

ABSTRACT

Since 2013, Indonesian consumers started to choose online shopping, in accordance with Indonesia's growing internet usage. E-commerce is expanding rapidly in Indonesia. Tokopedia has evolved into a well-known marketplace. Tokopedia is a private corporation with significant influence in Southeast Asia that has been publicly traded since 2009, also Tokopedia has become the largest e-commerce and unicorn company marketplace since 2017.

The purpose of this study is to determine the influence of the antecedents of Perceived Advertising Value which consist of Informativeness, Entertainment, Lack of Irritation, and Credibility. Also evaluates the influence of Purchase Intention through Brand Awareness.

This research uses quantitative methods. The sampling technique used in this research is non-probability sampling with purposive sampling. Collecting data that are used in this study are using a questionnaire technique that will be distributed online. The minimum number of respondents in this study was 275 respondents who have characteristics such as Indonesian citizen who have watched Tokopedia advertisement on YouTube. The data analysis technique used is descriptive analysis and SEM analysis using SmartPLS 3.0 software.

Based on the results of the descriptive analysis of the Informativeness, Entertainment, Lack of Irritation, and Credibility variables, it is found that Informativeness, Lack of Irritation and Credibility have a significant positive influence on Perceived Advertising Value while Entertainment has no significant influence. Perceived Advertising Value has a significant positive influence on Brand Awareness and Brand Awareness has a significant positive influence on Purchase Intention.

Suggestions that can be given to Tokopedia are to increase informativeness by providing information such as the store name, item name, price of the products, and provide many choices of the product. Then increase the Lack of Irritation by providing a shorter time than before for the advertisement and provide interesting advertising content for viewers to enjoy. Then improve Credibility by improving

the quality of content such as adding reviews from consumers who have purchase products at Tokopedia and adding trusted brand ambassadors. Then increase the Perceived Advertising Value by providing effective advertisements such as targeting the target market with the advertisement that are made, show the benefits of the product, also educate the viewers with the content. Then increase Brand Awareness by providing a unique and fun to watch advertisement about Tokopedia.

Keywords: Informativeness, Entertainment, Lack of Irritation, Credibility, Perceived Advertising Value, Brand Awareness, and Purchase Intention.