

BAB V

PENUTUP

Pada bab lima ini dilakukan pengambilan kesimpulan dari hasil penelitian yang telah dilakukan. Selanjutnya, peneliti membuat implikasi bagi pihak manajerial dan merumuskan saran. Kesimpulan, implikasi manajerial dan saran tersebut adalah sebagai berikut:

5.1. Kesimpulan

Hasil analisis dapat disimpulkan bahwa *youtuber video perception*, *content sharing* dan *perceived benefit* mampu memprediksi 69% perubahan keputusan pembelian konsumen pada produk-produk yang diiklankan oleh Rachel Vennya Roland di Youtube. Hasil penelitian juga memberikan informasi bahwa *youtuber video perception*, *content sharing* dan *perceived benefit* memiliki pengaruh yang positif dan signifikan pada keputusan pembelian konsumen. Artinya: semakin baik persepsi konsumen pada Rachel Vennya Roland sebagai bintang iklan di Youtube; Semakin sering perilaku konsumen dalam membagikan (*sharing*) isi pesan dari iklan yang dibintangi oleh Rachel Vennya Roland di Youtube dan; Semakin tinggi manfaat yang diperoleh konsumen dari iklan dengan bintang Rachel Vennya Roland di Youtube secara nyata akan meningkatkan keputusan pembelian konsumen pada produk-produk yang diiklankan oleh Rachel Vennya Roland di Youtube.

Hasil uji beda diketahui bahwa, responden dengan tingkat pendapatan yang lebih/semakin tinggi memiliki persepsi yang lebih baik pada kemampuan Rachel Vennya Roland sebagai bintang iklan produk di Youtube; Memiliki perilaku *sharing* isi pesan dengan intensitas yang lebih tinggi dan; Memiliki tingkat pengambilan keputusan yang lebih tinggi pada produk-produk yang diiklankan oleh Rachel Vennya Roland di Youtube, dibandingkan responden dengan pendapatan yang lebih kecil dibawahnya.

Hasil lain dari uji beda diketahui bahwa responden yang ingin membeli produk-produk dari iklan terbaru yang dibintangi oleh Rachel Vennya Roland di Youtube memiliki tingkat pengambilan keputusan pembelian yang lebih tinggi dibandingkan konsumen yang menyatakan tidak bersedia membeli produk-produk dari iklan terbaru yang dibintangi oleh Rachel Vennya Roland di Youtube. Hasil uji beda yang lain juga menunjukkan adanya perbedaan penilaian responden pada variabel *youtuber video perception*, *content sharing*, *perceived benefit* dan keputusan pembelian berdasarkan pengalaman pembelian pada produk yang diiklankan Rachel Vennya Roland di Youtube.

5.2. Implikasi Manajerial

Pengusaha dapat melakukan berbagai macam hal untuk mendorong peningkatan niat pembelian konsumen pada produk atau jasa layanan yang dijual. Salah satunya dengan menggunakan kemajuan teknologi informasi (internet) melalui sosial media untuk mengiklankan dan mempromosikan produk atau jasa. Iklan melalui media internet dengan format audio visual memiliki keunggulan

karena dapat lebih interaktif dalam mengkomunikasikan produk atau jasa layanan yang dijual. Hal inilah yang memberikan kontribusi pada peningkatan pengambilan keputusan pembelian konsumen.

Hasil penelitian ini memberikan bukti yang nyata bahwa iklan melalui sosial media (Youtube) dengan menggunakan *endorser* (Rachel Vennya Roland) yang terkenal secara nyata mampu meningkatkan keputusan pembelian konsumen. Peningkatan keputusan pembelian konsumen tidak terlepas dari persepsi yang baik pada video iklan dengan bintang Rachel Vennya Roland, intensitas *sharing* yang tinggi dan manfaat yang diperoleh dari iklan yang bersangkutan. Selain itu, hasil penelitian ini juga memberikan informasi bahwa responden yang pernah membeli produk dari iklan terbaru Rachel Vennya Roland memiliki penilaian yang lebih baik pada variabel *youtuber video perception*, *content sharing*, *perceived benefit* dan keputusan pembelian. Berdasarkan hal tersebut maka implikasi bagi pihak manajerial adalah mengusahakan penciptaan iklan yang baik (seperti: komunikatif, interaktif), menggunakan bintang iklan yang terkenal dan isi pesan yang lengkap hingga mampu memberikan manfaat bagi *audience* dan memberikan stimuli/*reward* bagi setiap orang yang melakukan *share* video iklan dalam bentuk potongan harga atau hal yang sekiranya akan mampu meningkatkan perilaku konsumen untuk mendukung penyebaran video iklan.

Berdasarkan hasil penelitian, kesimpulan dan implikasi manajerial di atas, peneliti membuat implikasi bagi pihak manajerial berdasarkan penilaian terendah pada masing-masing indikator dalam setiap variabel penelitian sebagai berikut:

1. Fokus peningkatan pada variabel *youtuber video perception* dilakukan pada indikator “Percaya bahwa video YouTuber dengan *beauty vlogger* Rachel Venny Roland memberikan informasi dengan tulus tulus (jujur)”. Cara-cara yang dapat dilakukan adalah dengan memberikan informasi dengan detail mengenai manfaat atau hasil yang dapat diterima konsumen atas konsumsi produk yang diiklankan. Selain itu, informasi dalam iklan juga harus memberikan informasi mengenai risiko (seperti: kontraindikasi untuk produk obat pelangsing) yang mungkin diterima konsumen atas konsumsi produk tersebut.
2. Fokus peningkatan pada variabel *content sharing* dilakukan pada indikator “Mengirim atau membagikan video iklan dengan *beauty vlogger* Rachel Venny Roland di Youtube kepada teman-teman”. Cara yang dapat dilakukan adalah dengan memberikan stimulus atau *reward* kepada setiap konsumen yang merekomendasikan produk atau jasa perusahaan. Pemberian stimulus atau *reward* dapat berupa potongan harga pembelian maupun poin pembelian yang dapat ditukarkan produk tertentu. Hal ini dilakukan dengan tujuan untuk menarik konsumen agar bersedia lebih intensif melakukan *content sharing* iklan kepada orang lain.
3. Fokus peningkatan pada variabel *perceived benefit* dilakukan pada indikator “YouTuber dengan *vlogger* Rachel Venny Roland memberikan informasi mengenai perbandingan (kualitas) antar produk”. Cara yang dapat dilakukan adalah dengan mengkomparasikan hasil maupun manfaat produk yang diiklankan (dijual) dengan produk perusahaan pesaing. Hal ini adalah salah

satu cara sebagai bentuk testimoni yang menunjukkan kualitas produk atau jasa perusahaan (yang dijual) lebih unggul dibandingkan produk atau jasa pesaing.

