

## ABSTRACT

*Currently the use of the internet in Indonesia is growing rapidly, based on the growing number of social media users in Indonesia. This encourages Indonesian social media users to increase so that many brands can use social media as an alternative media for advertising. One company that uses social media as an advertising medium is Gojek with Youtube Ads.*

*The problem behind this research is the dominance of Gojek, which excels as a Top Brand during 2019, 2020, to 2021, which makes researchers want to know whether there is a role for Youtube ads that encourage Gojek to become number one brand on Top Brand Index.*

*This study aims to determine the effect of Gojek's Youtube advertisements on whether it affects Gojek consumers' purchase intention by using mediating variables in the form of Brand Image and Gojek's Brand Awareness itself.*

*This study uses quantitative methods with causal descriptive research. The population taken is people who have seen Gojek advertisements on Youtube. The sample of this research is 400 respondents. The data analysis technique uses SEM by using the PLS application.*

*The results of this study are Youtube ads have a significant effect on Brand Awareness, Brand Image and Purchase Intention. Based on the hypothesis test, Youtube ads have the most influence in this study, so it is hoped that Gojek can maintain the advertising media used so that consumers are interested in the ads served. In addition, it is hoped that further research can be carried out in other cities in Indonesia which allows for different results*

**Keywords:** *Brand Awareness,, Brand Image, Purchase Intention SEM Analysis, Youtube Ads,*