---	PVC	0.114	0.109	0.104	< 0,05	0.294
PI	<---	PVC	1.229	1.547	0.155	< 0,05	***
PI	<---	ATP	0.113	0.148	0.072	< 0,05	0.039

Information: * = 0,000 (Shows P-value very low and lies below 0,05)**

P-value can be seen to find out whether or not there is a significant effect. The significance ($\alpha = \alpha$) used is 0.05. If the P-value is smaller than 0.05, the hypothesis is accepted.

From the Standardized regression weights value of AMOS output, then it is entered into Microsoft Excel to calculate the value of construct reliability (CR) and average variance extracted (AVE).

Confirmatory Factor Analysis Statistics										
	Mean	SD	CR	AVE	NSLVC	PC	PU	PVC	ATP	PI
NSLVC	4.310	0.627	0.854	0.595	0.771					
PC	4.212	0.754	0.850	0.531	0.562	0.729				
PU	4.213	0.696	0.911	0.631	0.613	0.579	0.794			
PVC	4.338	0.625	0.841	0.570	0.582	0.550	0.599	0.755		
ATP	4.223	0.687	0.873	0.632	0.613	0.579	0.631	0.600	0.795	
PI	4.048	0.818	0.907	0.662	0.628	0.593	0.646	0.614	0.647	0.814

The calculation results show that the CR value obtained for each variable used, NSLVC variable has a CR value of 0.854, PC variable has a CR value of 0.850, PU variable has a CR value of 0.911, PVC variable has a CR value of 0.841, ATP variable has a CR value of 0.873, and the PI variable has a CR value of 0.907. The composite reliability value of the six variables is greater than the cut-off value of 0.7, the indicators have good internal consistency.

Then, it is also known that the average variance extracted (AVE) value for each variable used, NSLVC variable has a AVE value of 0.595, PC variable has a AVE value of 0.531, PU variable has a AVE value of 0.631, PVC variable has a AVE value of 0.570, variable ATP has a AVE value of 0.632, and the PI variable has a AVE value of 0.662. Extracted average variance value will be smaller than the composite reliability value. Because all five variables have a AVE value > 0.50, the variance extracted from the indicators is able to represent a latent or a convergent valid variable.

In addition, it can also be seen that the AVE value of the square root in each construct is displayed diagonally. If the AVE value of the square root of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant value. It was found that the AVE value of square root in the above table is greater than the correlation value between constructs in the previous table, it can be said that this model has a good discriminant value.

No	Hypotheses	P	Acceptance Limit	Information
1	The effect of NSLVC on PC	0.006	< 0,05	Supported
2	The effect of NSLVC on PU	0.043	< 0,05	Supported
3	The effect of PC on PU	0.050	< 0,05	Supported
4	The effect of PC on ATP	0.212	< 0,05	Rejected
5	The effect of PC on PI	0.019	< 0,05	Supported
6	The effect of PU on ATP	***	< 0,05	Supported
7	The effect of PU on PI	0.44	< 0,05	Supported
8	The effect of PVC on PC	***	< 0,05	Supported
9	The effect of PVC on PU	0.460	< 0,05	Rejected
10	The effect of PVC on ATP	0.294	< 0,05	Rejected
11	The effect of PVC on PI	***	< 0,05	Supported
12	The effect of ATP on PI	0.039	< 0,05	Supported

Hypothesis testing by looking at the P-value and standardized regression weight as shown in the model image above, is as follows:

- a. Hypothesis Testing 1: The number of views, likes, comments and replies positively affect perceived credibility of the information in the video.

The estimated parameter value of the *standardized regression weight* coefficient between NSLVC and PC is 0.236 (which is positive) and the relationship between the two variables shows a probability value of 0.006 ($p < 0.05$) from the estimated value of 0.236. Thus, H1 is accepted because there is a significant positive effect between NSLVC on the PC so that the higher the NSLVC the higher the PC.

- b. H2: The number of views, likes, comments and replies positively affect usefulness of the information in the video.

The estimated parameter value of the *standardized regression weight* coefficient between NSLVC and PU is 0.199 (which is positive) and testing the relationship of the two variables shows a probability value of $0.043 < 0.05$ from the estimated value of 0.199. Thus, H2 is accepted because there is a significant positive effect between NSLVC on PU so that the higher the NSLVC the higher PU.

- c. H3: Perceived credibility of the information in the video positively affect the perceived usefulness of the information in the video.

The estimated parameter value of the *standardized regression weight* coefficient between PC and PU is 0.220 (which is positive) and the relationship between the two variables shows a probability value of $0.050 < 0.05$ from the estimated value of 0.254. Thus, H3 is accepted because there is a significant positive effect between PC on PU so that the higher the PC the higher the PU.

