THE EFFECT OF CONSUMER PERCEPTION ON PRODUCT IMAGE ADVERTISED ON YOUTUBE

Dini Elida Putri[a]
Eka Ermawati[b]
[ab] Faculty of Law, Economics and Business, University of Dharmas Indonesia
Email: diniputri26031985@gmail.com[a]; eka.ermawati91@gmail.com[b]

ABSTRACT

Introduction: The purpose of this study is to describe consumers' perceptions of YouTube commercials and to examine the impact of consumer perception on the product image. Online media aids in the efficient or wider reach of advertisements. However, several studies have found that consumers are upset by video commercials and thus use skip ad features. The disparity between consumer perceptions of YouTube ads and marketer perceptions of Youtube ads may result in unproductive marketer advertising decisions when selecting the YouTube platform.

Methods: According to Dharmasraya Central Statistic Department data, the research population is Youtube users who live in four districts with a total population of 120.979 persons. Non-probability sampling was used to determine the research sample. Using Isaac and Michael's sampling formula, the sample size is 347 people. Product image is the dependent variable, and the independent factors are irritation, informativeness, and purchase. To collect data, valid and reliable questionnaires with a five-stage Likert scale were employed, and SPSS 20.0 was used to assess the study hypotheses.

Results: The results demonstrate that customer impression of irritation toward YouTube advertisements has little effect on the product image, however informativeness of YouTube ads and purchase have a substantial effect on the product image. Variable independence has a large and simultaneous impact on the product image.

Conclusion and suggestion: This finding indicates that respondent perceptions of how informative YouTube commercials are and their product purchase experiences based on YouTube ads have a favorable and significant impact on product images displayed on YouTube. Other findings show that regardless of how frequently respondents skip YouTube

commercials and feel irritated by unskippable ads, product image advertising on YouTube is not significantly affected by variable irritation.

Further research could include expanding the research sample to additional districts in Dharmasraya or other rural locations to learn more about how people interpret YouTube commercials and act based on what they see. As a result, a suitable YouTube ad is designed to help the promotion of current local products/services.

INTRODUCTION

The use of internet-based marketing media is rapidly increasing. The most popular media, such as Facebook, Youtube, and Twitter, are accessed at any time and anywhere by consumers. Nielsen Consumer Media View survey in eleven cities Indonesia stated that internet usage is rapidly increasing as an indication of more people access more digital media content and Youtube is still the most accessible online video platform (Survey Nielsen Consumer Media View, 2017). In 2019 data of Nielsen Digital Consumer, Youtube is the most used platform (68%) to watch television content or movies. Online advertising, consisting of paid advertising or posting content, with one video uploaded, could be seen by billion of people across the globe. As long as the marketers are connected, they can market, communicate, and do transactions with customers. In 2020, Youtube offers Youtube Video Builder, free access to Youtube canal, as a helping tool for SMEs in making their own video ads. Ali Miller, director of Youtube product ads management, stated the current changing situation force businesses how to interact, and manage customer relationship in the form of a video. Video builders facilitate the limitation of business resources in making video ads. Hence that SMEs could expand their ads on Youtube. For example, the SME from Kediri city with their Sukun chips ads and Atiiqna Batik of East Kalimantan, etc.

Research by Bohdan Pikas and Gabi Sorrentino (2014) shows that the majority of respondent rejects the ads, and feel irritated towards ads on their favorite social media site (Facebook, Twitter, and Youtube). Shafira Wahdini Adrian, Iis Kurnia Nurhayati (2018) research stated that Ramayana Ramadhan 2017 Youtube ads affects product image by 35,4 percent. Previous research shows consumers' perception is generally positive toward video ads, on Instagram or Youtube platforms. However, other research also stated that consumers feel irritated with video ads, makes them ignorant of ads, and tend to use skip ads features on Youtube. The gap between consumers' perception of Youtube ads and marketers' perception of using Youtube ads, could result from ineffective marketers' advertising decisions in choosing the Youtube platform.

Based on the reasoning, this research titled "*Analysis The Effect of Consumer's Perception to Product Image Advertised in Youtube (Consumers in Dharmasraya Regency)*", aims to describe consumer's perception of Youtube ads, and the effect of perception of product images advertised on Youtube.

