

## ABSTRACT

*Digital video streaming has now become one of the tools used to watch videos anywhere and anytime. in Indonesia there are 3 of the most popular streaming services, namely Netflix, Disney+ and YouTube, YouTube is the only streaming service that provides 2 services, namely free and paid, unlike other streaming services that must pay in advance to be able to access videos in their services. This research aims to know how Convenience Value, Monetary Value, Emotional Value, Social Value, and Advertising Intrusiveness Against YouTube Premium Purchase Intention.*

*This study used explanatory analysis and a quantitative approach with a total sample of 404 respondents. The sampling technique used in this study is Non-probability Sampling and Quota Sampling. The calculated test is the classical assumption test, multiple linear analysis, T test, F test and hypothesis testing with the help of SPSS.*

*Based on the results of the descriptive analysis of the variables Convenience Value, Monetary Value, Emotional Value, Social Value, and Advertising Intrusiveness and Purchase Intention YouTube Premium has a good response value, the results of a partial analysis of the variables Convenience Value, Monetary Value, Emotional Value, Social Value, and Advertising Intrusiveness has a significant effect on YouTube Premium Purchase Intention. The results of simultaneous analysis of the variables Convenience Value, Monetary Value, Emotional Value, Social Value, and Advertising Intrusiveness have a significant effect on YouTube Premium Purchase Intention.*

***Keyword: Convenience Value, Monetary Value, Emotional Value, Social Value, Dan Advertising Intrusiveness, Purchase Intention***