- d. H4: Perceived credibility of information in the video positively affect attitudes towards purchase.

The estimated parameter value of the *standardized regression weight* coefficient between PC and ATP is 0.140 (which is positive) but the testing of the relationship between the two variables shows a probability value of $0.212 > 0.05$ from the estimated value of 0.140. Thus, H4 is not accepted because there is no significant influence between PC on ATP. So, it can be concluded that the hypothesis that PC has a significant positive effect on ATP cannot be proven.

- e. H5: Perceived credibility of the information in the video positively affect purchase intention.

The estimated parameter value of the *standardized regression weight* coefficient between PC and PI is -0.221 (which is negative) and testing the relationship between the two variables shows a probability value of $0.019 < 0.05$ from the estimated value of -0.221. Thus, H5 is not accepted because there is no significant influence between the PC to the PI. So, it can be concluded that the hypothesis stating that the PC has a significant positive effect on the PI cannot be proven.

- f. H6: Perceived usefulness of the information in the video positively affect attitudes towards purchase.

The estimated parameter value of the *standardized regression weight* coefficient between PU and ATP is 0.280 (which is positive) and the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.280. Thus, H6 is accepted because there is a significant positive effect between PU on ATP so that the higher the PU the higher the ATP.

- g. H7: Perceived usefulness of information in the video positively affect purchase intentions.

The estimated parameter value of the *standardized regression weight* coefficient between PU and PI is 0.072 (which is positive) and testing the relationship between the two variables shows a probability value of 0.044 ($p < 0.05$) from the estimated value of 0.072. Thus, H7 is accepted because there is a significant positive effect between PU on PI so that the higher PU the higher PI.

- h. H8: Perceived video characteristics positively affect perceived credibility of the information in the video.

The estimated parameter value of the *standardized regression weight* coefficient between PVC and PC is 0.542 (which is positive) and testing the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.542. Thus, H8 is accepted because there is a significant positive influence between PVC on PC so that the higher the PVC the higher the PC.

- i. H9: Perceived video characteristics positively affect perceived usefulness of the information in the video..

The estimated parameter value of *the standardized regression weight* coefficient between PVC and PU is -0,082 (which is negative) and the test of the relationship between the two variables shows a probability value of $0.460 > 0.05$ from the estimated value of -0.082. Thus, H9 is not accepted because there is no significant influence

between PVC on PU. So, it can be concluded that the hypothesis stating that PVC has a significant positive effect on PU cannot be proven.

- j. H10: Perceived video characteristics positively affect attitude toward purchase.

The estimated parameter value of the *standardized regression weight* coefficient between PVC and ATP is 0.114 (which is positive) but testing the relationship between the two variables shows a probability value of $0.294 > 0.05$ from the estimated value of 0.114. Thus, H10 is not accepted because there is no significant influence between PVC on ATP. So, it can be concluded that the hypothesis that PVC has a significant positive effect on ATP cannot be proven.

- k. H11: Perceived video characteristics positively affect purchase intention.

The estimated parameter value of the *standardized regression weight* coefficient between PVC and PI is 1.222 (which is positive) and testing the relationship of the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 1.222. Thus, H11 is accepted because there is a significant positive effect between PVC on PI so that the higher the PVC the higher the PI.

- l. H12: Attitudes towards purchases positively affect purchase intentions.

The estimated parameter value of the *standardized regression weight* coefficient between ATP and PI is 0.113 (which is positive) and the relationship between the two variables shows a probability value of 0.039 ($p < 0.05$) from the estimated value of 0.113. Thus, H12 is accepted because there is a significant positive effect between ATP on PI so that the higher ATP the higher PI.

5. DISCUSSION

This era of technological development has made the internet and social media a daily consumption for humans. Technological developments also affect the development of marketing strategies to produce effective smartphone marketing strategies, for instance, by using social media. YouTube is an example of social media that has many users. This video sharing service provider can be one of the means of promoting a product. However, promotions carried out through YouTube are considered attractive to consumers if the product is reviewed by YouTube users (youtubers) compared to the producers themselves, such as through the number of subscribers, views, likes, and comments.