LITERATURE REVIEW

According to Kotler (2016), perception is the process through which someone selects and interprets product marketing information in order to develop a subjective meaningful picture of the world. According to Finda and Suharti (2015), there are three stages in which consumers construct their perception: 1. Sensation: the act of absorbing information; 2. Organizing: the stage of processing information; 3. Interpretation: the construe action of a product image. Companies use marketing to alter consumers' perceptions of what they want to be. Market environment, consumer bargaining power, high competition, customer perception, and behavior are constantly changing and must therefore be measured.

Ducoffe (1996) defines irritation as the consumer's reaction to advertisement methods that irritate/manipulate and have a significant impact on the consumer's attitude. Irritation is defined as a planned response to untidy and unsettling stuff (J. Eighmey and L. Mccord,1998). In the case of social media platforms such as YouTube, commercial annoyance manifested as interruption and consumer anxiety of losing privacy.

An advertisement is a powerful tool for distributing product messages and developing brand preference. Advertisements are categorized as advertising because they have the purpose of informing, persuading, recalling, or reinforcing preferences. The goal of the next marketer is to select the most effective channel for delivering type and exposure. Many elements, including technology, have changed how consumers choose to process communication from its channels, as well as whether or not they want to be exposed to commercial advertisements.

Advertising tends to be valued from advertisers' point of view, how ads fulfill its function in marketing and communicating the company's message. Since the evolution of marketing core concept addresses the shifting of a value (Houston and Gassenheimer,1997), communication value from the consumer's point of view must also be investigated. Marketing communication done in every media have made some consumers feel that marketers intruded on their life. Ducoffe research concluded that entertainment, informativeness, and irritability variables have a significant effect on the attitude toward online ads. Content (informativeness) and form (entertainment) are the key factors to estimate ads value and online ads' effectiveness, also irritability brings a negative impact on consumers' attitudes. Informativeness is defined as ads' capability in

informing consumers of an alternative product hence that buying decision generates the best satisfaction (Ducoffe,1996).

Three criteria indicators of ads effectiveness are purchase, remembrance, and persuasion. Another approach is used to see whether an ads could create and form a correct consumer association between a brand to personal relevance image.

According to Kotler (2016), the product image is a consumer's perception of a consumed or used product's brand. Schiffman and Kanuk (2007) define a brand image as a group of brand associations in the mind of the consumer. Measurement of brand image done for the most memorable, familiar image and have a good reputation. To the company, the brand is people's perception of the company. The brand is what consumers are used to making purchase decisions, using services, etc. A good brand image creates a positive effect on a company, whereas a negative brand image creates a negative effect and weakens the company's capability in competition. Brand associations consist of consumers' feelings, perceptions, images, experiences, and attitudes toward a certain brand. Marketing program design a superior image for a product via mass distribution and mass communication.

Previous Study and Hypothesis

In previous research on Youtube ads conducted by Shafira Wahdini Adrian and Iis Kurnia Nurhayati (2018), the result shows that there was a significant effect of Ramayana Ramadhan 2017 Youtube ads version "My Happiness is Your Happiness", on the product image. Respondents stated that the interesting ads could present the brand of Ramayana well so the brand or logo became familiar to them. It helps respondents in forming a certain feeling and attitude towards the brand resulting in a buying decision.

Another research by Amilia Haida and Hardy Loh Rahim (2015), investigated the relationship between entertainment, information, and irritation of social media advertising towards product awareness and advertising values. The result shows that by being informative is the best way of social media advertising.

A study focused on the attitude of young consumers in Chiang Mai, Thailand toward online audio-visual videos on Youtube, also found that entertainment, informativeness, and credibility had a strong positive correlation with the attitude toward Youtube advertising (Jai-Lung Chen and Chawakorn Panyaruang,2021). Similar to this research, Sandaruwani Kaushalya and Thilini Gamage (2018) study indicated that entertainment, informativeness, irritation, and credibility had positive impacts on consumers' attitudes toward online video advertisements.

