

Impact of Celebrity Endorsers and Youtube Digital Advertising on Purchase Intention with Brand as A Mediating Variable (A Study on Bella Chocolate)

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Abstract

This research aims to analyse the impact of Endorsers and Digital YouTube advertising on brand awareness and purchase intention, with brand awareness as a mediating variable. The study involved 400 respondents residing in Jabodetabek who had watched Bella Chocolate ads on YouTube but had not yet purchased the product. The methodology used was purposive sampling with analysis utilizing structural equation modelling (SEM) partial least squares (PLS). The findings indicate that Digital YouTube advertising significantly influences brand awareness and purchase intention, whereas Endorsers do not show significant influence on both variables. Furthermore, Brand awareness significantly affects Purchase Intention and acts as a strong mediator between Digital YouTube Advertising and Purchase Intention.

Keywords: Endorser, Digital YouTube advertising, brand awareness, purchase intention

INTRODUCTION

Today's marketing world is witnessing significant changes in how consumers seek information about products or services. Moving away from traditional media like television and print, they now rely more on digital platforms like social media, websites, and apps for information and entertainment needs. This shift greatly impacts consumer buying behavior, highlighting the importance of digital marketing, celebrity endorsers, and brand awareness in influencing purchase interest (Munsch, 2021).

In line with this study's theme, YouTube has emerged as a popular social media platform. Its wide array of video content attracts a vast audience, leading to a staggering number of YouTube users. As of January 2022, there were 2.56 billion users globally, with India, the United States, and Indonesia being the top countries in terms of user count. Specifically, in Indonesia, YouTube's market share reached 21.42% by April 2022, second only to Facebook (dataindonesia.id, 2022).

The reliance on digital marketing and celebrity endorsers extends beyond the cosmetics industry to food sectors, including chocolate. Chocolate has evolved into more than just a snack, becoming a significant part of daily diets and social activities. The global chocolate industry, especially in Indonesia, is experiencing notable growth. Increases in revenue in the American and Indonesian chocolate market segments reflect positive trends driven by factors like rising middle-class income and consumer behavior favoring quality over price (Arya & DineshBabu, 2021). PT. Dolphin Food and Beverages Industry, a key player in this industry, has seen significant growth in sales of their chocolate product, Bella Chocolate, nationally and in the Jabodetabek area. However, sales trends in Jabodetabek are fluctuating and tend to decline, offering a different perspective on market behavior.

Previous studies (Andita et al., 2021; Nurul Tamara, 2021) confirm that endorsers significantly influence consumer behavior, including brand preference and purchasing goods and services. Celebrities, as marketing tools, have incredible appeal and fan bases that others might not have.

According to Kalangi et al (2019), endorsers can influence consumers to use what they offer, directing them toward making a purchase.

According to Wiguna and Nurmahdi (2020), one role of a brand is to bridge consumer expectations when producers promise something, creating an emotional connection between consumption and the company through the brand (Yoga et al., 2015). Wulandari and Yusoff (2023) also state that a brand, besides being an identifier and differentiator of a product, is a medium to instill a product's vision and mission. The greater the brand value, the higher the consumer perception of it. Therefore, a brand plays a crucial role in creating purchase interest by increasing brand awareness among consumers (Ali, Narulita, & Nurmahdi, 2018). Purchase interest, defined as the consumer's interest in seeking product information, considering purchasing, wanting to try, and desiring to own, is the primary focus of this study. In the FMCG market like Bella Chocolate, consumer purchase interest is key to product sales success.

Brand awareness is a significant factor in creating purchase interest (Wibowo & Djumarno, 2019). Consumers tend to buy from well-known brands due to the security they get from purchasing something reliable and of accountable quality (Jacob et al, 2018). According to Bilgin (2018), brand awareness plays a vital role in consumer purchase decisions. This contrasts with Rahayuningsih and Edwar (2013), who state that brand awareness does not influence purchase decisions. The use of endorsers and digital advertising, especially through YouTube, has proven influential in enhancing purchase decisions. Previous studies have identified a positive relationship between the attractiveness, trust, and expertise of endorsers and buyer interest. However, the extent to which digital advertising strategies and endorsers influence brand awareness and consumer purchase interest remains an open question.

Therefore, this study aims to provide deeper and updated understanding of how celebrity endorsers and digital advertising, particularly YouTube, influence consumer purchase interest, focusing on brand awareness as a mediating variable. This study will fill gaps in previous research and offer new insights into market dynamics in metropolitan areas like Jabodetabek, identifying other factors involved in these dynamics. Preliminary survey results indicate factors influencing the purchase interest of FMCG Bella Chocolate in Jabodetabek, which will be further explored in this study.

