



Influence of Advertising on Platform YouTube on Interest in Buying Netflix Services Products

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SUBMITTED: 1 October 2024; REVISED: 7 November 2024; ACCEPTED: 9 November 2024

ABSTRACT: The development towards digital has made many changes that have occurred in various aspects of human life. In this era, many social media applications have sprung up which are certainly a means of entertainment for some people. With the increasing frequency of access to social media, several product or service companies advertise their products or services on social media, one of which is Netflix. One of the social media that they use to advertise their services is Youtube. This is becausee YouTube has become one of the most frequently accessed social media by people. This study uses a quantitative method with a correlational approach. The population contained in this study were 82 students of the Communication Science study program, Universitas Negeri Jakarta, 2019. Sampling in the study using probability sampling method by means of simple random sampling. The number of sample taken was 68 respondents based on calculations using the Slovin formula. From this study, the results obtained are that there iss an influence between ads on Youtube platform on students buying interest. This is evidenced by calculations using t count and t table and significance analysis. In addition, Netflix advertisements on Youtube have a direct relationship with the variable Y with a constant value of 4.228. Therefore, it can be ignored that Ads on Youtube Platform have an influence on the interest in buying Netflix service products.

KEYWORDS: Advertising; social media; buying interest; digital.

1. Introduction

The current development of information and communication technology has encouraged the emergence of various innovations that have been created to make everyday tasks easier for us. This has made online networking via social media a trend in various circles, especially among young people who understand the internet, and has changed the way people think about communicating within families and friendships [1]. Various aspects of life are also feeling the impact of advances in information and communication technology, which we cannot avoid. The development of information and communication technology has also indirectly encouraged changes in people's habits in communicating with each other. By utilizing the advances in information and communication technology, individuals are now able to communicate more practically and efficiently. This condition has also indirectly encouraged the emergence of various social media platforms that can eliminate the distance and time limitations in communication. Due to its convenience and various interesting features, social

media has now become a new way for people to communicate and interact with one another [2].

Recent technological developments and advances have also increased the number and variety of options available for viewing content. Whereas people once only enjoyed watching broadcasts on conventional television, they can now enjoy a more diverse range of shows via smartphones or other devices they own. As a result, more and more applications have emerged to meet this demand, each with its own characteristics, advantages, and disadvantages, all of which can attract consumers to use them. Of course, the various features and advantages provided by service providers must also be supported by the dissemination of information, commonly known as advertising. The presence of social media, which is increasingly used by people, has contributed to the diversification of advertising media. Companies and brand owners are beginning to abandon conventional media and are opting for digital and social media as their preferred promotional and marketing platforms [3]. Over time, the use of social media has expanded beyond just fulfilling entertainment and informational needs. Social media has been adopted by many companies from various industries and sectors to carry out marketing activities or advertise their products and services. The use of social media, classified as digital media, as a marketing tool is attributed to its ability to reach a larger audience—specifically, the company's target market. Additionally, advertisements published via social media can be precisely targeted, allowing companies to segment their audiences effectively [4].

One of the social media platforms that many companies use for advertising is YouTube. YouTube has been widely adopted by companies to promote their products or services, including Netflix, a company that provides a variety of shows. Netflix advertisements often appear at the beginning of videos on YouTube. Generally, these ads can be skipped after around five seconds. Netflix is an online application designed for accessing video content, including TV programs, TV shows, popular films, documentaries, and more. To access Netflix services, customers are required to subscribe by paying a specific monthly fee. By using this application, customers can enjoy their favorite shows anywhere they are, as it can be accessed on smartphones, laptops, TVs, and other electronic devices. Additionally, customers are not restricted to watching shows at certain times, as they can freely replay and enjoy previously watched content. Based on the background of the issues previously mentioned, the problem formulation in this study is the influence of advertising on the YouTube platform on the interest in purchasing Netflix service products among communication science students at Jakarta State University. The aim of this research is to determine the impact of advertising on the YouTube platform on the purchasing interest in Netflix service products among communication science students at Universitas Negeri Jakarta.