Maharina Nursaif, Lusianus Kusdibyo, Rafiati Kani (2020); Bohdan Pikas, and Gabi Sorrentino (2014) also conducted descriptive research aiming to identify consumer's perception of video advertising in instra story feature on Instagram and perception of

online ads on popular social webpages (Facebook, Youtube and Twitter). The result stated that consumers feel that through video ads, they could obtain new brand/product knowledge, though the ads could be skipped easily. Also, respondents said they do not focus/respond to ads, and most of them feel annoyed by them, but there is still a consumer's purchase intention.

Based on the previous study stated above, this research hypothesis is:

H1: Irritability positively and significantly influence product image advertised on Youtube

H2: Informativeness positively and significantly influence product image advertised in Youtube

H3: Purchase positively and significantly influence product image advertised in Youtube

H4: Irritability, informativeness, and purchase simultaneously, significantly influence product image advertised on Youtube

RESEARCH METHODS

The population of this study is Youtube users in Dharmasraya regency. Non-probability sampling technique with purposive sampling method used to decide research sample. The sample Youtube users, aged over 17 years old, live in four districts in Dharmasraya regency, which are Sungai Rumbai, Koto Baru, Sitiung, and Pulau Punjung. Based on Dharmasraya regency Central Statistic Department data per year 2021 is approximately 120.979 people. Using the sampling formula of Isaac and Michael, the number of samples decided were 347 respondents.

The dependent variable is product image, and the independent variables consist of irritability, informativeness, and purchase. A questionnaire is used to collect data from respondents, with some statements to describe and measure consumer's perceptions. Respondents are to choose the answer from five options, five stages Likert scale based on what they perceived, divided into five levels from Strongly Agree to Strongly Disagree, with 5 points to 1 point for each statement. The data of this research will be analyzed in a form of numbers and using the Software, SPSS version 20.0.

The dependent variable is Product Image (Y) and the independent variables are irritability (X1), informativeness (X2), and purchase (X3). After the collection of data, validity and reliability test are used to measure the validity of questionnaires and consistency, also the stability of the measurement from time to time. A reliable questionnaire is when the respondent's answer to a statement is consistent and stable from time to time.

Linear regression analysis is a tool to predict the effect of two independent variables or more on one dependent variable. This analysis is used to prove whether there is a functional or causal connection between two or more independent variables, which

are irritability, informativeness, and purchase of product images advertised on Youtube. A T-test was used to find out the correlation and partial effect of independent variables (irritability, informativeness, and purchase) on dependent variables (product image). F-test was used to find out the simultaneous effect of independent variables on one dependent variable and determination coefficients (adjusted R square point) were used to know the approximate effect of the independent variable on the dependent variable.

Table 1. Variables Operational Definition

Variable	Definition	Indicators	Scale
Irritability	Irritation is the consumer's feeling toward advertisement strategies that irritate/manipulate and have a strong effect on the consumer's attitude. irritation related to ads manifested as an interruption.	● Perception of irritation to Youtube ads ● Perception of unskippable Youtube ads ● Actions to irritable Youtube ads/channel	Ordinal
Informativeness	Informativeness is defined as ads' capability in informing consumers of an alternative product, hence that buying decision generates the best satisfaction.	● Perception towards the information given in Youtube ads ● Perception of stimulus given in Youtube ads	Ordinal
Purchase	Purchase is defined as the act of buying goods or services, based on the remembrance of marketing stimuli.	● Brand awareness and recognition ● purchase	Ordinal
Product image	product image is a consumer's perception of a consumed or used product's brand.	● product image ● image of Youtube ads ● image of repeated Youtube ads	Ordinal

RESULT AND ANALYSIS

Respondent Characteristic Groups

Based on the regency group, the respondent of this research classified into:

Table 2. Respondent's characteristics based on age group

Regency (District)	Respondent	Percentage (%)
Sungai Rumbai	63	18,2
Koto Baru	87	25
Sitiung	76	21,9
Pulau Punjung	121	34,9
Total	347	100

Data source: questionnaire (2022)

In table 3, respondents living in Pulau Punjung the highest number of 347 respondents, with a percentage is 34,9 percent. Followed by Koto Baru district (25 percent) and Sitiung district (21,9 percent). For respondents living in Sungai Rumbai district, there were 63 respondents (18,2 percent).