1. YouTube as a Means of Marketing Strategies for Effective Smartphone Products

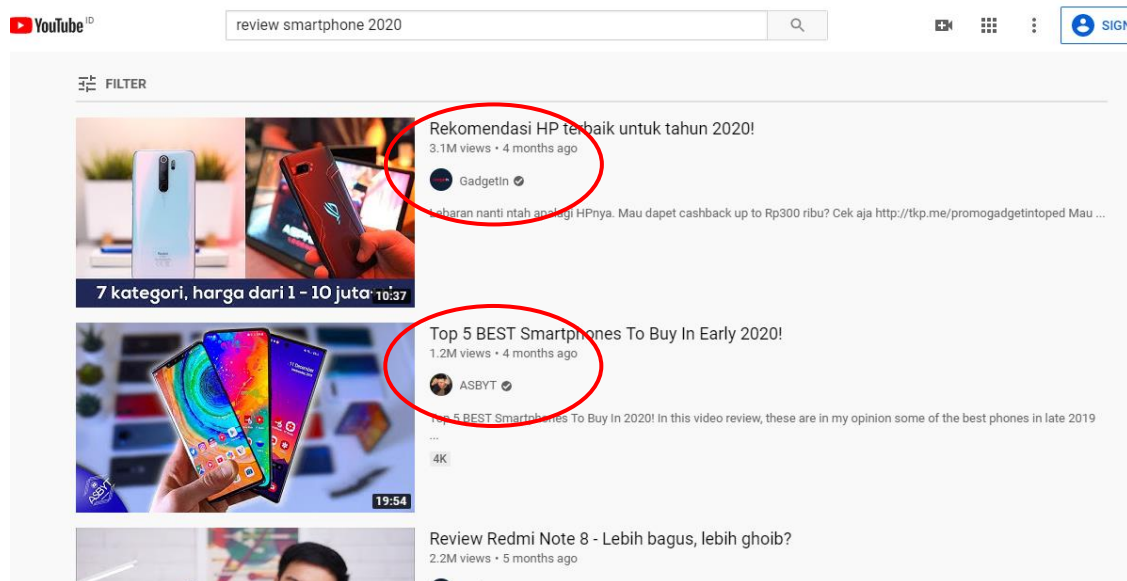
As one of the social media that has a lot of visitors, YouTube can be an efficient means of marketing products. With a total user that exceeds 1.3 billion, with more than 30 million visitors daily, YouTube becomes the third most visited website in the world (Spencer, 2019). Naturally, YouTube's advantages in terms of high visitors can increase the number of display ads on its contents. Video content on YouTube itself is rated by many users, one of which is based on the number of subscribers, views, likes, and comments (NSVLC).

Based on the results of the study, NSVLC has a significant positive effect on the perceived credibility of the information in the videos (PC) with the estimated parameter standardized regression weight coefficient of 0.236 (which is positive) and the probability value on the relationship between the two variables of 0.006 ($p < 0.05$) from the estimated value of 0.236. This means, if the NSVLC is getting higher, it can increase the PC. If a video on YouTube has a number of subscribers, views, likes, and comments from other YouTube users, then it can help in increasing the credibility of the video.

Beside influencing video credibility, NSVLC can also have a significant positive effect on the perceived usefulness of information from videos on YouTube (PU) with the estimated parameter standardized regression weight coefficient of 0.199 (which is positive) and testing the relationship between the two variables shows a probability value of $0.043 < 0.05$ from the estimated value of 0.199. These results indicate that the higher NSVLC value will increase the usefulness of information from YouTube video content to its users.

The availability of NSVLC data on video content on YouTube can be a sufficient electronic word of mouth (e-WOM). This high NSVLC number can help in increasing the

impact of advertising on consumers so that it can reach the wider community, faster, and more comfortably. With NSVLC data, it will be able to help prospective consumers on choosing smartphone products. An example provided in the picture below.



The picture above shows that the videos with a high number of views are ranked first in the search field. It indicates that NSVLC influences the quality and recommendations of videos provided by YouTube. The high figure on the NSVLC also shows that many consumers need information about smartphone products before deciding to buy. Naturally, this means that YouTube can be an appropriate marketing tool in marketing smartphone products.

2. Influence of User-Generated Content (UGC) in Marketing Smartphone Products Through YouTube

UGC is an important factor on YouTube. Video content on YouTube is one example of content created and published by users (Moen, Li, & Chua, 2014). In accordance with the description of UGC by Wunsh-Vincent and Vickery (2007), video content on YouTube is included in content publicly available via the internet, reflects a number of creative efforts, and is made outside of routine and professional practice. The development of creativity in making videos on YouTube makes UGC increasingly diverse and can attract the attention of YouTube users.

An assessment of UGC that has succeeded in attracting the attention of YouTube users can be seen by the high number of subscribers, likes, views, and comments (NSVLC).

It is also not even rare to find prospective consumers asking other YouTube users to review smartphone specifications. This can be seen from the following picture.