Based on the issues identified in this research, the primary objective of this study is to explore and analyze various aspects influencing the Bella Chocolate product (Febriyantoro & Hapsara, 2023; Rosara & Luthfia, 2020). This includes understanding the influence of endorsers on brand awareness, assessing the impact of YouTube digital advertising on brand awareness, and examining the influence of brand awareness on purchase interest. Furthermore, this study aims to conduct an in-depth analysis of how endorsers and YouTube digital advertising directly affect purchase interest and comprehend how brand awareness serves as a mediator in this relationship. To achieve these objectives, the research will employ a survey methodology, applying the Structural Equation Modeling (SEM) test using Partial Least Squares (PLS). This approach will enable researchers to verify and interpret complex relationships between variables, providing valuable insights into the marketing dynamics affecting the purchase interest in Bella Chocolate products.

METHOD

The method utilized in this research is quantitative with a positivist approach, focusing on empirical measurement and statistical analysis to test relationships between variables. This study aims to reveal the influence of independent variables (Endorsers and the role of YouTube advertising) on the dependent variables (purchase interest with brand awareness as a mediating variable). Research variables, including Endorsers, the role of YouTube digital advertising, brand awareness, and purchase interest, are operationalized based on relevant definitions and indicators, measured using a Likert scale (Purwanto & Sudargini, 2021).

The research population comprises individuals in Jabodetabek, with the sample determined through purposive sampling, targeting those residing in Jabodetabek who have watched Bella Chocolate advertisements on YouTube but have not yet purchased the product. The sample size is calculated using the Hair Formula, with a minimum representative sample size of 360 respondents. Primary data is

collected through a survey using Google Form-based questionnaires distributed to the Jabodetabek community. Variable measurement is conducted using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data analysis is performed using Smart Partial Least Square (SmartPLS) software version 3.0. This method facilitates the identification of the use of Endorsers and the role of YouTube digital advertising on purchase interest with brand awareness as a mediating variable. Analysis includes tests of validity and reliability, descriptive analysis, Structural Equation Model (SEM), Partial Least Square (PLS), measurement model evaluation (Outer Model), structural model evaluation (Inner Model), and hypothesis testing using the bootstrapping procedure. This method ensures accurate and comprehensive analysis of the relationships between variables in this study (Sarstedt, 2019).

RESULTS AND DISCUSSION

Respondent Characteristic

In this study, which aims to analyze the influence of Celebrity Endorser value, the role of Digital Advertising, and brand awareness on the purchase interest of Bella Chocolate products in Jabodetabek, the characteristics of respondents are an essential aspect to understand. This research involved 400 respondents selected through a survey using a Google Form distributed in Jabodetabek via WhatsApp and other electronic messaging media. The criteria for respondents were set to those who have watched the Bella Chocolate product advertisement on YouTube and have not yet purchased the product. These respondent characteristics provide insights into the demographic profile and other characteristics of the respondents, crucial for providing context about who participated in the study and how their characteristics distribution might influence the interpretation of the research results.

Out of the total respondents, there were 144 male and 256 female respondents, indicating a balanced gender diversification. This distribution allows further analysis of how gender might influence perceptions of the brand and purchase interest in the FMCG Bella Chocolate product. Additionally, respondents come from various occupational backgrounds, including private employees, entrepreneurs, housewives, students, and civil servants, reflecting the economic and social diversity in Jabodetabek. With this distribution of occupations, the research can delve deeper into how purchase interest might be influenced by profession and employment status.

The age group of the respondents displays a broad spectrum of audiences in Jabodetabek, with the 25-34 years and 35-44 years age groups being the largest segments, followed by the 18-24 years age group and older age groups. This distribution provides a good picture of how each age group might interact with Digital advertisements and Endorsers, and how this may influence their purchase interest in Bella Chocolate products.

The distribution of respondents based on their highest level of education ranges from high school/equivalent to master's degrees, indicating a diversity of educational backgrounds. This allows for more in-depth analysis of how educational background influences responses to YouTube Digital advertising and celebrity endorsements, and how this affects purchase interest and brand awareness.

The monthly income distribution of respondents covers a range of income levels, indicating economic diversity among participants. The majority of respondents have a monthly income below Rp 5,000,000, with lower representation from higher income groups. This monthly income distribution provides valuable insights into understanding how purchase interest and responses to Digital marketing strategies and celebrity endorsements may vary among different income groups.