2. Materials and Methods

2.2. Theoretical framework.

Previous research, titled "The Influence of Advertising on YouTube Users' Purchase Interest with Brand Recognition as an Intervening Variable" by Herdian Rizky Yuniyanto and Hani Sirine (2018), concluded that advertising has a direct effect on purchase interest. This was reinforced by the pretest, which showed that 74% of YouTube users expressed interest in owning the product after viewing the advertisement [6]. Another study, titled "Advertising via

YouTube and Interest in Buying Products" by Shella Meilita Agata Sukamto and Tri Indra Wijaksana (2017), concluded that advertising via YouTube significantly influences interest in purchasing Pantene shampoo products [7]. A further study titled "The Influence of Advertising on Instagram Social Media on People's Buying Interest in E-Commerce" by Erick Hartawan, Delfin Liu, Marc Richardo Handoko, Geraldo Evan, and Handyanto Widjojo (2021) found that promotional factors, such as images and information in Instagram advertisements, significantly influenced purchase intentions through e-commerce. However, other factors, such as audio and price, did not affect purchase intention via e-commerce [8].

According to Koniq in [9], advertising provides the latest information to consumers regarding specific needs and motivations, with the aim of maintaining production levels. Liliweri defines advertising as any form of paid communication that introduces ideas or services, which are impersonal and delivered at the expense of the paying party. This contrasts with other terms that are sometimes mistakenly thought to mean the same thing, but actually have distinct differences, such as advertising. According to Kotler and Keller, advertising refers to the use of print media (such as tabloids and newspapers), broadcast media (such as radio and television), online media (such as electronic media, cable television, recordings, and audio cassettes), and display media (such as posters and billboards) by a clear sponsor or brand [10]. Meanwhile, [11] defines advertising as a type of paid communication using mass media and other interactive media, aiming to attract a broad audience, connect sponsors with target buyers, and provide product or commodity information. In simpler terms, advertising refers to both the content conveyed and the process of conveying that content. Advertising is considered an effective way to reach a large, widespread audience. Additionally, advertisements can be used to create a long-term impression of a product or brand, while also potentially triggering immediate sales. If an advertisement fails to influence the behavior of the target audience, its ability to persuade the audience to buy a product or service is questionable.

According to Kotler and Armstrong in [7], an advertisement must possess three key characteristics to be appealing. First, it must have meaning, clearly showing the audience the benefits of the product in order to generate interest. Second, advertisements must be trustworthy. The audience must believe that the product information presented is accurate, and that the benefits advertised are true. Finally, the advertisement must stand out, offering unique qualities that distinguish it from other advertisements. Companies must demonstrate that their brand is different from others in the same industry. As time progresses, the types of advertisements shown to the public continue to increase. However, in general, there are two main types: commercial advertisements and public service advertisements. According to [9], commercial advertising is specifically designed to promote or introduce a product or service to the public through advertising media. In contrast, public service advertisements are non-profit, meaning the advertiser does not expect any financial return. Instead, their goal is typically to improve the company's public image. The media used in advertising has also evolved with advancing technology. Conventional broadcast media, which once dominated, are now being replaced by newer media platforms. Today, many companies promote their products or services using various social media channels. According to Nurdiana & Adyas, advertisements on social media can be immediately viewed by the target audience, and the audio and visuals used seem to invite the audience to engage directly with the advertised product [12]. Additionally, advertising displays can be repeated multiple times daily. Kotler and Keller in [12] define social

media as a medium for sharing information between the public and companies in the form of text, images, audio, and video, and vice versa.