4. Pemasar sebaiknya memberikan *reward* dalam berbagai macam bentuk seperti potongan harga, point pembelian dan lain sebagainya dari perilaku konsumen yang bersedia melakukan *share* video iklan.

5.3. Saran

Pada penelitian ini penulis menyarankan pada penelitian sejenis di masa yang akan datang untuk menambahkan variabel penelitian lain yang sekiranya relevan dalam memprediksi perubahan keputusan pembelian konsumen seperti variabel kredibilitas *endorser* yang terdiri dari *trustworthiness*, *expertise*, *attractiveness*. Hal ini dilakukan dengan tujuan untuk mengukur tingkat kredibilitas seorang *endorser* yang sekiranya mampu memberikan pengaruh pada peningkatan niat pembelian konsumen. Selain itu, penelitian selanjutnya disarankan untuk menguji pada satu jenis produk yang diiklankan saja dan metode yang digunakan adalah eksperimen.

5.4. Keterbatasan Penelitian

Keterbatasan penelitian dalam penelitian ini adalah tidak menguji tingkat kredibilitas Rachel Vennya Roland sebagai *endorser* (*beauty vlogger* di Youtube) hingga tidak dapat diketahui bagaimana persepsi konsumen pada Rachel Vennya Roland sebagai *endorser* (*beauty vlogger* di Youtube).

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**LAMPIRAN I
KUESIONER**

KUESIONER

PENGARUH PERSEPSI, KONTEN DAN MANFAAT IKLAN PADA KEPUTUSAN PEMBELIAN

(Studi pada *Beauty Vlogger Rachel Vennya Roland* di Media Sosial Youtube)

Kepada Yth:

Responden

Di tempat

Dengan hormat,
perkenalkan saya:

Nama : Feolia Sutantio
NPM : 14 03 21264
Program Studi : Ekonomi Manajemen
Konsentrasi : Manajemen Pemasaran
Fakultas : Bisnis dan Ekonomika
Universitas : Universitas Atma Jaya Yogyakarta

Saat ini saya sedang melakukan penelitian untuk menyelesaikan skripsi. Saya membutuhkan data penelitian yang sekiranya Sdr/l dapat membantunya. Atas kesediaannya saya ucapkan banyak terimakasih.

Hormat saya:

Feolia Sutantio

BAGIAN I

Berikut ini adalah kuesioner mengenai karakteristik demografi responden. Anda dipersilahkan untuk menjawab dengan memberi tanda silang (X) atau cek list (√) pada salah satu alternatif jawaban yang telah disediakan sesuai dengan karakteristik Anda saat ini.

1. Apakah saya pernah melihat iklan dengan *beauty vlogger* Rachel Vennya Roland di Youtube:

- Ya, saya pernah melihatnya
- Belum, saya belum pernah melihatnya (****Terima kasih, Anda tidak perlu menjawab pertanyaan berikutnya***)

2. Usia saya saat ini.....tahun

3. Rata-rata pendapatan atau uang saku saya dalam 1 bulan:

- <= Rp 500.000
- Rp 500.001 – Rp 1.000.000
- Rp 1.000.001 – Rp 1.500.000
- Rp 1.500.001 – Rp 2.000.000
- > Rp 2.000.000

4. Berdasarkan ingatan saya, berapa kali saya pernah melihat iklan dengan *beauty vlogger* Rachel Vennya Roland di Youtube dalam 3 bulan terakhir:

- 3 - 5 kali
- 6 – 8 kali
- Lebih dari 8 kali

5. Kategori produk apa yang pernah dibeli dari iklan dengan *beauty vlogger* Rachel Vennya Roland di Youtube:

Kategori produk	Ya	Tidak
a. Obat pelangsing tubuh		
b. Kosmetik		
c. <i>Fashion</i>		
d. Aksesoris		
e. Lainnya, sebutkan:.....		

6. Kategori produk apa yang paling sering dibeli dari iklan dengan *beauty vlogger* Rachel Vennya Roland di Youtube:

Kategori produk	Ya	Tidak
a. Obat pelangsing tubuh		
b. Kosmetik		
c. <i>Fashion</i>		
d. Aksesoris		
e. Lainnya, sebutkan:.....		

7. Setelah saya melihat iklan terbaru di Youtube dengan *beauty vlogger* Rachel Vennya Roland, apakah saya akan membeli produk yang diiklankan.

- Ya, saya akan membelinya
- Tidak, saya belum tentu membelinya (****Terima kasih, Anda tidak perlu menjawab pertanyaan nomor 8***)

8. Kategori produk apa yang akan saya beli dari iklan dengan *beauty vlogger* Rachel Vennya Roland di Youtube:

Kategori produk	Ya	Tidak
a. Obat pelangsing tubuh		
b. Kosmetik		
c. <i>Fashion</i>		
d. Aksesoris		
e. Lainnya, sebutkan:.....		

BAGIAN II

Berikut ini adalah kuesioner penelitian. Saya dipersilahkan untuk menjawab dengan memberi tanda silang (X) atau cek list (√) pada salah satu alternatif jawaban yang telah disediakan. SS = Sangat Setuju; S = Setuju; N = Netral; TS = Tidak Setuju; STS = Sangat Tidak Setuju.

A. YOUTUBER VIDEO PERCEPTION

No	PERNYATAAN	STS	TS	N	S	SS
1	Video YouTuber dengan <i>beauty vlogger</i> Rachel Vennya Roland memberikan informasi terbaru tentang suatu produk.					
2	Melihat iklan sebuah produk/merek di video YouTube dengan <i>beauty vlogger</i> Rachel Vennya Roland merupakan hal yang menyenangkan.					
3	Video YouTube dengan <i>beauty vlogger</i> Rachel Vennya Roland bersifat informatif (memberikan informasi).					
4	Video YouTube dengan <i>beauty vlogger</i> Rachel Vennya Roland menawarkan/memberikan informasi yang sebenarnya tentang sebuah produk.					
5	Video YouTube adalah metode pemasaran tren terbaru.					
6	Saya percaya bahwa video YouTuber dengan <i>beauty vlogger</i> Rachel Vennya Roland memberikan informasi dengan tulus (jujur).					