Based on gender group, respondents of this research are classified into:

Table 3. Respondent's characteristics based on gender

Gender	Respondent	Percentage (%)
Male	172	49,6
Female	175	50,4
Total	347	100

Data source: questionnaire (2022)

Table 4 pictures respondents who participated in this research consisting of 175 female respondents (50,4 percent) and 172 male respondents (49,6 percent).

Based on age group, respondents of this research are classified into:

Table 4. Respondent characteristics based on Age Group

Age of Group	Total	
	Respondent	Percentage (%)
17 – 21	103	29,7
22 – 26	69	19,9
27 – 31	50	14,4
32 – 36	37	10,7
37 – 41	32	9,2
42 – 46	27	7,8
47 – 51	16	4,6
52 – 56	5	1,4
57 – 61	5	1,4
≥ 62	3	0,9
Total	347	100

Data source: questionnaire (2022)

Table 5 shows the highest age group of respondents who participated is from group 17 – 21 years old (29,7 percent), followed by group 22 – 26 years old (19,9 percent), and the lowest age group respondent is respondents more than 62 years old (0,9 percent).

Based on occupations, respondents who participated in this research were classified into:

**Table 5. Respondent characteristics based on occupation**

Type of Occupations	Total	
	Respondent	Percentage (%)
Civil Servant	21	6,1
Private sector employee	76	21,9
Housewife	60	17,3
Entrepreneur	63	18,2
Retired	4	1,2
Students/College students	112	32,3
Doctor	1	0,3
Firefighter	2	0,6
Farmer	4	1,2
Police	3	0,9
Total	347	100

Data source: questionnaire (2022)

In table 6, the highest respondent who participated in this research is from students/college students (32,2 percent), followed by private sector employees (21,9 percent), and entrepreneurs (17,3 percent).

Questionnaire Analysis: Youtube User's Behavior

In the research questionnaire delivered to respondents, they were asked, "How many hours do you spend time on the internet per day?". Figure 1 reflects the answers from respondents.
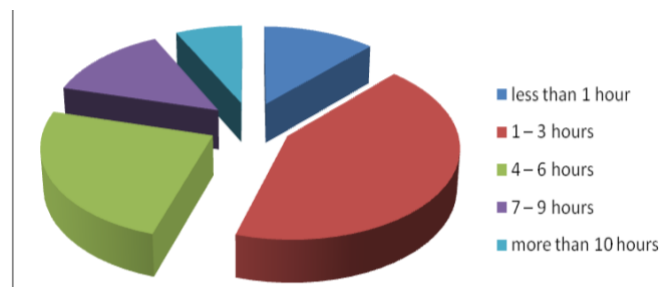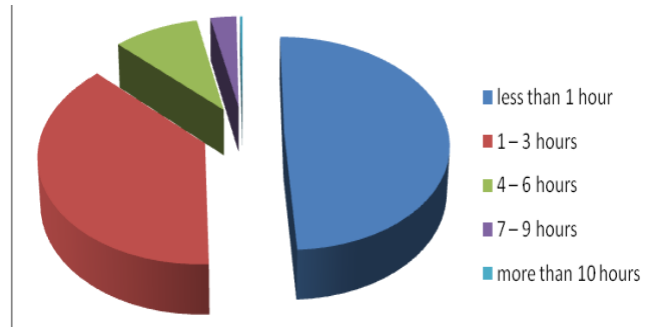

Data source: questionnaire (2022)

Figure 1. Time Spent on Internet (per day)

Figure 1 shows most respondents (42,7 percent) spent one to three hours per day on the internet and followed by respondents who spent four to six hours per day (24,5 percent). For respondents who spent more than 10 hours per day on the internet is approximately 7,2 percent.

From the question of respondents' internet usage per day, the question is trying to describe their time spent specifically on the Youtube platform, "How many hours do you spend time on Youtube per day?" The next figure portrayed their answers.


Data source: questionnaire (2022)
Figure 2. Time Spent on Youtube (per day)

In the Youtube platform, specifically, most respondents answered that they spent less than an hour per day with a percentage is 49,3 percent, followed by respondents who spent time for one to three hours per day on Youtube (38 percent). The least time spent on Youtube by respondents is more than ten hours per day (0,3 percent). From this figure, it can be concluded that most respondents of this research spent time on Youtube not more than 3 hours per day. This pictures how Youtube should engage their viewers in a more specific range of time, for the purpose to view more Youtube videos or reaching Youtube ads exposure.