Findings

Measurement Model Evaluation

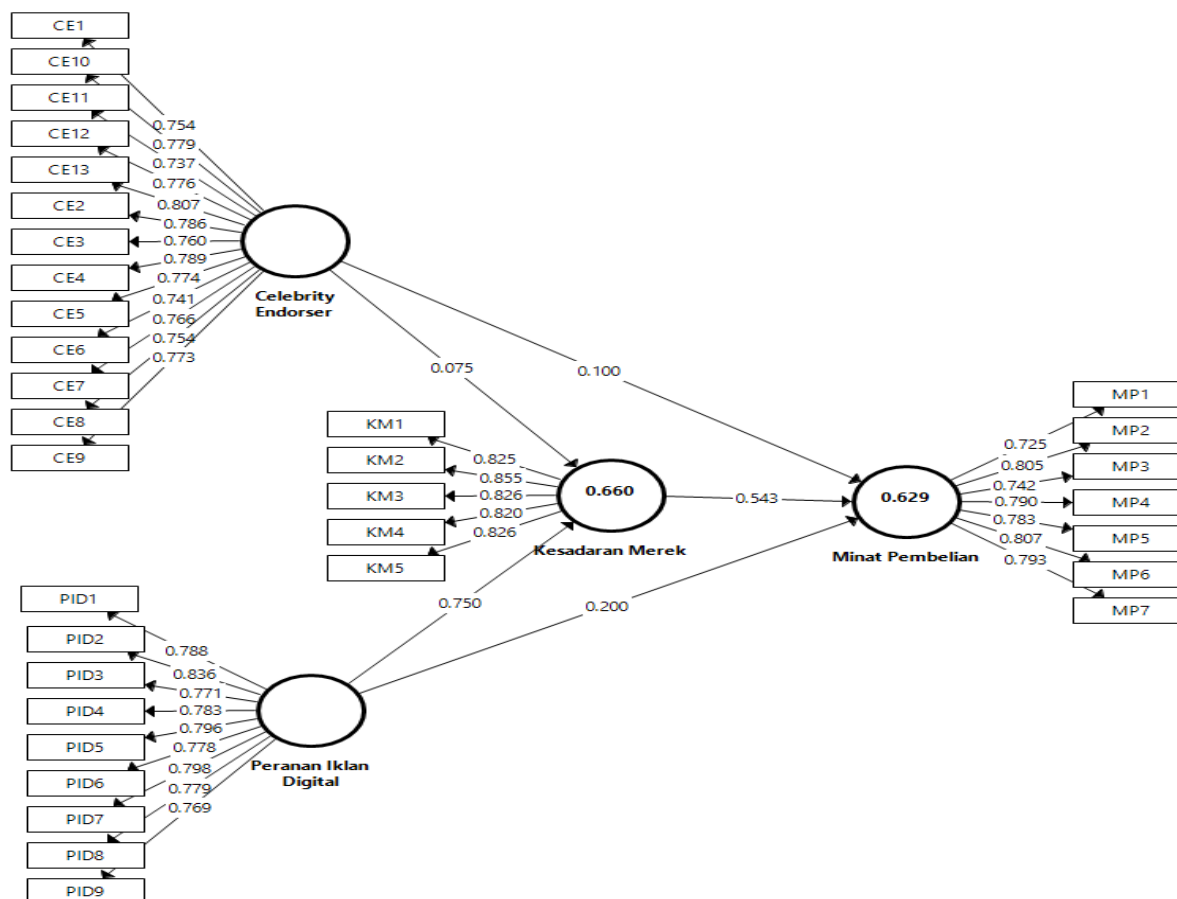
The evaluation of the measurement model in this research involved an in-depth analysis to ensure the reliability and validity of the measuring instruments used in assessing constructs such as Endorser, Brand Awareness, Purchase Interest, and the Role of Digital Advertising. Utilizing the Partial Least Squares (PLS) method, this study tested how well indicators represent their theoretical constructs and the accuracy of the measurement model in depicting the actual phenomena (Sarstedt, 2019).

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The Outer Loading test results indicated that indicators for the Endorser construct had significant factor loadings, reflecting their strength and relevance in representing this construct. The Brand Awareness construct also showed very high factor loadings, affirming the relevance and consistency of indicators in depicting the construct. Purchase Interest, despite having indicators with lower factor loadings, still demonstrated good validity. However, the Role of Digital Advertising construct experienced anomalies with some indicators showing negative factor loadings, indicating potential misalignment with the intended concept (Sarstedt, 2019).

After the removal of two problematic indicators from the Role of Digital Advertising construct, the revised model exhibited significant relationships between Endorser and Brand Awareness, and between Brand Awareness and Purchase Interest. The relationship between the Role of Digital Advertising and Brand Awareness was also significant, indicating a strong influence of digital advertising in shaping Brand Awareness (see Figure 1).

The composite reliability and Average Variance Extracted (AVE) evaluation for each construct confirmed high measurement reliability and adequate convergent validity. All constructs showed composite reliability values exceeding the accepted threshold and adequate AVE, signifying strong and valid representation.



Gambar 1 Evaluasi Model Pengukuran (Run 2)

Discriminant validity, assessed through the Heterotrait-Monotrait Ratio (HTMT) and Fornell-Larcker criteria, indicated that the constructs in the model are well-differentiated from each other. Despite some HTMT values approaching the recommended threshold, the conclusion is that the constructs still exhibit adequate discriminant validity.