Purchase intention refers to the process by which individuals tend to take action before actually making a purchase decision [13]. Interests or desires that emerge in potential buyers sometimes conflict with their financial situation. Purchase interest can also be seen as a latent desire that exists in a consumer's mind, which no one else can fully understand or anticipate [14]. Consumers' buying interest is shaped by learning and thought processes that create perceptions or impressions. Over time, this interest forms into a strong desire, which may eventually prompt the individual to act on their mental intention [15]. According to Kotler in [15], interest represents an emotional or cognitive response to a product or service, but does not yet involve a decision to make a purchase. Kotler in [16] identifies several factors that influence buying interest in consumers. The first factor is the attitude of other people, which affects a consumer's preference for particular options. This depends on the strength of the other person's negative characteristics and the consumer's willingness to follow their recommendation. Another influencing factor is unforeseen circumstances, which can alter a consumer's position on making a purchase, depending on their personal beliefs. To carry out purchasing decisions, consumers follow a series of steps, referred to as the "sub-purchase decisions." These steps include: (1) brand decision, (2) quantity decision, (3) timing decision, (4) supplier decision, and (5) payment method decision. Furthermore, according to Ferdinand in [19], there are several indicators of customer interest, including transactional interest (tendency to buy), referential interest (tendency to recommend), preferential interest (important interest that can change if the product/service faces problems), and exploratory interest (tendency to seek information about popular products/services). There are also stages to assess buyer interest or determine consumer demand for products or services. These stages are known as the AIDA model, which stands for Attention, Interest, Desire, and Action. According to Kotler in [17], these four stages occur sequentially. Attention is the first stage, where potential consumers become aware of products or services that meet their needs. Interest follows as they begin to show curiosity about the offerings. The third stage, Desire, occurs when potential customers increasingly desire to make a purchase. Finally, the Action stage is where the consumer is persuaded to buy and use the product or service, resulting in a completed transaction. The hypotheses contained in this research are as follows:

H_0 : Advertisements on the YouTube platform have no influence on interest in purchasing service products.

H_1 : Advertisements on the YouTube platform have an influence on interest in purchasing service products.

2.2. Research methods.

This research employs a quantitative approach and follows a correlational research design. The research method used is a survey, with a questionnaire as the primary data collection tool. The subjects of this study are students from the 2019 Communication Science program at Jakarta State University. The population consists of 82 students in this program from the 2019 cohort. The sampling technique used is probability sampling, specifically simple random sampling, to ensure each member of the population has an equal chance of being selected. To determine an appropriate sample size for the population, the Slovin formula is applied as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where n is sample size, N is population size, and e is percent allowance for inaccuracy due to sampling error. In this case as much as 5%. Based on the formula above, the sample size obtained is

$$n = \frac{82}{1+82(0,05)^2} \quad n = \frac{82}{1+0,205}$$

$$n = \frac{82}{1+82(0,025)} \quad n = \frac{82}{1,205} = 68$$

The total sample size in this research is 68.04, rounded up to 68 participants. The variables examined in this study include both independent and dependent variables. The independent variable is advertising on the YouTube platform, while the dependent variable is buying interest. For data analysis, validity and reliability tests were performed, followed by a simple linear regression analysis to determine the influence of the advertising variable (X) on the buying interest variable (Y).

3. Results and Discussion

3.1. Validity test.

The first test conducted in this research was a validity test on both the independent and dependent variables, using the Kaiser-Meyer-Olkin (KMO) method and the Bartlett Test (Table 1). The results of the validity test for each question in the two variables are shown below. The KMO value for variable X is 0.652, indicating that this variable is valid and falls into the "low" category, as the value is above 0.6. Meanwhile, KMO value of 0.725 for variable Y, indicating validity in the "moderate" category, as the value is above 0.7 [18]. Tables also show a significance value of 0.000, which is less than 0.05. This confirms that variables in this study are valid [19].

Table 1. Validity test of variable.