Regarding the use of the Youtube platform by respondents, this research also asked questions related to what video content the respondents view the most. They were asked to choose video theme/content from categories, such as shopping, traveling, food and recipes, automotive, television and movies, interior and décor, make-up tutorial, documenter, news, science and technology, Flora Fauna, fashion and style, music, sports, cartoon movies, humor, religious, others. These categories are labeled as numbers 1 to 18.

The figure below shows the percentage of viewed video content chosen by respondents.
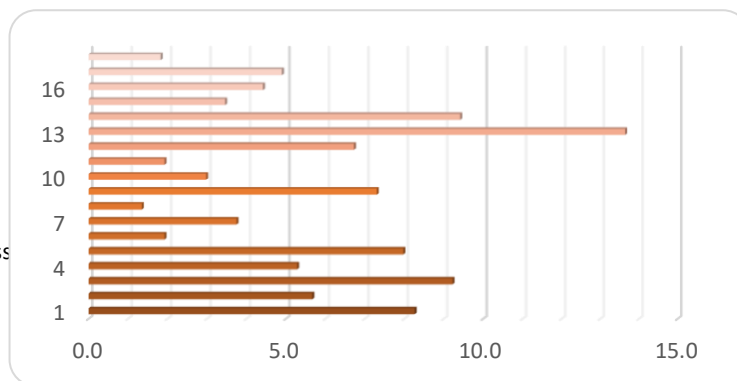
Figure 3. Youtube Video Content Viewed by Respondents

Figure 3 showed that most Youtube video content viewed by respondents is category number 13, which is the music video, with a percentage is 13,6 percent. Next Youtube video content viewed chosen by respondents is category number 14, which is sports videos (9,4 percent) and followed by category number 3, which is food and recipes. The last category of video content viewed by research respondents is number 8, which is documented with 1,3 percent. This data describes which video content respondents viewed and could help as a base data of user behavior.

Frequency Distributions: Independent and Dependent Variables

Overall, seventeen statements were used in describing indicators for independent variables consisting of irritability (X1), informativeness (X2), and purchase (X3), and also for the dependent variable which is product image (Y).

Frequency Distributions Independent Variable Irritability (X1)

Seven statements were used as indicators for variable irritability. The highest mean (3,97 points) is from the second statement, which stated "I often skip Youtube ads", followed by the second highest mean (3,62 points) from the fifth statement, which is "I feel very irritated by unskippable Youtube ads" and the third highest mean (3,61 point) from the fourth statement, which is "I don't like Youtube video with many ads".

Frequency Distributions Independent Variable Informativeness (X2)

Three statements were used as indicators for variable informativeness. The highest mean (2,98 points) is from the second statement, stating "I watch Youtube ads or Youtuber channels because it can help me to know certain products or services I am interested in", followed by the second highest mean (2,96 points) from the first statement, which is "I know the product well after watching Youtube ads or Youtuber channel".

Frequency Distributions Independent Variable Purchase (X3)

Two statements were used as indicators for variable purchase which are the statement "I will consider buying a product after watching Youtube ads or Youtuber channel (mean 2,87 points) and the statement "I have bought products because I watched Youtube ads or Youtuber channel" (mean 2,56 point).

Frequency Distributions Dependent Variable Product Image (Y)

Five statements were used as indicators for the dependent variable, product image. The highest mean (2,98 points) is from the second statement, stating "I watch Youtube ads or Youtuber channels because it can help me to know certain products or services I am interested in", followed by the second highest mean (2,96 points) from the first statement, which is "I know the product well after watching Youtube ads or Youtuber channel".

Validity and Reliability Test

Validity and reliability test are tests to evaluate if a method, technique, or test could measure something, questionnaire research in this case. Reliability tests consistency if the research is repeated under the same conditions, and validity tests if results really measure what they are supposed to measure.