B. CONTENT SHARING

No	PERNYATAAN	STS	TS	N	S	SS
1	Saya membagikan isi pesan yang disampaikan oleh <i>beauty vlogger</i> Rachel Vennya Roland di Youtube kepada orang-orang di sekitar saya.					
2	Saya mengirim atau membagikan video iklan dengan <i>beauty vlogger</i> Rachel Vennya Roland di Youtube kepada teman-teman saya.					
3	Saya merekomendasikan teman-teman saya berdasarkan isi pesan yang disampaikan dalam iklan dengan <i>beauty vlogger</i> Rachel Vennya Roland di Youtube.					

C. PERCEIVED BENEFIT

No	PERNYATAAN	STS	TS	N	S	SS
1	YouTuber dengan <i>vlogger</i> Rachel Vennya Roland memberikan informasi tentang promosi atau diskon dari sebuah produk atau merek yang diiklankan.					
2	YouTuber dengan <i>vlogger</i> Rachel Vennya Roland memberikan informasi mengenai perbandingan (kualitas) antar produk.					
3	YouTuber dengan <i>vlogger</i> Rachel Vennya Roland memberi informasi tentang produk baru yang dipasarkan.					
4	YouTuber dengan <i>vlogger</i> Rachel Vennya Roland mendemonstrasikan (pemakaian/ penggunaan) suatu produk.					

D. KEPUTUSAN PEMBELIAN

No	PERNYATAAN	STS	TS	N	S	SS
1	Saya membeli merek dan produk yang direkomendasikan (diiklankan) oleh Rachel Vennya Roland di Youtube.					
2	Rachel Vennya Roland di Youtube memengaruhi keputusan saya untuk membeli merek atau produk yang dibawakannya dalam iklan di Youtube.					
3	Rachel Vennya Roland memengaruhi keputusan pembelian saya lebih dari iklan TV, radio, dan surat kabar.					

***** **TERIMA KASIH** *****



LAMPIRAN II
DATA JAWABAN RESPONDEN

Case Summaries

	Pernah melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube	Usia	Pendapatan	Frekuensi melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube dalam 3 bulan terakhir	Obat pelangsing tubuh_beli	Kosmetik_ beli	Fashion_ beli	Aksesoris_ beli
1	1	2	3	1	0	1	1	0
2	1	1	4	2	0	1	0	0
3	1	2	3	1	1	1	1	0
4	1	2	4	1	1	0	1	1
5	1	2	4	1	1	0	0	0
6	1	2	5	2	0	1	1	1
7	1	2	5	1	0	0	0	0
8	1	1	5	1	1	1	1	0
9	1	2	5	1	0	1	0	0
10	1	2	4	2	0	1	1	0
11	1	2	4	1	1	0	0	0
12	1	2	1	1	1	1	1	1
13	1	2	4	1	0	1	0	0
14	1	2	5	3	1	1	1	1
15	1	2	5	2	0	0	1	0
16	1	2	2	1	0	1	1	0
17	1	1	1	1	0	0	0	0
18	1	2	3	3	1	1	0	0
19	1	2	5	2	0	1	1	0
20	1	1	3	1	1	1	1	1
21	1	2	4	2	1	1	1	0
22	1	2	5	1	1	1	1	1
23	1	2	2	1	0	0	1	1
24	1	2	3	1	1	1	1	1
25	1	2	5	1	1	1	1	0
26	1	2	3	2	1	1	0	1
27	1	2	5	1	0	1	1	0
28	1	2	4	2	0	1	1	1
29	1	2	4	1	1	1	1	1
30	1	2	5	1	1	1	1	0
31	1	2	5	1	1	1	1	1
32	1	1	4	1	1	1	1	0
33	1	2	4	1	0	0	1	0
34	1	2	3	1	1	0	0	0
35	1	2	5	2	1	1	1	1
36	1	2	5	2	1	1	1	0
37	1	2	5	2	1	1	1	1
38	1	2	2	2	0	1	1	0
39	1	2	4	1	1	0	0	0
40	1	2	5	1	1	1	1	1
41	1	2	3	1	1	1	1	1
42	1	2	5	1	0	1	1	0
43	1	2	4	1	1	1	1	1
44	1	2	5	1	1	1	0	0
45	1	2	3	1	1	1	1	0
46	1	1	2	1	0	1	1	1
47	1	1	2	1	0	0	1	1
48	1	2	5	1	0	1	1	1
49	1	2	2	1	0	1	0	0
50	1	2	2	2	0	1	1	0
51	1	2	5	3	0	0	0	0
52	1	2	4	2	0	0	0	0
53	1	2	1	3	0	0	0	0
54	1	2	5	1	0	0	1	1
55	1	1	4	1	0	1	1	0
56	1	2	3	1	0	0	0	0
57	1	2	3	3	0	0	0	0
58	1	2	3	1	0	1	0	0
59	1	1	4	1	0	0	0	0
60	1	2	2	3	0	1	1	0