KMO and Bartlett Test		X	Y
KMO Measure of Sampling.		.652	.725
Bartlett's Test	Approx. Chi-Square	60.479	43.267
	df	6	6
	Sig.	.000	.000

3.2. Reliability test.

The next test conducted was a reliability test for both variables, X and Y, using the Cronbach's Alpha method. The results of the reliability test for the two research variables are shown below. According to Table 2, the Cronbach's Alpha value for variable X is 0.729, which is greater than 0.60. This indicates that variable X in this study is reliable and falls into the "good" category, as the result is within the range of 0.70-0.80. Additionally, Table 3 shows that the Cronbach's Alpha value for variable Y is 0.699, which is also greater than 0.60. This suggests that variable Y is reliable and, while classified as "poor," is still acceptable since it exceeds the 0.60 threshold [20].

Table 2. Reliability test for variable

Variable	Cronbach's Alpha	N of Items
X	.729	4
Y	.699	4

3.3. Linearity test.

The next test conducted in this research was the linearity test, which determines whether each variable in the study has a linear relationship with the others [21]. The table below presents the results of the linearity tests performed. Based on this table, it can be concluded that variable X (advertising) has a linear relationship with variable Y (purchase interest). For a test to be considered linear, the significance value must be less than 0.05 [21]. The results indicate a linear relationship between the variables, as the significance value obtained from the linearity test table is 0.000, which is less than 0.05 (Table 3).

Table 3. Linearity test table.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.481	1	96.481	26.250	0.000 ^b
	Residual	242.577	66	3.675		
	Total	339.059	67			

a. Dependent Variable: Y; Predictors: (Constant), X

3.4. Hypothesis analysis test.

Based on the hypothesis analysis test results in Table 4, hypothesis testing was conducted using two methods. The first method involves examining the significance value, which is 0.000 and less than 0.05 [21]. The second method compares the calculated t-value with the critical t-value from the t-table. In this case, the calculated t-value (T_{count}) is 8.339, while the critical t-value (T_{table}) is 1.996. Since the T_{count} value is greater than the T_{table} value ($8.339 > 1.996$), H_0 is rejected, and H_a is accepted [22]. Using both methods, it can be concluded that H_0 is rejected and H_1 is accepted, as the significance value is less than 0.05 and the T_{count} exceeds 1.996. Furthermore, from Table 6, the results of the simple linear regression equation are also obtained, with the equation $Y = 4.228 + 0.681X$. This equation indicates that the regression coefficient for variable X is 0.681, showing a positive, direct relationship between variable X and variable Y. The results suggest a strong influence, as the regression coefficient of 0.681 falls within the range of 0.600-0.799 [23].

Table 5. Hypothesis analysis test.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.228	1.112		3.804	.000
	Advertising	.681	.082	.716	8.339	.000

a. Dependent Variable: Interest in buying

3.5. Determination coefficient test.

Based on the results of the coefficient of determination test, the R^2 value obtained was 0.513, or 51.3% (Table 6). This indicates that the independent variable, advertising (variable x), accounts for 51.3% of the influence on the dependent variable, purchase interest (variable y) [21]. The remaining 48.7% of the influence is attributed to other variables not included in this study.

Table 6. Determination coefficient test.

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.506	1.135

a. Predictors: (Constant), Advertising; Dependent variable: Interest in buying

4. Conclusions

Based on the findings of the proposed research, it can be concluded that advertisements on YouTube influence consumers' interest in purchasing Netflix services. The effect of the advertising variable, or independent variable, accounts for 51.3% of this influence, while the remaining 48.7% is attributed to other factors not examined in this research. With advancements in technology, an increasing variety of new media platforms are available for advertising. Additionally, the growing use of social media in society presents an important consideration for companies looking to advertise their products or services, as social media can serve as an effective advertising medium.

Acknowledgement

The researcher would like to express deepest gratitude to Dr. Dini Safitri, M.Si Dr. Kinkin Yuliaty Subarsa Putri, M.Si as lecturer who have provided support and guided researchers so the researcher can complete this research.

Competing Interest

All authors declared no competing interest.

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