The image displays two screenshots of a YouTube video interface. The top screenshot shows the video player with several comment overlays. The bottom screenshot shows the video details, including the title "Rekomendasi HP terbaik untuk tahun 2020!", view count (3,184,884 views), like/dislike counts (79K likes, 1.5K dislikes), and the channel name "Gadgetin" with 4.42M subscribers. Red circles highlight the view count, like/dislike counts, the channel name/subscriber count, and the comment count (9,257 Comments).

From the picture above, video footage shows that the channel "Gadgetin" with a number of subscribers of more than 4.42 million received comments containing requests for smartphone reviews and recommendations. It shows how YouTube users trust UGC more with its contents that can provide smartphone input and recommendations, both from the

positive and negative sides. YouTube has become an alternative for potential consumers who are looking for information, reviews, and recommendations about smartphones before deciding on a purchase.

YouTube video content has become one of the trends in the world community. In this digital age, there is a new relationship between companies and consumers on YouTube. It is on consumer activities that upload video content about a company's products, both goods and services. The company realizes the awareness of the public in finding information about specific products before deciding to buy a product. It based on the potential customers' needs for additional information, one of which is through YouTube as content created by another consumer (Jonas, 2010). Therefore, people tend to consider UGC as an example of product information that is more credible and reliable than product promotion by producer companies directly (Park, Lee, & Han, 2007). Therefore, video content on YouTube that discusses a product considered to be able to provide more honest thoughts, perceptions, evaluations, and experiences about a product with a display of content that addresses the advantages and disadvantages of a particular product. Video content uploaded to YouTube can be seen based on the influence of the credibility, usability, and characteristics of the video.

Based on the results of the study, video credibility has a significant positive effect on the usefulness of the information on the video with the estimated parameter of standardized regression weight coefficient between PC and PU of 0.220 (which is positive) and testing the relationship between the two variables shows a probability value of 0.050 ($p < 0.05$) from the estimated value of 0.254. It shows that if the credibility of video content on YouTube is getting higher, it can significantly increase the usefulness of the information provided by the video.

In addition, perceived video characteristics (PVC) can also provide a significant positive effect on increasing perceived credibility of the information in the videos (PC) with estimated parameters of the standardized regression weight coefficient between PVC and PC of 0.542 (which is positive) and testing the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.542. Therefore, by increasing the quality of video characteristics, it will be able to help in increasing the video's credibility.

However, the video's characteristics were not proven to have a significant positive effect on the perceived usefulness of the information in the video. This indicated by the results of the study which found that the estimated parameter value of the standardized

regression weight coefficient between PVC and PU was -0.082 (which was negative) and the testing of the relationship between the two variables showed a probability value of 0.460 > 0.05 from the estimated value of -0.082.

3. Purchase Intention of Millennial as Smartphone Consumer Target via YouTube

In marketing smartphone products, the right target consumers and supported by the right marketing media are needed so that it can increase consumer purchase intentions. This study discusses the purchase intention of smartphone products with target consumers in the millennial generation using YouTube marketing media.

In this digital age, the young (millennial) market is a potential target consumer with high spending power, a tendency to become a trendsetter, human derivation of new products, and millennial potential to become lifelong customers (Huang & Petrick, 2010). Naturally, millennials can become a potential target consumer in marketing smartphone products. To be able to target millennials, an understanding of their nature and characteristics is needed so that it can be adapted to the company's marketing plan.

Millennial generation can be said as a "technology savvy" which shows their dependence on technology, one of which is in the assessment of a product, in terms of advantages and disadvantages of the product (Eisner, 2010). This makes marketing strategies that target the millennial generation becomes efficient by using technological advancements. Besides, the millennial generation also tends to be impatient, thus requiring companies to be able to provide reliable, instant, and quality products. This millennial generation also tries to find information about a particular product in detail and quickly. They will search for product information and adjust to their needs and interests before deciding to buy the product.

The need for the millennial generation of smartphone product information search can be achieved by using one of the results of technological advancements, such as YouTube. They can search and find information and get recommendations by using video-based social media services. Millennials can get this information quickly and easily. In addition, the availability of videos uploaded to YouTube can provide recommendations for potential millennial consumers.

The ease with which you can access YouTube can help millennials find information. It is only with the help of electronic devices accompanied by an internet connection. This makes YouTube a potential means for companies that want to promote their products. In addition, although YouTube is a video-based social media, video content on YouTube can

be created with photos, sounds, designs to writing. Millennials can get information about a product in a variety of ways to increase attitudes toward purchases and ultimately aim at increasing consumer purchase intentions.