Case Summaries

	Pernah melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube	Usia	Pendapatan	Frekuensi melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube dalam 3 bulan terakhir	Obat pelangsing tubuh_beli	Kosmetik_beli	Fashion_beli	Aksesoris_beli
61	1	2	2	1	0	1	1	0
62	1	2	5	1	0	1	1	0
63	1	1	2	3	0	0	0	0
64	1	2	3	3	0	0	0	0
65	1	2	3	3	0	1	0	0
66	1	2	5	3	0	0	0	0
67	1	1	5	3	1	1	0	0
68	1	1	4	1	0	0	0	0
69	1	1	1	1	0	0	1	0
70	1	1	2	1	1	0	0	0
71	1	1	4	1	0	0	1	0
72	1	1	5	1	0	0	0	0
73	1	1	3	3	0	0	0	0
74	1	2	4	2	0	1	1	1
75	1	2	4	1	0	1	0	0
76	1	2	4	3	0	1	1	1
77	1	2	5	2	0	1	0	0
78	1	2	5	3	1	1	1	1
79	1	2	5	1	0	0	0	0
80	1	2	4	3	0	1	1	1
81	1	2	2	1	0	0	0	0
82	1	2	2	3	0	1	1	0
83	1	2	3	3	0	1	1	1
84	1	1	4	1	0	0	0	0
85	1	2	1	1	0	1	1	1
86	1	2	1	1	0	0	0	0
87	1	1	5	1	0	1	1	1
88	1	2	2	3	0	1	1	1
89	1	2	3	2	1	0	0	0
90	1	2	2	3	0	0	0	0
91	1	2	3	1	0	0	1	1
92	1	2	4	3	0	1	1	0
93	1	1	5	3	0	1	1	0
94	1	1	2	3	0	0	0	0
95	1	2	1	1	0	0	0	0
96	1	2	4	1	1	1	1	1
97	1	1	5	1	1	1	0	1
98	1	2	5	2	1	1	1	1
99	1	2	3	1	0	1	0	0
100	1	2	4	1	0	1	1	1
101	1	1	5	1	1	1	1	1
102	1	2	5	1	0	1	1	1
103	1	2	4	1	0	1	0	1
104	1	1	5	1	1	1	1	1
105	1	2	5	1	1	1	0	1
106	1	1	2	1	0	1	1	0
107	1	1	5	3	0	1	1	1
108	1	2	2	3	0	1	1	0
109	1	2	3	1	0	0	0	0
110	1	1	3	1	0	0	0	0
111	1	2	5	2	0	1	1	0
112	1	2	3	3	0	1	1	0
113	1	2	2	3	1	0	0	0
114	1	2	3	1	0	0	0	1
115	1	1	5	1	1	0	0	0
116	1	1	5	1	0	1	0	0
117	1	2	3	1	0	1	0	0
118	1	1	2	3	0	0	0	0
119	1	2	3	2	0	1	1	1
120	1	1	4	1	0	1	1	1

Case Summaries

	Pernah melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube	Usia	Pendapatan	Frekuensi melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube dalam 3 bulan terakhir	Obat pelangsing tubuh_beli	Kosmetik_beli	Fashion_beli	Aksesoris_beli
121	1	2	3	3	0	0	0	0
122	1	2	1	3	0	1	0	0
123	1	2	5	2	0	0	0	0
124	1	2	3	1	1	0	0	0
125	1	2	5	2	0	1	1	1
126	1	1	2	1	0	1	0	0
127	1	1	5	3	0	0	1	1
128	1	1	1	1	0	0	0	0
129	1	1	4	1	0	0	1	0
130	1	2	3	1	0	0	0	0
131	1	2	1	1	0	0	0	0
132	1	1	1	1	1	1	1	1
133	1	1	5	1	0	0	0	0
134	1	1	2	1	0	0	0	0
135	1	1	4	2	0	0	0	0
136	1	2	4	3	0	0	0	0
137	1	2	1	1	0	0	0	0
138	1	1	1	1	1	1	1	1
139	1	2	5	2	1	1	0	1
140	1	1	4	1	1	1	1	1
141	1	2	1	1	1	1	1	1
142	1	2	2	1	1	1	0	0
143	1	2	5	2	1	1	1	1
144	1	1	5	1	0	1	1	1
145	1	2	5	2	1	1	1	0
146	1	2	5	1	1	1	1	1
147	1	2	5	1	1	1	1	1
148	1	2	5	1	0	1	1	1
149	1	2	4	1	1	1	1	0
150	1	2	5	2	1	1	1	1
151	1	2	4	1	1	1	1	1
152	1	2	5	3	1	1	1	1
153	1	2	5	1	1	1	1	1
154	1	1	4	2	1	1	1	1
155	1	2	2	2	0	1	1	0
156	1	2	4	2	1	1	1	1
157	1	2	4	2	1	1	1	1
158	1	2	3	1	0	0	1	1
159	1	1	4	2	1	1	1	0
160	1	2	5	1	1	1	1	1
161	1	2	5	1	1	1	1	1
162	1	2	5	1	1	1	0	1
163	1	2	4	2	1	1	1	0
164	1	2	5	2	1	1	1	0
165	1	2	5	1	1	0	1	1
166	1	2	4	1	0	0	1	1
167	1	2	3	3	0	1	1	0
168	1	2	4	1	1	1	1	1
169	1	2	5	1	0	1	1	1
170	1	1	4	2	1	1	1	1
171	1	1	4	1	0	1	1	1
172	1	2	5	1	1	1	1	0
173	1	2	5	1	1	1	1	1
174	1	2	4	1	1	1	1	1
175	1	2	2	1	0	1	1	0
176	1	2	5	1	1	1	1	0
177	1	2	4	2	0	1	1	1
178	1	2	5	2	1	1	1	0
179	1	1	5	1	1	0	1	1
180	1	2	5	1	1	1	1	0

Case Summaries

	Pernah melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube	Usia	Pendapatan	Frekuensi melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube dalam 3 bulan terakhir	Obat pelangsing tubuh_beli	Kosmetik_beli	Fashion_beli	Aksesoris_beli
181	1	2	4	2	1	1	1	1
182	1	2	4	1	1	1	1	1
183	1	2	3	1	0	1	1	1
184	1	2	5	2	1	1	1	0
185	1	2	5	2	1	1	1	1
186	1	2	4	1	1	1	1	0
187	1	2	4	1	0	1	1	1
188	1	1	4	2	1	1	1	1
189	1	1	5	1	1	0	1	1
190	1	2	5	1	1	1	1	1
191	1	1	4	1	1	1	1	0
192	1	2	4	1	1	1	1	1
193	1	2	2	1	0	0	0	1
194	1	2	5	1	1	1	1	0
195	1	2	3	1	0	1	1	1
196	1	2	5	2	1	1	1	1
197	1	2	4	1	1	1	0	1
198	1	2	5	1	1	1	1	1
199	1	2	4	1	1	1	1	1
200	1	2	5	2	1	1	1	1