The results of the validity test are shown in table 7 below:

Table 6. Validity Test Result

Questionnaires Number	R test (n = 347)	R table (df(n-2);0,05)	Sig.	Results
1	0,361	0,1055	0,000	Valid
2	0,443	0,1055	0,000	Valid
3	0,373	0,1055	0,000	Valid
4	0,474	0,1055	0,000	Valid
5	0,534	0,1055	0,000	Valid
6	0,413	0,1055	0,000	Valid
7	0,540	0,1055	0,000	Valid
8	0,836	0,1055	0,000	Valid
9	0,856	0,1055	0,000	Valid
10	0,769	0,1055	0,000	Valid
11	0,877	0,1055	0,000	Valid
12	0,852	0,1055	0,000	Valid
13	0,720	0,1055	0,000	Valid
14	0,740	0,1055	0,000	Valid
15	0,791	0,1055	0,000	Valid
16	0,731	0,1055	0,000	Valid
17	0,717	0,1055	0,000	Valid

Data Source: data processed SPSS 20 (2022)

Table 7 shows the result of the questionnaire validity test is valid for all seventeen questionnaires used in this research. In this test, a valid instrument means that each has an R test value over the R table value determined, which is 0,1055. All R test value for seventeen questionnaires is over the R test value and has 0,000 significance, therefore it can be concluded that the questionnaires used are Valid.

To show how reliable the questionnaires used in this research are, the result is shown in the next table 8.

Table 7. Reliability Test Result

Cronbach's Alpha	N of Items
0.813	17

Data Source: data processed SPSS 20 (2022)

The criteria for the questionnaire reliability test is if the questionnaire Cronbach's Alpha value is more than 0,7. Table 8 shows that Cronbach's Alpha value is 0,813. Therefore it can be concluded that the research questionnaires are reliable.

Correlation Analysis

Correlation analysis in research is a method used to measure how strong the relationship between two variables, independent and dependent variables. For this research, the result for correlation is shown in the next table 9.

Table 8. Correlation

Variables		Irritability (X1)	Informativeness (X2)	Purchase (X3)
Product Image (Y)	Pearson Correlation	0,230	0,641	0,727
	Sig. (2-tailed)	0,000	0,000	0,000
	N	347	347	347

Data Source: data processed SPSS 20 (2022)

Table 9 presents a correlation test for research variables and the analysis is:

1) Correlation between irritability to product image is 0,230 means that the correlation is positive, weak, but significant, it's proven by the significant value 0,000 is less than 0,05 (0,000 < 0,05) and also r-test value is more than the r-table value (0,230 > 0,1055).

2) Correlation value 0,641 means that there is a moderate, positive, and significant correlation between informativeness to the product image, proven by the significant value 0,000 is less than 0,05 (0,000 < 0,05) and also r-test value is more than r-table value (0,641 > 0,1055).

3) Correlation value for the third variable purchase and product image shows 0,727, which means that there is a high, positive, and significant correlation, proven by the significant value is 0,000 less than 0,05 (0,000<0,05) and the r-test value is more than r-table value (0,727 > 0,1055).

Multiple Regression Analysis

To analyze the partial effect of the independent variable (irritability, informativeness, and purchase) on the dependent variable (product image), data is processed using SPSS 20 and the result is presented in the next table:

Tabel 9. Multiple Regression

Variables	Coefficients	t	Sig.
(Constant)	1,544	1,515	0,131
Irritability	0,59	1,328	0,185
Informativeness	0,335	4,721	0,000
Purchase	1,107	10,681	0,000

Dependent variable: Product Image
Data source: processed data using SPSS.20 (2022)

From table 10, can be concluded the regression equation is :
$$Y = 1{,}544 + 0{,}59\ X1 + 0{,}335\ X2 + 1{,}107\ X3 + e$$

Table 10 also describes the t-test to answer the research hypothesis, the Partial hypothesis test (t-test). t-test aims to determine how big the significant influence of each independent variable on the dependent variable. Analyzing the result of the t-test is based on requirements, such as:

1) If t-test > t-table, means independent variable (X) influences dependent variable (Y). Ha is accepted and Ho is rejected
2) If t-test < t-table, means there is no influence of the independent variable (X) on the dependent variable (Y). Ha is rejected and Ho is accepted
3) If Sig. value < 0,05, means the independent variable (X) has a significant influence on the dependent variable (Y)
4) If Sig. value > 0,05, means the independent variable (X) has a significant influence on the dependent variable (Y)

t-table value derives from df = n-k, and level of error in the research = 0,05. The result from t-table = 1,967.