Attitudes to purchase (ATP) can have a significant positive effect on the perceived usefulness of the information (PU) and perceived video characteristics (PVC). The results showed that the estimated parameter value of the standardized regression weight coefficient between PU and ATP was 0.280 (which was positive), and the testing of the relationship between the two variables showed a probability value of 0,000 ($p < 0.05$) from the estimated value of 0.280. Meanwhile, the estimated parameter value of the standardized regression weight coefficient between PVC and ATP is 0.114 (which is positive) but testing the relationship between the two variables shows a probability value of 0.294 > 0.05 from the estimated value of 0.114.

These results indicate that increasing the usefulness of information and video characteristics can help in growing attitudes towards purchases. Based on millennials needs to improve attitudes toward a purchase, the quality of the video can help it in terms of usefulness and characteristics of the video. It shows that millennial generation who need a product will search for video content on YouTube with the usefulness of information and video characteristics that fit their needs.

However, this does not apply to the perceived credibility of the video (PC), which apparently has not been proven to have a positive influence on attitudes toward purchasing (ATP) and even on purchase intentions (PI) of YouTube users. It is proven by the results of the study which showed that the estimated parameter value of the *standardized regression weight* coefficient between PC and ATP was 0.140 (which was positive) but testing the relationship between the two variables showed a probability value of 0.212 > 0.05 from the estimated value of 0.140. While in PI, the estimated parameter of the *standardized regression weight* coefficient value between PC and PI is -0.221 (which is negative) and testing the relationship between the two variables shows a probability value of 0.019 < 0.05 from the estimated value of -0.221. Based on these results, it shows that the credibility of the video on YouTube does not have a significant positive effect on attitudes toward buying and consumer purchase intentions.

Although consumer purchase intentions (PI) is not significantly affected positively by video credibility, it can be significantly affected positively by the perceived usefulness of information (PU), perceived video characteristics (PVC), and attitudes towards purchases

(ATP). This is proven by the results of the study which showed that the estimated parameter value of the standardized regression weight coefficient between PU and PI was 0.072 (which was positive) and testing the relationship between the two variables showed a probability value of 0.044 ($p < 0.05$) from the estimated value of 0.072.

Meanwhile, the video characteristics can be seen in the estimated parameter value of the *standardized regression weight* coefficient between PVC and PI of 1.222 (which is positive) and testing the relationship between the two variables shows a probability value of 0,000 ($p < 0.05$) from the estimated value of 1.222. Finally, the attitude towards purchase shows the estimated parameter value of the *standardized regression weight* coefficient between ATP and PI of 0.113 (which is positive), and testing the relationship between the two variables shows a probability value of 0.039 ($p < 0.05$) from the estimated value of 0.113.

Based on these results, it shows that millennial generation purchase intentions will be significantly affected if there is an increase in three factors, which are the usefulness of information, video characteristics, and attitudes toward purchasing smartphone products. These factors can help the millennial generation to come up with a conscious plan in deciding to purchase certain smartphone products.

Among all those factors, an attitude toward purchasing has to be taken into consideration while it significantly affected purchase intention. It shows that consumers who have watched product related smartphone videos on Youtube and gained a positive attitude toward product after watched videos showed a higher intention to purchase those products mentioned on the video.

Purchase intentions that target millennials consumers can use YouTube as a marketing tool. According to Geissler & Edison (2005), consumers who are experts in shopping can influence other consumers, both in purchasing decisions, to smartphone product recommendations. Therefore, YouTube can be a tool for consumers who are experts in providing smartphone product reviews that can be taken into consideration for other potential consumers.

By Looking at the correlation that exists between purchase intention, the millennial generation, and YouTube, it can be found that companies that target an increase in purchase intention from millennial generation can use YouTube as a marketing tool. Although, they need to take into account certain factors, both those that have a direct relationship or indirectly, such as number of subscribers, views, likes, and comments on videos, video

credibility, perceived usefulness of video information, video characteristics, and attitudes toward purchasing.

In addition, by applying these factors, the significance of the influence given by these factors also needs to be taken into account. For instance, the usefulness of information from the video, video characteristics, and attitudes towards purchase. Meanwhile, credibility does not have a significant positive effect on purchase intentions. While the number of subscribers, views, likes, and comments can have a significant positive impact directly on the credibility of video information and the perceived usefulness of the information in the video so that it can have an indirect effect on millennial purchase intentions.

Adjusting video content on YouTube as a marketing medium for a smartphone product is needed to be able to get more consumers. These factors can be used as preferences so that it can make YouTube as a marketing tool for smartphone products that are effective in targeting millennial generation as consumers.