Case Summaries

	Lainnya_ beli	Obat pelangsing tubuh_akan	Kosmetik _akan	Fashion_ akan	Aksesori s_akan	Lainnya_ akan	Setelah melihat iklan terbaru di Youtube dengan beauty vlogger Rachel Venya Roland, apakah akan membeli produk yang diiklankan	Youtuber _1	Youtuber _2
1	0	0	1	1	0	0	1	3	3
2	0	0	1	0	0	1	1	3	2
3	0	0	1	1	0	0	1	3	5
4	0	0	0	1	1	0	1	3	3
5	0	1	0	0	0	1	0	3	3
6	1	0	1	1	1	0	0	5	5
7	0	0	0	0	0	0	0	3	3
8	0	1	1	1	0	0	1	3	3
9	0	0	0	0	0	1	1	5	5
10	0	0	1	1	0	0	1	5	5
11	0	1	0	0	0	0	1	5	5
12	0	1	1	1	1	0	1	1	1
13	0	0	1	0	0	0	0	3	3
14	0	0	1	1	1	1	1	5	5
15	0	0	0	1	0	0	0	5	3
16	0	0	1	0	1	0	1	3	3
17	0	0	0	0	0	0	0	3	5
18	0	1	1	0	0	0	0	5	5
19	1	0	1	1	0	0	1	5	3
20	0	1	1	1	1	0	1	3	3
21	0	1	1	0	0	0	1	3	3
22	0	0	1	1	1	0	1	3	5
23	0	0	0	1	1	0	1	3	3
24	0	0	1	1	1	0	1	3	3
25	0	0	1	1	0	1	1	5	3
26	0	1	1	0	1	0	1	5	5
27	0	0	1	1	0	0	1	3	3
28	0	0	1	1	1	0	1	3	3
29	1	0	1	1	1	1	1	5	5
30	0	1	1	0	0	0	1	3	5
31	0	0	1	1	0	0	1	3	3
32	0	1	1	1	0	0	1	5	5
33	0	0	0	1	0	0	1	5	5
34	0	1	0	0	0	1	1	4	4
35	1	1	1	1	0	0	1	5	5
36	0	0	0	1	0	0	1	3	3
37	0	1	1	1	1	0	1	3	3
38	0	0	1	1	0	0	1	5	4
39	0	1	0	0	0	0	1	3	3
40	0	1	1	1	0	1	1	3	3
41	0	0	1	1	0	0	0	4	4
42	0	0	0	0	0	0	0	4	4
43	0	1	1	1	1	0	1	4	5
44	0	1	1	0	0	0	1	4	4
45	0	1	1	1	0	1	1	3	4
46	1	0	1	1	1	0	1	5	5
47	0	0	0	1	1	0	1	5	5
48	0	0	1	1	1	0	0	5	5
49	0	0	1	0	0	0	1	1	1
50	0	0	0	1	0	1	0	5	5
51	0	0	0	0	0	0	0	4	4
52	1	0	0	0	0	0	0	4	5
53	0	0	0	0	0	0	0	4	4
54	0	0	0	1	1	0	0	5	4
55	0	0	1	1	0	0	0	4	4
56	0	0	0	0	0	0	0	4	4
57	0	0	0	0	0	0	0	4	5
58	0	0	1	0	0	0	0	4	4
59	0	0	0	0	0	0	0	5	5
60	0	0	0	1	0	0	0	5	4

Case Summaries

	Lainnya_ beli	Obat pelangsing tubuh_akan	Kosmetik _akan	Fashion_ akan	Aksesori s_akan	Lainnya_ akan	Setelah melihat iklan terbaru di Youtube dengan beauty vlogger Rachel Venya Roland, apakah akan membeli produk yang diiklankan	Youtuber _1	Youtuber _2
61	0	0	1	1	0	0	1	5	5
62	0	0	1	1	0	0	1	4	4
63	0	0	0	0	0	0	0	4	4
64	0	0	0	0	0	0	0	5	5
65	1	0	1	0	0	0	0	4	5
66	0	0	0	0	0	0	0	4	4
67	0	0	1	0	0	0	0	5	5
68	0	0	0	0	0	0	0	5	5
69	1	0	0	1	0	0	0	4	4
70	0	1	0	0	0	1	1	5	5
71	0	1	1	0	1	0	0	4	4
72	0	0	0	0	0	0	0	4	4
73	0	0	0	0	0	0	0	4	4
74	0	0	0	1	0	1	1	4	4
75	0	0	1	0	0	0	1	4	4
76	0	0	0	0	0	0	0	4	4
77	0	0	1	0	0	0	1	4	5
78	1	1	1	1	1	0	1	4	4
79	0	0	0	0	0	1	0	4	5
80	0	0	0	1	1	0	0	4	4
81	0	0	0	0	0	0	0	4	4
82	0	0	1	1	0	0	0	3	4
83	0	0	1	1	1	0	1	4	4
84	1	0	0	0	0	0	0	4	4
85	0	0	1	1	0	1	1	3	3
86	0	0	1	1	1	0	0	4	3
87	0	0	0	1	0	0	1	4	4
88	1	0	1	1	1	0	1	3	3
89	0	1	0	0	0	0	1	4	3
90	0	0	0	0	0	1	0	4	5
91	0	0	0	1	1	0	0	5	5
92	0	0	1	1	0	0	0	4	4
93	0	0	1	1	0	0	0	3	3
94	1	0	0	0	0	0	0	3	3
95	0	0	0	0	0	1	0	3	3
96	0	1	1	1	1	0	1	4	4
97	0	1	1	0	1	0	1	3	4
98	0	1	1	1	1	0	1	4	3
99	0	0	0	0	0	0	0	5	4
100	1	0	1	1	1	0	1	3	5
101	0	1	1	0	1	0	1	4	2
102	0	0	1	1	1	0	1	3	4
103	0	0	1	0	1	0	1	4	4
104	0	1	1	1	1	0	1	4	5
105	0	1	1	0	1	0	1	5	5
106	0	0	1	1	0	0	1	5	3
107	0	0	1	1	0	0	1	4	4
108	0	0	0	1	0	0	0	2	5
109	0	0	0	0	0	0	0	1	5
110	0	0	0	0	0	0	0	3	3
111	0	0	1	0	0	0	0	3	4
112	0	0	1	1	0	0	0	3	3
113	0	0	0	0	0	0	0	3	3
114	0	0	0	0	1	0	0	4	4
115	0	0	0	0	0	0	0	4	4
116	0	0	1	0	0	0	0	4	4
117	0	0	0	0	0	0	0	4	4
118	0	0	0	0	0	0	0	5	5
119	0	0	0	1	1	0	1	4	4
120	0	0	1	1	1	0	0	4	4