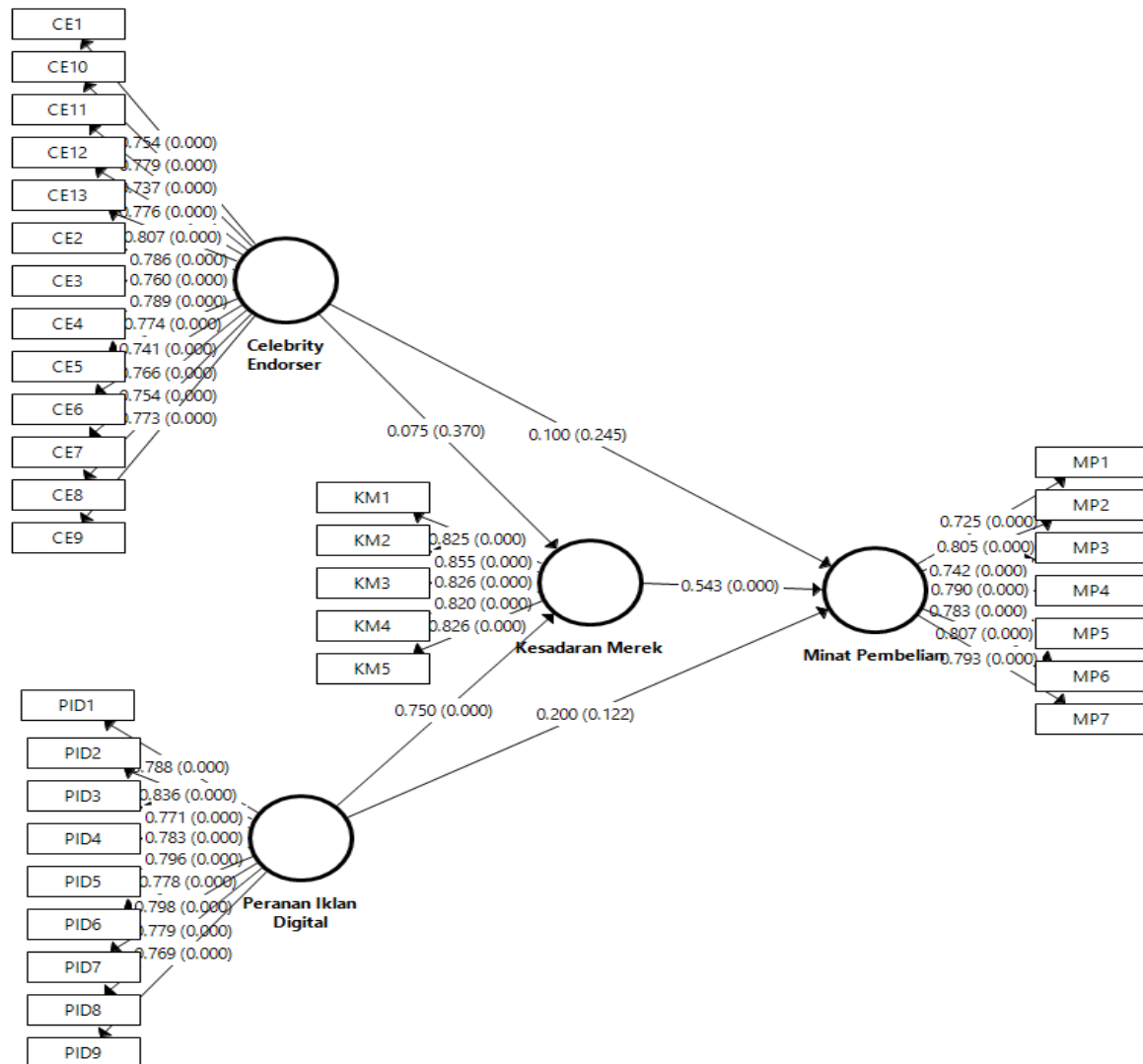
Cross-loading analysis reinforced these findings, with indicators showing higher factor loadings on their own constructs compared to other constructs. This aligns with expectations in valid research

and indicates that the indicators in this study accurately measure the intended concepts and can be distinctly differentiated from other constructs in the model. The overall conclusion from the measurement model evaluation is that the model developed and tested in this research has demonstrated a level of reliability and validity consistent with scientific research standards. This provides a solid foundation for proceeding to the structural model analysis phase.

Structural Model Evaluation

This research proceeded to evaluate the structural model after completing the measurement model evaluation. The focus was on testing the relationships between the constructs defined in the research model. This analysis included values of the original sample (Original Sample), sample mean (Sample Mean), standard deviation (Standard Deviation), t-statistics (T Statistics), and p-values (P Values) to determine the statistical significance of these relationships (Purwanto & Sudargini, 2021; Sarstedt, 2019).