6. CONCLUSION

In this digital age, marketing strategies are beginning to develop by utilizing technological developments, one of which through YouTube. As a video-based social media and with a large number of users, YouTube can be used to market smartphone products. However, not all content on YouTube is interesting and becomes a reference for millennials. They actually tend to believe in UGS or content created by other YouTube users compared to videos published by companies. To be able to carry out marketing strategies through YouTube, there are factors that can influence consumer purchase intentions, both directly and indirectly.

In increasing millennial generation purchase intentions using YouTube as a marketing tool for smartphone products, an increase in perceived usefulness of information and perceived video characteristics, plays a significant and positive effect. It can be concluded that the quality and duration of the video as well as the preparation and presentation are essential in influencing purchase decision of the Millennials consumers.

Apparently, video credibility does not have a significant positive influence in increasing the purchase intention. Although, the number of subscribers, views, likes, and comments, is able to indirectly influence the purchase intention, it should be influenced starting from increasing the video's credibility and the perceived usefulness of the information. Moreover, the usefulness of the information can later influence attitudes towards purchases directly.

In using YouTube as a marketing tool for a product, special attention needs to be paid to factors such as the number of customers, appearance, likes, and comments, the perceived usefulness of information, video characteristics, and attitudes towards purchasing. In addition, the marketing strategy is much better done by fellow YouTube users or called UGS compared to the company itself.

Thus, the marketing strategy of smartphone products that target millennial generation as a target consumer can use UGS as an actor who will upload videos accompanied by more important factors, such as the number of customers, views, likes and comments, perceived usefulness of information, and perceived video characteristics to be able to have a positive influence on marketing a smartphone product. Meanwhile, the video's credibility is not proven to have a significant positive influence on millennial generation.

7. IMPLICATIONS & LIMITATIONS

Academic Implications

Theoretically, this research is able to provide suggestions for future research, specifically on marketing areas and content search engine optimization (SEO). This will also help the marketing process that is more structured and which has SEO content in optimizing YouTube video content for marketing smartphone products. With a more specific discussion, it can increasingly narrow the scope of research so that the results obtained can be more relevant and not too general.

In addition, the findings in this study could contribute more to literature of consumer behavior by the examination of UGC in Youtube videos on consumers' purchase intention, and determine the factors which has an effect toward purchase intention.

Managerial Implications

There are several suggestions of managerial implications for smartphone companies. Apparently, the Millennials are now considered as the tech-savvy and also provided with great economic power. Most of the Millennials tend to use various digital communication tools, especially social media namely Facebook, Youtube, Instagram, Twitter, etc. By understanding these characteristics it can be said that the Millennials are producers as well as consumers of eWOM and are likely to put more faith on user-generated content (UGC) of eWOM rather than producer-generated content.

Undoubtedly, Youtube videos plays a significant role as eWOM medium for the Millennials because nowadays consumers tend to watch product review videos on Youtube to get more reliable and helpful informations before they decide their smartphone purchase. Therefore, in this study's context, the companies can build platforms to support eWOM in a more effective way. These past years, many brands collaborate with tech-product review on social media, especially Youtube and Instagram because the Millennials tend to find as many resource of information as they could to buy products and services.

When the managers choose which Youtuber are appropriate to promote their products, they could take into consideration several matters such as perceived usefulness of information, and perceived video characteristics, as important factors that must be highlighted in the video. In addition, companies or marketers can promote smartphone products by hiring YouTube users who already have a large number of subscribers, views, likes and comments, to upload UGC videos about their smartphone products. This, in turn,

will help in the marketing of a smartphone product because YouTube users already have a lot of viewers.

Limitations and Future Research Possibilities

There are many types of channels on Youtube and able to facilitate the data collection, but in this study it focuses only on smartphone review content of Youtubers as the main subject of the research. One of the channels had been selected in the process with millions of subscribers by giving the respondents the link to check on the video. In other words, it could be more effective if the research was taking two or more channels as the resource for the respondent to fill in the questionnaire to get more appropriate data. In addition, since the number of respondents are limited to 350 people, it is hardly to reflect the perception of the whole population. Further research may focus on more channels of smartphone review channel and more people to selected as the respondents of the research.

Moreover, ethics will plays a vital subject for companies when using Youtubers to promote their products, because if the Youtubers are eagerly showing their collaboration with the companies within the videos it could be bias and make people tend to neglect the recommendations from Youtuber. Therefore, future research could focus on this topic since nowadays the are a significant rise of collaboration between Youtuber and companies. In conclusion, despite all of these limitations, this study is expected to provide a new perspective on the subject and become an inspiration for the upcoming research.