Case Summaries

	Lainnya_ beli	Obat pelangsing tubuh_akan	Kosmetik _akan	Fashion_ akan	Aksesori s_akan	Lainnya_ akan	Setelah melihat iklan terbaru di Youtube dengan beauty vlogger Rachel Venya Roland, apakah akan membeli produk yang diiklankan	Youtuber _1	Youtuber _2
121	0	0	0	0	0	0	0	4	4
122	0	0	1	1	1	0	0	4	4
123	0	0	0	0	0	0	0	4	4
124	0	1	0	0	0	0	0	5	5
125	0	0	1	0	1	0	0	4	4
126	0	0	1	0	0	0	1	4	5
127	0	0	0	0	0	0	0	3	3
128	0	0	0	0	0	0	0	3	3
129	0	0	1	0	1	0	0	3	3
130	0	0	0	0	0	0	0	4	3
131	0	0	0	0	0	0	1	2	3
132	0	1	1	1	1	0	1	3	4
133	0	0	0	0	0	0	0	3	3
134	0	0	0	0	0	0	0	4	4
135	0	0	1	0	0	0	0	3	4
136	0	0	0	0	0	0	0	1	1
137	0	0	0	0	0	0	1	1	1
138	0	1	1	1	1	0	1	4	3
139	0	1	1	0	1	0	1	5	5
140	0	1	1	1	1	0	1	5	5
141	0	1	1	1	1	0	1	4	4
142	0	1	0	1	0	0	1	4	5
143	0	1	1	1	1	0	1	5	5
144	0	0	1	1	1	0	1	5	5
145	0	1	1	1	0	0	1	4	4
146	0	1	1	1	1	0	1	4	4
147	0	1	1	1	0	0	1	4	4
148	0	0	1	1	1	0	1	5	5
149	0	1	1	1	0	0	1	4	4
150	0	1	1	1	0	0	1	4	3
151	0	1	1	1	1	0	1	4	4
152	0	1	1	1	1	0	1	4	4
153	0	0	1	1	1	0	1	4	4
154	0	1	1	0	1	0	0	1	1
155	0	0	0	0	0	0	0	4	4
156	0	1	1	1	1	0	1	4	4
157	0	0	1	1	1	0	1	4	4
158	0	0	0	1	1	0	1	3	3
159	0	1	1	0	0	0	1	4	4
160	0	1	1	1	1	0	1	4	4
161	0	1	1	1	1	0	1	4	4
162	0	1	1	0	1	0	1	4	4
163	0	0	1	1	0	0	1	4	4
164	0	1	1	1	0	0	1	5	5
165	0	1	1	0	1	0	1	4	4
166	0	0	0	1	1	0	1	4	4
167	0	0	1	1	0	0	1	3	3
168	0	1	1	1	0	0	1	5	5
169	0	0	1	1	1	0	1	4	4
170	0	0	1	1	1	0	1	4	5
171	0	0	1	0	1	0	1	5	5
172	0	1	1	1	0	0	1	4	4
173	0	1	1	0	1	0	1	4	5
174	0	1	1	1	1	0	1	4	4
175	0	0	1	1	0	0	1	3	5
176	0	0	1	1	0	0	1	4	4
177	0	0	1	1	1	0	1	4	4
178	0	1	1	1	0	0	1	4	4
179	0	1	0	1	1	0	1	4	4
180	0	0	1	1	0	0	1	3	3

Case Summaries

	Lainnya_ beli	Obat pelangsing tubuh_akan	Kosmetik _akan	Fashion_ akan	Aksesori s_akan	Lainnya_ akan	Setelah melihat iklan terbaru di Youtube dengan beauty vlogger Rachel Venya Roland, apakah akan membeli produk yang diiklankan	Youtuber _1	Youtuber _2	
181	0	0	1	1	1	0		1	5	4
182	0	0	1	1	0	0		1	4	4
183	0	0	1	1	1	0		1	4	4
184	0	1	1	0	0	0		1	4	4
185	0	0	1	1	1	0		1	4	4
186	0	0	1	1	0	0		1	4	4
187	0	0	0	1	0	0		1	3	3
188	0	0	1	1	1	0		1	4	4
189	0	0	0	1	1	0		1	4	4
190	0	0	1	1	1	0		1	4	4
191	0	0	1	1	0	0		1	4	4
192	0	0	1	0	1	0		1	4	4
193	0	0	0	0	1	0		1	4	4
194	0	1	1	1	0	0		1	4	4
195	0	0	0	1	1	0		1	4	4
196	0	0	1	0	0	0		1	4	4
197	0	0	1	0	1	0		1	5	5
198	0	1	1	1	1	0		1	5	5
199	0	1	1	1	1	0		1	5	5
200	0	0	1	1	1	0		1	5	5

Case Summaries

	Youtuber _3	Youtuber _4	Youtuber _5	Youtuber _6	Content_ 1	Content_ 2	Content_ 3	Perceive d_1	Perceive d_2	Perceive d_3	Perceive d_4
61	5	5	5	4	5	4	4	4	5	5	5
62	4	4	4	4	4	4	4	4	4	5	5
63	5	4	4	4	4	4	4	4	4	4	5
64	5	5	5	5	5	5	5	5	5	5	5
65	5	4	4	4	4	4	4	4	4	4	4
66	5	4	4	4	4	4	4	4	5	5	5
67	5	5	5	4	5	5	4	4	4	4	4
68	4	4	4	4	4	4	4	4	4	4	4
69	4	4	4	4	4	4	4	4	4	5	4
70	5	5	5	5	5	5	5	5	5	5	4
71	4	4	4	4	4	4	4	4	4	4	4
72	4	4	4	4	4	4	4	4	4	4	4
73	4	4	4	4	4	4	4	5	5	4	5
74	4	4	4	4	4	4	4	4	4	4	4
75	5	5	5	5	5	5	5	5	5	5	4
76	5	4	4	4	4	4	4	5	5	5	4
77	5	5	5	5	5	5	5	5	4	5	5
78	4	5	4	5	5	5	5	5	4	5	5
79	4	4	5	4	4	4	4	3	4	4	4
80	5	4	5	5	5	5	5	5	4	5	5
81	4	4	5	4	4	4	3	4	4	4	4
82	4	4	4	4	3	4	3	4	4	4	4
83	4	3	4	4	3	3	4	3	4	4	4
84	4	4	3	2	2	2	2	4	3	4	4
85	3	3	5	3	2	2	2	4	3	4	3
86	4	3	4	3	3	3	3	4	5	3	4
87	4	3	4	3	4	4	4	4	3	4	4
88	4	4	5	2	5	5	5	4	4	3	4
89	4	4	4	4	3	3	3	4	4	4	4
90	5	5	5	5	4	4	4	5	5	5	4
91	3	3	5	1	4	2	4	4	2	4	4
92	4	3	5	3	4	4	4	4	4	4	4
93	3	3	5	3	1	1	3	3	3	3	3
94	3	3	3	3	3	3	3	3	3	3	3
95	4	3	3	3	3	3	3	4	2	4	3
96	4	3	3	3	3	3	3	4	4	4	3
97	4	3	4	3	2	2	2	4	4	3	3
98	4	4	4	3	3	4	3	4	3	4	4
99	4	4	4	3	4	3	3	4	4	4	4
100	4	3	4	3	3	3	4	4	4	4	4
101	3	2	2	3	3	3	3	3	3	4	4
102	4	4	4	3	3	3	3	4	3	3	5
103	4	4	4	3	3	3	3	3	3	3	3
104	5	4	5	4	4	4	5	4	4	3	5
105	5	5	5	5	5	5	5	5	5	5	5
106	3	2	5	3	3	3	3	3	4	3	3
107	5	5	5	5	1	1	3	4	4	4	5
108	2	3	4	3	4	1	4	4	1	3	4
109	5	2	5	3	4	4	4	4	3	4	3
110	3	3	3	3	3	3	3	3	3	3	3
111	5	4	4	4	3	3	4	3	3	3	4
112	3	3	4	3	3	4	3	4	2	3	3
113	4	3	5	4	4	3	4	3	3	3	3
114	3	3	5	4	2	3	3	4	3	3	4
115	4	5	5	5	4	5	5	5	5	5	5
116	4	4	4	4	4	4	4	4	4	4	4
117	5	5	5	5	4	4	4	4	4	4	4
118	5	4	5	4	4	3	3	5	5	5	4
119	5	5	5	5	5	5	5	5	5	5	5
120	4	4	5	5	4	5	5	4	5	5	5