Table 1 and Figure 2 present the results of the analysis of relationships between the constructs in the model. The relationship between the Endorser and brand awareness was not statistically significant, with an original sample value of 0.076, a mean of 0.082, a standard deviation of 0.080, t-statistics of 0.942, and a p-value of 0.346. Similarly, the relationship between the Endorser and purchase interest was also not significant, with an original sample value of 0.094, a mean of 0.095, a standard deviation of 0.089, t-statistics of 1.062, and a p-value of 0.288. However, the relationship between brand awareness and purchase interest showed very high significance. The original sample value for this relationship was 0.536, a mean of 0.522, a standard deviation of 0.115, t-statistics of 4.645, and a p-value approaching zero (0.000). This indicates a strong and significant influence of brand awareness on purchase interest. The relationship between the role of digital advertising and brand awareness was also significant, with an original sample value of 0.750, a mean of 0.745, a standard deviation of 0.074, t-statistics of 10.118, and a very low p-value (0.000). However, for the relationship between the role of digital advertising and purchase interest, despite a positive effect with an original sample value of 0.213, this relationship was not statistically significant, with t-statistics of 1.614 and a p-value of 0.107.



Gambar 2 Evaluasi Model Struktural

Tabel 1 Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
Endorser -> Brand Awareness	0,076	0,082	0,080	0,942	0,346
Endorser -> Purchase Interest	0,094	0,095	0,089	1,062	0,288
Brand Awareness -> Purchase Interest	0,536	0,522	0,115	4,645	0,000
Role of Digital Advertising -> Brand Awareness	0,750	0,745	0,074	10,118	0,000
Role of Digital Advertising -> Purchase Interest	0,213	0,228	0,132	1,614	0,107

H1: Impact of Endorsers on Brand Awareness

This hypothesis assessed the impact of endorsers on brand awareness. The analysis showed an original sample value of 0.076, a mean (M) of 0.082, and a standard deviation (STDEV) of 0.080. The

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generated t-statistics were 0.942, with a p-value of 0.346. These results indicate insufficient evidence to support the hypothesis that endorsers significantly influence brand awareness in the context of the FMCG product, Bella Chocolate.

H2: Impact of YouTube Digital Advertising on Brand Awareness

The second hypothesis found that YouTube digital advertising significantly impacts brand awareness. With an original sample value of 0.750, a mean of 0.745, and a low standard deviation of 0.074, coupled with very high t-statistics of 10.118 and a p-value close to zero, this result confirms the significant effectiveness of YouTube digital advertising in enhancing brand awareness.

H3: Impact of Brand Awareness on Purchase Interest

The third hypothesis investigated the significance of brand awareness in influencing purchase interest. With an original sample value of 0.536, a mean of 0.522, and a standard deviation of 0.115, this outcome was supported by strong t-statistics of 4.645 and a p-value of zero. It indicates that brand awareness is a crucial factor significantly affecting purchase interest.

H4: Impact of Endorsers on Purchase Interest

The analysis of the fourth hypothesis yielded an original sample value of 0.094, a mean of 0.095, and a standard deviation of 0.089, with t-statistics of 1.062 and a p-value of 0.288. This result suggests that endorsers do not have a significant impact on purchase interest in this context.

H5: Impact of YouTube Digital Advertising on Purchase Interest

The fifth hypothesis tested the influence of YouTube digital advertising on purchase interest. Despite a positive effect with an original sample value of 0.213, the p-value of 0.107 indicates that this influence is not sufficiently significant, despite positive indications from the t-statistics of 1.614.

The research also analyzed indirect effects within the structural model. For the indirect effect of endorsers through brand awareness on purchase interest, the result was insignificant, with an original path coefficient of 0.041, a mean of 0.040, a standard deviation of 0.041, t-statistics of 0.985, and a p-value of 0.325. Conversely, the indirect effect of digital advertising's role through brand awareness on purchase interest was significant, with an original path coefficient of 0.402, a mean of 0.389, a standard deviation of 0.093, t-statistics of 4.345, and a p-value of 0 (0.000). These results indicate that brand awareness is a significant mediator in the relationship between the role of digital advertising and purchase interest, while there is no significant evidence supporting the mediating role of brand awareness in the influence of endorsers on purchase interest. Subsequently, the results for hypothesis testing with mediation variables are as follows.

H6: Impact of Digital Advertising on Purchase Interest Mediated by Brand Awareness

The sixth hypothesis showed highly significant results with an indirect effect of 0.402, supported by strong t-statistics of 4.345 and a p-value of zero. This indicates that the influence of YouTube digital advertising on purchase interest is significantly mediated by brand awareness.

H7: Impact of Endorsers on Purchase Interest Mediated by Brand Awareness

The seventh hypothesis, evaluating the mediating role of brand awareness in the influence of endorsers on purchase interest, produced an indirect effect of 0.041 with t-statistics of 0.985 and a p-value of 0.325. This indicates no significant evidence supporting this hypothesis.