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Appendix 1. List of Questions within Questionnaire (in English)

LIST OF QUESTIONS

Questionnaire:

1.What is your gender?

- male
- female
- prefer not to say

2.Are you in the age of 17-35?

- yes
- no

3.Are you Indonesian?

- yes
- no

4.What is your current/highest level of education?

- lower than bachelor
- bachelor
- master
- higher than master

5.Are you a YouTube user?

- yes
- no

6.How much time do you spend per week on YouTube?.....hours per week

- Less than 7 hours
- 7 – 14 hours
- 14 – 21 hours
- More than 21 hours

7.How many times have you viewed product review on YouTube for suggestion before purchasing a product in the last 6 months?

- never
- 1 to 2 times
- 3 to 4 times
- 5 to 6 times
- more than 6 times

8.How many times have you followed YouTuber product-reviewer's (Youtuber) recommendations and eventually bought the product/service?

- never
- 1 to 2 times
- 3 to 4 times
- 5 to 6 times
- more than 6 times

5-point Likert scale question

Strongly disagree (1) – Strongly agree (5)

NSVLC (The number of subscribers, views, likes, and comments)

9. If the video is coming from YouTube who has more than 100k subscribers, it affects my perspective on the information given in the video.

10. If the video is viewed by many people, it affects my perspective on the information given in the video

11. If the video is liked by many people, it affects my perspective on the information given in the video

12. If plenty of people comment on the video, it affects my perspective on the information given in the video

Perceived credibility of the information in the videos (PC)

13. I think that the product information given in the video is credible

14. I think that the product information given in the video is expert

15. I think that the product information given in the video is trustworthy

16. I think that the product information given in the video is accurate

17. I think that the product information given in the video is unbiased

Perceived usefulness of information in the videos (PU)

18. I think that the product information given in the video makes my purchase easier

19. I think that the product information given in the video provides useful information for my purchase

20. I think that the product information given in the video is valuable for my purchase

21. I think that the product information given in the video is a convenient source of information for my purchase

22. I think that the product information given in the video makes my purchase more effective

23. I think that the product information given in the video makes my purchase more efficient

Perceived video characteristics (PVC)

24. If the content of the video is well-prepared, it affects my perspective on the information given in the video

25. If the content of the video is well-presented, it affects my perspective on the information given in the video

26. If the shooting quality of the video is good, it affects my perspective on the information given in the video

27. If the length of the video is adequate, it affects my perspective on the information given in the video

Attitude toward purchasing (ATP)

28. After watching video, I think positively toward purchasing

29. After watching the video, I like purchasing

30. After watching the video, I feel good about purchasing

31. After watching the video, my attitude toward purchasing is positive

Purchase Intentions

32. Given the chance, I would consider purchasing the products that are mentioned in the video in the future

33. I intend to buy the product after watching the products in the video

34. It is likely that I shall actually purchase the products that are mentioned in the video in the near future

35. I will try the products that are mentioned in the video in the future

36. I intend to consider the products that are mentioned in the video in my future purchases

Appendix 2. Online Questionnaire (in Indonesia Language)

Kuesioner Penelitian: Youtube Video terhadap Niat Pembelian

Kepada Yth.

Bapak/Ibu/Saudara/i

Dengan hormat,

Perkenalkan saya Ferryan Nugraha, Mahasiswa Program Magister Manajemen Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada yang juga mengambil Program Double Degree di ISCTE Instituto Universitario de Lisboa, Portugal. Saat ini, saya sedang melakukan penelitian berjudul "Youtube and Purchase Intention: A Study on The Influence of Youtube Video on Consumers' Purchase Intentions among Millenials In Indonesia". Berkaitan dengan hal tersebut, saya mohon kesediaan Bapak/Ibu/Saudara/i untuk bersedia mengisi kuesioner penelitian berikut ini. Jawaban yang jujur akan membantu menjaga objektivitas penelitian ini. Semua informasi dari hasil penelitian hanya akan digunakan untuk tujuan penelitian dan dijaga kerahasiaannya. Apabila ada pertanyaan mengenai penelitian ini, dapat menghubungi saya melalui email (alfafey@gmail.com). Atas kesediaannya mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

* Required

1. Apa jenis kelamin Anda?

Check all that apply.

- ☐ Laki-laki
☐ Perempuan

2. Apakah Anda orang Indonesia?*

Mark only one oval.

- ☐ Ya
☐ Tidak

3. Apakah Anda berusia 17-35 tahun? *

Mark only one oval.