Case Summaries

	Youtuber _3	Youtuber _4	Youtuber _5	Youtuber _6	Content_ 1	Content_ 2	Content_ 3	Perceive d_1	Perceive d_2	Perceive d_3	Perceive d_4
121	4	4	4	4	4	4	4	4	4	4	4
122	4	4	4	4	1	1	1	4	5	5	5
123	4	4	5	4	5	5	5	5	5	5	5
124	5	5	4	4	4	4	5	5	4	4	4
125	4	4	5	4	3	3	4	4	3	4	5
126	4	3	3	2	3	3	4	3	3	4	4
127	3	4	4	3	5	5	5	4	4	4	4
128	4	3	5	3	4	3	4	5	3	4	4
129	3	3	4	3	3	3	3	3	4	4	4
130	4	3	4	4	4	3	4	4	3	3	3
131	2	4	3	2	2	2	3	5	5	5	5
132	3	4	5	5	4	4	3	4	3	4	4
133	3	3	3	3	3	3	3	3	3	3	3
134	5	4	4	4	3	3	4	4	4	4	4
135	3	4	5	3	3	4	3	3	3	3	3
136	1	1	1	1	1	1	1	1	1	1	1
137	1	1	1	1	1	1	1	1	1	1	1
138	3	4	5	3	3	3	3	3	2	4	4
139	5	5	5	5	5	5	5	5	5	5	5
140	5	5	5	5	5	5	5	5	5	5	5
141	4	5	5	4	4	5	5	5	5	5	4
142	5	5	5	5	5	5	4	3	5	5	5
143	5	5	5	5	5	5	5	5	5	5	5
144	5	5	5	5	2	2	3	3	3	3	3
145	4	4	4	4	4	4	4	4	5	5	5
146	4	5	5	5	5	5	5	5	5	4	5
147	4	4	4	4	4	4	4	4	4	4	4
148	5	5	5	5	5	5	5	5	5	5	5
149	4	4	4	4	4	4	4	4	4	4	4
150	4	5	5	5	4	4	4	4	4	4	4
151	4	3	4	4	4	4	4	4	4	4	4
152	4	4	4	5	5	5	5	4	4	4	4
153	4	4	4	4	4	4	4	4	4	4	4
154	1	1	1	1	3	3	3	1	1	1	1
155	4	4	4	4	4	4	4	4	4	4	4
156	4	5	5	3	3	3	3	4	5	5	5
157	4	4	5	5	4	4	5	4	4	4	4
158	3	3	3	3	5	5	5	5	5	5	5
159	4	4	5	4	4	4	4	4	4	4	4
160	4	4	4	4	4	4	3	5	5	5	5
161	4	4	4	4	4	4	4	4	4	4	4
162	4	4	4	4	5	4	4	4	4	4	4
163	4	4	4	4	4	4	4	4	4	4	4
164	5	5	5	5	5	5	5	5	5	5	5
165	4	4	4	4	4	3	4	4	4	4	4
166	4	4	4	4	5	5	5	5	5	4	4
167	4	3	5	3	5	5	5	5	5	5	5
168	5	5	5	5	5	5	5	5	5	5	5
169	4	4	4	4	4	4	4	4	4	4	4
170	5	5	5	5	2	2	2	5	5	5	5
171	5	5	5	5	5	5	5	5	5	5	5
172	4	4	4	4	4	4	5	5	5	5	5
173	5	5	5	5	4	5	5	5	5	5	5
174	4	4	4	4	4	4	4	4	4	4	4
175	5	5	3	5	4	4	4	4	5	5	5
176	4	4	4	5	5	4	5	5	5	5	5
177	4	4	4	5	5	5	5	5	5	5	5
178	4	4	5	5	5	5	5	2	4	2	2
179	4	4	4	4	3	5	5	4	4	4	4
180	4	3	3	4	5	5	5	5	5	5	5

Case Summaries

	Kep_1	Kep_2	Kep_3
1	3	3	3
2	3	3	3
3	3	3	5
4	3	3	5
5	3	3	3
6	3	3	3
7	3	3	3
8	4	3	3
9	5	3	5
10	5	5	5
11	5	5	5
12	1	1	1
13	3	3	3
14	5	5	3
15	3	4	3
16	3	3	5
17	3	3	3
18	3	3	3
19	3	3	3
20	5	3	3
21	3	3	3
22	3	3	3
23	5	3	3
24	3	3	3
25	3	3	3
26	3	3	5
27	3	3	3
28	3	3	3
29	5	5	5
30	3	3	3
31	5	3	3
32	5	5	5
33	3	3	3
34	3	5	5
35	5	5	5
36	3	3	3
37	3	3	3
38	5	5	5
39	3	3	3
40	5	3	3
41	4	4	4
42	4	4	3
43	4	4	5
44	4	4	5
45	3	3	4
46	5	4	5
47	5	5	5
48	5	5	5
49	1	1	1
50	5	5	4
51	4	4	5
52	4	4	4
53	3	3	3
54	4	4	4
55	5	4	3
56	4	4	4
57	4	4	4
58	5	4	4
59	4	4	4
60	4	4	4