Discussion

Impact of Endorsers on Brand Awareness

The research's first hypothesis evaluates the impact of endorsers on brand awareness. The analysis, as illustrated in Figure 4.6, shows an original sample value of 0.076, a mean (M) of 0.082, and a standard deviation (STDEV) of 0.080. The generated t-statistics were 0.942, with a p-value reaching

0.346. These results indicate insufficient evidence to support the hypothesis that endorsers significantly influence brand awareness in the context of the FMCG product Bella Chocolate. Previous studies on the influence of endorsers on brand awareness have shown mixed results. Research by Fatmayanti and Yoestini (2021) on ABC sweet soy sauce found that while advertising positively impacted brand awareness, endorsers did not contribute significantly (Fatmayanti & Yoestini, 2021). Similarly, a study by Setiawan and Rabuani (2019) concluded that while endorsers influence brand awareness, they are not effective in influencing consumer purchase decisions (Setiawan & Rabuani, 2019). These findings support the theory of source credibility, emphasizing the importance of endorser credibility. However, in both cases, endorsers did not show significant influence on brand awareness or purchase decisions, with p-values higher than the 0.05 statistical significance threshold, suggesting that other factors might be more crucial in shaping brand awareness. The Elaboration Likelihood Model indicates that factors like the quality of the advertising message might be more critical than celebrity appeal in forming brand awareness (Shahab et al., 2021). The hierarchy of effects model also underscores that factors other than endorsers might be more influential in guiding consumers from awareness to purchase.

Impact of YouTube Digital Advertising on Brand Awareness

The subsequent result is the testing of the second hypothesis, which shows that YouTube digital advertising has a highly significant impact on brand awareness. With an original sample value of 0.750, a mean of 0.745, and a low standard deviation of 0.074, and very high t-statistics of 10.118 and a p-value near zero, this result affirms the significant effectiveness of YouTube digital advertising in enhancing brand awareness. Previous research has explored the influence of YouTube digital advertising on brand awareness, including studies like "The Influence of Shopee's Blackpink Version Advertisement on YouTube on Brand Awareness and Purchase Decision" by Hastuti (2022), highlighting how such advertisements enhance brand awareness (Hastuti, 2022). Another study, "The Influence of Oppo Advertisement on YouTube on Brand Awareness and Purchase Interest in Products" (Hayani, 2020), also affirms the significant impact of YouTube advertisements. Research titled "The Influence of YouTube Advertisements on Brand Awareness and Purchase Interest: A Survey at Diponegoro University Semarang Students" by Yuniyanto and Sirine (2018b), and a comparative study between YouTube and Instagram advertisements, demonstrates how both social media platforms can influence brand awareness and consumer purchase interest (Yuniyanto & Sirine, 2018). This research, indicating a very low p-value, confirms the significant influence of YouTube digital advertising in enhancing brand awareness. Theories such as source credibility, the elaboration likelihood model (ELM), and the hierarchy of effects provide insights into how digital advertising can influence brand awareness. This research supports the idea that digital advertising, especially on YouTube, plays a crucial role in forming effective marketing strategies in the digital era, leveraging its influence to enhance brand awareness.

Impact of Brand Awareness on Purchase Interest

Next, the third hypothesis investigates the significance of brand awareness in influencing purchase interest. With an original sample value of 0.536, a mean of 0.522, and a standard deviation of 0.115, this result is supported by strong t-statistics of 4.645 and a p-value of zero. It indicates that brand awareness is a vital factor significantly affecting purchase interest. Previous research has highlighted the influence of brand awareness on purchase interest. For example, a study titled "The Influence of Brand Awareness and Quality Perception on Purchase Interest with Attitude Towards Brand as an Intervening Variable" by Dewita Hia (2015) explored the influence of brand awareness on Samsung products in Padang, emphasizing the importance of brand awareness in influencing consumer perception and purchase decisions (Dewita Hia, 2015). Another study by Nursyamsu et al. (2015), "The Influence of Brand Awareness and Product Quality Perception on Consumer Purchase Interest in Samsung Mobile Phones," also confirmed the significant impact of brand awareness on purchase interest. This research indicates that brand awareness can be a key factor driving consumer purchase interest. Additionally, research discussing "The Influence of Brand Awareness, Brand Association, and Perceived Quality on Purchase Interest in Samsung Products" highlights the interaction between brand association and perceived

quality with brand awareness in shaping purchase interest. Another study, "The Influence of Brand Awareness, Product Quality, and Price Perception on Consumer Purchase Interest in Samsung Products in Medan," (Nursyamsu et al., 2015) shows that brand awareness, along with product quality perception and price, contributes to purchase interest. All these studies underline the significant influence of brand awareness, indicating that strong brand awareness can be a valuable asset in motivating consumer purchase interest. The conclusions from these previous studies, along with the findings of this research, affirm the importance of brand awareness in influencing purchase interest.