- ☐ Ya
☐ Tidak

Untitled Section

4. Apa tingkat pendidikan Anda saat ini / tertinggi?

Mark only one oval.

- ☐ Lebih rendah dari S1
☐ S1
☐ S2
☐ Lebih tinggi dari S2

5. Apakah Anda pengguna YouTube?

Mark only one oval.

- ☐ Ya
☐ Tidak

6. Berapa banyak waktu yang Anda habiskan per minggu di YouTube?

Mark only one oval.

- ☐ Kurang dari 7 jam
☐ 7-14 jam
☐ 14-21 jam
☐ Lebih dari 21 jam

7. Berapa kali Anda melihat ulasan produk di YouTube untuk saran sebelum membeli produk dalam 6 bulan terakhir?

Mark only one oval.

- ☐ Tidak pernah
- ☐ 1 hingga 2 kali
- ☐ 3 hingga 4 kali
- ☐ 5 hingga 6 kali
- ☐ Lebih dari 6 kali

8. Berapa kali Anda mengikuti rekomendasi YouTuber (Youtuber) ulasan produk dan akhirnya membeli produk /layanan?

Mark only one oval.

- ☐ Tidak pernah
- ☐ 1 hingga 2 kali
- ☐ 3 hingga 4 kali
- ☐ 5 hingga 6 kali
- ☐ lebih dari 6 kali

Pertanyaan Kuesioner

9. Apakah Anda pernah melihat salah satu video ulasan produk Smartphone di Youtube

Mark only one oval.

- ☐ Ya
- ☐ Tidak



[v=olGPT2ECNgc](#)

Jumlah pelanggan, tampilan, suka, dan komentar

10. Jika video tersebut berasal dari YouTube yang memiliki lebih dari 100 ribu pelanggan (subscribers), itu memengaruhi perspektif saya pada informasi yang diberikan dalam video.

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

11. Jika video dilihat oleh banyak orang, itu mempengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

12. Jika video tersebut disukai oleh banyak orang, itu mempengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

13. Jika banyak orang mengomentari video, itu memengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Persepsi kredibilitas informasi dalam video

14. Saya pikir informasi produk yang diberikan dalam video itu kredibel

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

15. Saya pikir informasi produk yang diberikan dalam video itu ahli

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

16. Saya pikir informasi produk yang diberikan dalam video dapat dipercaya

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

17. Saya pikir informasi produk yang diberikan dalam video itu akurat.

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

18. Saya pikir informasi produk yang diberikan dalam video tidak bias

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Manfaat informasi yang diperoleh dalam video

19. Saya pikir informasi produk yang diberikan dalam video membuat pembelian saya lebih mudah

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

20. Saya pikir informasi produk yang diberikan dalam video memberikan informasi yang berguna untuk pembelian saya

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

21. Saya pikir informasi produk yang diberikan dalam video berharga untuk pembelian saya

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

22. Saya pikir informasi produk yang diberikan dalam video adalah sumber informasi yang nyaman untuk pembeliansaya

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

23. Saya pikir informasi produk yang diberikan dalam video membuat pembelian saya lebih efektif

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

24. Saya pikir informasi produk yang diberikan dalam video membuat pembelian saya lebih efisien

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Karakteristik video yang dirasakan

25. jika konten video disiapkan dengan baik, itu mempengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

26. Jika konten video disajikan dengan baik, itu mempengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

27. Jika kualitas pengambilan video bagus, itu memengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

28. Jika panjang video memadai, itu mempengaruhi perspektif saya pada informasi yang diberikan dalam video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Pertanyaan Kuesioner (Lanjutan)

Sikap terhadap pembelian

29. Setelah menonton video, saya berpikir positif untuk membeli

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

30. Setelah menonton video, saya sukamembeli

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

31. Setelah menonton video, saya merasa senang membeli

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

32. Setelah menonton video, sikap saya terhadap pembelian positif

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Niat Pembelian

33. Setelah menonton video, sikap saya terhadap pembelian positif

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

34. Saya bermaksud membeli produk setelah menonton produk-produk di video

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

35. Kemungkinan saya akan benar-benar membeli produk yang disebutkan dalam video dalam waktu dekat

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

36. Saya akan mencoba produk yang disebutkan dalam video di masa depan

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

37. Saya bermaksud untuk mempertimbangkan produk-produk yang disebutkan dalam video dalam pembelian saya di masa depan

Mark only one oval.

	1	2	3	4	5	
Sangat tidak setuju	☐	☐	☐	☐	☐	Sangat setuju

Kuesioner Penelitian: Youtube Video terhadap Niat Pembelian

Terima kasih
:D

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