Interpretations of the t-test are presented in table 10:

1) Irritability (X1) influence on product image (Y). In table 10, the t-test value is 1,328 and the t-table value is 1,967 (1,328 < 1,967), with Sig.value 0,185 bigger than the level of research error 0,05 (0,185 < 0,05). This shows that there is no significant influence of variable irritability as the independent variable to dependent variable product image advertised on Youtube.
2) Informativeness (X2) influence on product image (Y). With a t-test, the value is 4,721 and a t-table value is 1,967 (4,721 > 1,967), with Sig. value 0,000 less than level error 0,05 (0,000 < 0,05). This shows that there is a positive and significant influence of informativeness as the independent variable to the dependent variable product image advertised on Youtube.

3) Purchase (X3) influence on product image (Y). With the t-test, the value is 10,681 and the t-table value is 1,967 (10,681 > 1,967), with Sig. value 0,000 less than level error 0,05 (0,000 < 0,05). This shows that there is a positive and significant influence of purchase as the independent variable to the dependent variable product image advertised on Youtube.

This result shows that the product image advertised on Youtube is being positively and significantly affected by respondents' perceptions of how informative the Youtube ads are and how their product purchase experiences based on Youtube ads. Other results find that despite how often respondent skip Youtube ads and feels irritated by unskippable ads, product image advertised on Youtube is not significantly affected by variable irritability.

Simultaneous hypothesis test (F-test)

Simultaneous coefficients of regression test aim to find the simultaneous effect of all independent variables (irritability, informativeness, and purchase) on one dependent variable (product image), which compares the F-test to the F-table. The F-table value for this research is 2,60. F-test is presented in the ANOVA table of SPSS output. The table is presented below:

Table 10. F-Test

Model	Sums of Squares	Df	Mean Square	F	Sig.
Regression	2918,300	3	972,767	146,771	0,000
Residual	2273,337	343	6,628		
Total	5191,637	346			

Dependent variable: Product Image
Predictors: (Constant), Irritability, Informativeness, Purchase
Data source: processed data using SPSS.20 (2022)

The simultaneous effect test of independent variables to dependent variables resulted by comparing the F-test value and F-table value. If F-test > F-table, Ha is accepted and Ho is rejected. In table 11, the F-test value is 146,771 and F-table is 2,60 (146,771 > 2,60), with a Significance value (0,000 < 0,05). This means that Ha is accepted and Ho is rejected, which results in variables irritability, informativeness, and purchase having a significant stimulant effect on the product image.

Coefficients of determination in multiple regressions were used to determine the percentage of independent variables' effects (irritability, informativeness, and purchase) on the dependent variable (product image). The value of coefficients of determination is presented in the Model Summary table in SPSS output. The coefficient of determination is in table 12.

Table 11. Coefficients of Determination

R	R Square	Adjusted R Square
0,750	0,562	0,558

Data source: processed data using SPSS.20 (2022)

In table 12, the value of Adjusted R Square is 0,558. This result shows that independent variables have a simultaneous effect on the dependent variable approximately 55,8 percent. Meanwhile, about 44,2 percent was affected by other factors.

CONCLUSION

The first hypothesis result shows there is no significant influence of variable irritability as the independent variable on the dependent variable product image advertised on Youtube. The second hypothesis result shows that informativeness as an independent variable has a positive and significant effect on the dependent variable product image advertised on Youtube. The third hypothesis result shows that purchase as an independent variable has a positive and significant effect on the dependent variable product image advertised on Youtube. And fourth hypothesis result shows that independent variables (irritability, informativeness, and purchase) have a simultaneous and significant effect on the dependent variable product image advertised on Youtube.

This result shows that the product image advertised on Youtube is being positively and significantly affected by respondents' perception of how informative the Youtube ads are and how their product purchase experiences based on Youtube ads. Other results find that despite how often respondent skip Youtube ads and feels irritated by unskippable ads, product image advertised on Youtube is not significantly affected by variable irritability.

A suggestion to further research is to add the research sample in other districts in Dharmasraya or any rural area to gain more information about how people perceive Youtube ads and act based on what they watched. The result is to design a suitable Youtube ad that aims to support the promotion of present local products/services.

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