Impact of Endorsers on Purchase Interest

The analysis of the fourth hypothesis yielded an original sample value of 0.094, a mean of 0.095, and a standard deviation of 0.089, with t-statistics of 1.062 and a p-value of 0.288. This result indicates that endorsers do not have a significant impact on purchase interest in this context. Regarding the influence of endorsers on purchase interest, various prior studies offer diverse perspectives. For example, research by Pudyarningsih et al. (2022), titled "The Influence of Celebrity Endorser and Brand Image on Purchase Decision with Trust as a Mediating Variable," highlights the significant impact of celebrity endorsers on the consumers of Distributor MS Glow Batu (Pudyarningsih et al., 2022), finding a significant influence through the mediating variable of trust. The study by Firmansyah et al. (2023), "Analysis of Celebrity Endorsement on Online Shop Shopee Customer Purchase Decisions with Purchase Interest as an Intervening Variable," shows a positive influence of celebrity endorsement on Shopee customers' purchase interest. Meanwhile, research by Wasitaningrum & Nur Cahya (2022) on "The Influence of Celebrity Endorser, Brand Image, and Product Quality on Consumer Purchase Interest in Scarlett Whitening Products" did not find a significant influence of celebrity endorsers on purchase interest (Firmansyah et al., 2020).

From a theoretical perspective, the findings of this study can be explained through various communication and marketing theories. The source credibility theory emphasizes the importance of the credibility and expertise of endorsers in influencing purchase interest (Seiler & Kucza, 2017). The elaboration likelihood model (ELM) outlines that the influence of endorsers may depend on how deeply audiences process the advertising message. The hierarchy of effects model suggests that high brand awareness, which can be influenced by endorsers, plays a key role in moving consumers from the awareness stage to interest. Based on the research results and these theories, it can be assumed that the effectiveness of endorsers in influencing purchase interest depends on various factors, including celebrity credibility, how audiences process information, and the stages consumers go through in the marketing funnel. This suggests that the use of endorsers in marketing campaigns requires careful consideration of these factors to achieve the desired outcomes.

Impact of YouTube Digital Advertising on Purchase Interest

Although there is a positive influence with an original sample value of 0.213, the p-value of 0.107 indicates that this influence is not statistically significant, despite positive indications from the t-statistics of 1.614. This result differs from some other studies that have shown a significant impact of YouTube digital advertising on purchase interest in general (Yuniyanto & Sirine, 2018b). Relevant previous studies examining the impact of YouTube digital advertising on purchase interest include the study "The Influence of Advertising, Sales Promotion, and Lifestyle on Students' Repurchase Interest in Online Shopping on Shopee During the Pandemic." This study used a sample of 120 respondents from Jabodetabek who shop on Shopee, applying multiple linear analyses. The results indicated that advertising did not significantly affect repurchase interest, whereas sales promotions and lifestyle had a significant impact. Another study is "The Influence of Advertising and Influencers on Virtual Item Purchase Decisions in Mobile Legends Online Games" by Wahyudi (2022). With a sample of 100 respondents, this study found a positive impact of advertising and influencers on purchases within the Mobile Legends game. Lastly, "The Influence of Digital Marketing Strategy and Customer Engagement on Purchase Decisions for Netflix Services in Indonesia" by Salmafira et al. (2023) highlights the role of social media in enhancing customer engagement and purchase intention for Netflix.

From a theoretical perspective, these findings can be understood through the lenses of source credibility theory, the elaboration likelihood model (ELM), and the hierarchy of effects. The source credibility theory emphasizes the importance of the reliability and expertise of the source in influencing audience perception. In the context of YouTube digital advertising, this means that the credibility of the source, such as celebrities or influencers, can affect the effectiveness of the advertisement in driving purchase interest. The ELM presents two paths of persuasion - the central route requiring deep information processing, and the peripheral route oriented towards heuristic cues like visual appeal. This research suggests that the effectiveness of digital advertising may depend on how effectively they utilize both of these paths. Finally, the hierarchy of effects model depicts how marketing communications guide consumers through a series of stages from awareness to purchase. In this context, YouTube digital advertising may not sufficiently influence consumers to move through these stages towards purchasing.

Impact of Digital Advertising on Purchase Interest Mediated by Brand Awareness

The sixth hypothesis shows highly significant results with an indirect effect of 0.402, supported by strong t-statistics of 4.345 and a p-value of zero. This indicates that the influence of YouTube digital advertising on purchase interest is significantly mediated by brand awareness. Previous studies have also examined how online advertising affects consumer purchase interest with brand awareness as a mediating variable. The results of this research emphasize the importance of online advertising in increasing brand awareness, which ultimately can influence consumer purchase interest. This research adds to the understanding of how online advertising can be leveraged to influence consumer perceptions and their purchase interest (Slamet et al., 2019).

Relevant previous research on the impact of digital advertising on purchase interest, with brand awareness as a mediating variable, includes the study "The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable" by Prabeng et al. (2019). This research highlights that internet advertising can influence brand awareness, which subsequently affects consumer purchase interest. The study, along with another by Slamet et al. (2019), underlines the importance of brand awareness as a mediating variable in the relationship between digital advertising and purchase interest. This research provides insights for marketers to design and optimize effective digital advertising strategies in influencing brand awareness and consumer purchase interest.

In analyzing the influence of digital advertising on purchase interest, theories such as source credibility, the elaboration likelihood model (ELM), and the hierarchy of effects become relevant theoretical frameworks. The source credibility theory emphasizes the importance of source credibility in digital advertising; credible sources can enhance trust and brand awareness, influencing consumer purchase interest. The ELM proposes two paths of persuasion: the central route requiring deep elaboration, and the peripheral route related to emotional or aesthetic responses. Effective digital advertising combines both of these routes, presenting strong arguments while attracting consumer emotions and attention. The hierarchy of effects model describes how digital advertising influences consumers from awareness to purchase. High brand awareness can facilitate the transition from advertising exposure to purchase interest. Based on the research findings, these theories, and the assumption that integrated digital advertising has a significant impact on brand awareness and consumer purchase interest, digital advertising strategies should be designed to build strong brand awareness and drive sustained purchase interest.

Impact of Endorsers on Purchase Interest Mediated by Brand Awareness

The seventh hypothesis, assessing the mediating role of brand awareness in the impact of endorsers on purchase interest, resulted in an indirect effect of 0.041 with a t-statistic of 0.985 and a p-value of 0.325. This indicates that there is no significant evidence supporting this hypothesis. Linking the analysis that states YouTube digital advertising has a positive but not significant influence on purchase interest with a p-value of 0.107, this can be re-evaluated from previous research related to the influence of advertising and other factors on purchase interest. Previous studies have examined the mediating role of brand awareness in the influence of endorsers on purchase interest. The study "The

Influence of Celebrity Endorsement and Product Quality on Consumer Purchase Interest Through Brand Image" by Wagiyem & Larasati (2023) tested the influence of celebrity support and product quality on purchase interest with brand image as a mediating variable. The results showed that celebrity endorsement directly affects brand image, which subsequently directly influences purchase interest. However, there was no significant indirect effect on purchase interest through brand image. Another study, "The Influence of Celebrity Endorsement on Consumer Purchase Interest" by Abdul & Mubarak (2018), explored the influence of celebrity support on the purchase interest of students at STIE INABA Bandung. Findings indicated that celebrity appeal influences purchase interest, but consumer trust in the celebrity negatively impacts it. These findings support the idea that the influence of celebrity endorsement on purchase interest may not always be significant, especially when viewed through mediating variables like brand image.

Linking these research findings with communication and marketing theories, such as source credibility theory, the elaboration likelihood model (ELM), and the hierarchy of effects, can provide additional insights. The source credibility theory emphasizes that the credibility and expertise of endorsers affect audience perception, which can influence brand awareness and purchase interest. However, a p-value of 0.325 in this study indicates that the indirect effect of endorsers through brand awareness may not be significant, suggesting that other factors might be more important. The ELM proposes that the way audiences process information in advertising through central or peripheral routes affects purchase interest. In this context, endorsers might not successfully activate sufficient deep elaboration. The hierarchy of effects model outlines how marketing communications guide consumers through stages from awareness to purchase, but these findings suggest that brand awareness generated by endorsers may not be strong enough to significantly influence purchase interest. This underscores the importance of considering factors such as celebrity credibility, product relevance, and honest presentation in enhancing purchase interest through endorser strategies.

CONCLUSION

The first hypothesis (H1) regarding the impact of endorsers on brand awareness is rejected based on an original sample value of 0.076, a mean of 0.082, a standard deviation of 0.080, t-statistics of 0.942, and a p-value of 0.346. The second hypothesis (H2) about the influence of YouTube Digital Advertising on Brand Awareness is accepted with a strong original sample value of 0.750 and t-statistics of 10.118. The third hypothesis (H3) related to Brand Awareness influencing Purchase Interest is also accepted with an original sample value of 0.536 and t-statistics of 4.645. The fourth hypothesis (H4) on the impact of endorsers on Purchase Interest is rejected with an original sample value of 0.094 and t-statistics of 1.062. The fifth hypothesis (H5) assessing the influence of YouTube Digital Advertising on Purchase Interest is rejected with an original sample value of 0.213 and t-statistics of 1.614. The sixth hypothesis (H6) on the influence of Digital Advertising mediated by Brand Awareness on Purchase Interest is accepted with a significant indirect effect of 0.402. The seventh hypothesis (H7), measuring the impact of endorsers mediated by Brand Awareness on Purchase Interest, is rejected with an indirect effect of 0.041. Recommendations include optimizing YouTube digital advertising strategies, selecting appropriate endorsers, enhancing brand awareness, and continuously evaluating and adjusting marketing strategies.

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