Case Summaries

	Kep_1	Kep_2	Kep_3
61	4	4	5
62	4	4	4
63	4	4	4
64	5	5	5
65	4	4	4
66	5	4	4
67	5	5	5
68	4	4	4
69	4	5	5
70	5	5	5
71	4	4	4
72	4	4	4
73	5	5	5
74	4	4	4
75	5	4	4
76	5	4	4
77	5	5	5
78	5	5	5
79	4	4	4
80	5	5	4
81	3	3	3
82	3	3	4
83	3	4	4
84	2	3	2
85	2	2	2
86	3	3	3
87	2	2	3
88	3	2	2
89	4	4	4
90	4	4	4
91	2	4	5
92	3	3	4
93	3	3	3
94	3	3	3
95	3	3	3
96	3	3	4
97	3	2	4
98	3	3	3
99	2	4	3
100	4	4	4
101	3	2	2
102	3	3	3
103	3	3	3
104	4	5	5
105	5	5	5
106	3	4	3
107	3	2	2
108	3	1	2
109	3	3	4
110	3	3	3
111	3	3	3
112	3	3	3
113	2	2	5
114	2	4	3
115	4	4	4
116	4	4	4
117	4	4	5
118	5	4	5
119	5	5	5
120	5	5	5

Case Summaries

	Kep_1	Kep_2	Kep_3
121	4	4	4
122	5	5	5
123	5	5	5
124	4	4	4
125	4	4	5
126	3	3	3
127	2	2	2
128	3	4	4
129	3	3	3
130	4	3	3
131	2	2	2
132	4	4	5
133	3	3	3
134	4	4	4
135	3	3	3
136	1	1	1
137	1	1	1
138	3	3	3
139	5	5	5
140	5	5	5
141	5	4	5
142	5	5	5
143	5	5	5
144	3	2	2
145	5	5	5
146	5	5	5
147	4	4	4
148	5	5	5
149	4	4	4
150	4	4	4
151	4	4	4
152	4	4	4
153	4	4	4
154	1	1	1
155	4	4	4
156	5	5	5
157	4	4	4
158	5	5	5
159	4	4	4
160	5	5	5
161	4	4	4
162	4	4	4
163	4	4	4
164	4	5	5
165	4	4	4
166	5	4	5
167	5	5	5
168	5	5	5
169	4	4	4
170	5	5	5
171	5	5	5
172	5	5	5
173	5	5	5
174	4	5	5
175	5	5	5
176	5	5	5
177	5	4	5
178	5	5	5
179	4	4	4
180	5	5	5

Case Summaries

	Kep_1	Kep_2	Kep_3
181	4	4	4
182	4	4	4
183	4	4	4
184	4	4	4
185	4	4	4
186	4	4	4
187	5	5	5
188	4	4	4
189	4	4	4
190	4	4	4
191	4	4	4
192	4	4	4
193	4	4	4
194	4	4	4
195	4	4	4
196	4	4	4
197	5	4	5
198	5	5	5
199	5	5	5
200	5	5	5



LAMPIRAN III
VALIDITAS DAN RELIABILITAS

Validitas dan Reliabilitas: Youtuber Video Perception

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Youtuber_1	18.38	17.163	.689	.837
Youtuber_2	18.30	16.728	.692	.836
Youtuber_3	18.20	16.933	.684	.838
Youtuber_4	18.35	16.490	.739	.827
Youtuber_5	18.10	16.810	.647	.845
Youtuber_6	18.55	19.126	.508	.866

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.98	24.128	4.912	6

Validitas dan Reliabilitas: Content Sharing

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.874	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Content_1	6.85	3.259	.622	.937
Content_2	6.80	2.574	.883	.702
Content_3	6.80	2.779	.783	.798

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.23	6.076	2.465	3

Validitas dan Reliabilitas: Perceived Benefit

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Perceived_1	10.78	7.256	.673	.831
Perceived_2	10.63	6.651	.720	.810
Perceived_3	10.43	6.046	.783	.782
Perceived_4	10.55	6.664	.641	.845

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.13	11.292	3.360	4

Validitas dan Reliabilitas: Keputusan Pembelian

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.817	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kep_1	6.93	3.046	.622	.800
Kep_2	7.13	3.035	.773	.654
Kep_3	6.95	3.023	.628	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.50	6.256	2.501	3



LAMPIRAN IV
ANALISIS PERSENTASE

Frequencies

Frequency Table

Pernah melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya, saya pernah melihatnya	200	100.0	100.0	100.0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 20 tahun	50	25.0	25.0	25.0
	> 20 tahun	150	75.0	75.0	100.0
	Total	200	100.0	100.0	

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp 500.000	14	7.0	7.0	7.0
	Rp 500.001 – Rp 1.000.000	26	13.0	13.0	20.0
	Rp 1.000.001 – Rp 1.500.000	32	16.0	16.0	36.0
	Rp 1.500.001 – Rp 2.000.000	54	27.0	27.0	63.0
	> Rp 2.000.000	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

Frekuensi melihat iklan dengan beauty vlogger Rachel Venya Roland di Youtube dalam 3 bulan terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 - 5 kali	124	62.0	62.0	62.0
	6 – 8 kali	43	21.5	21.5	83.5
	Lebih dari 8 kali	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Setelah melihat iklan terbaru di Youtube dengan beauty vlogger Rachel Venya Roland, apakah akan membeli produk yang diiklankan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak, saya belum tentu membelinya	72	36.0	36.0	36.0
	Ya, saya akan membelinya	128	64.0	64.0	100.0
	Total	200	100.0	100.0	

Frequencies

Frequency Table

Obat pelangsing tubuh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	109	54.5	54.5	54.5
	Ya	91	45.5	45.5	100.0
Total		200	100.0	100.0	

Kosmetik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	61	30.5	30.5	30.5
	Ya	139	69.5	69.5	100.0
Total		200	100.0	100.0	

Fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	69	34.5	34.5	34.5
	Ya	131	65.5	65.5	100.0
Total		200	100.0	100.0	

Aksesoris

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	108	54.0	54.0	54.0
	Ya	92	46.0	46.0	100.0
Total		200	100.0	100.0	

Lainnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	187	93.5	93.5	93.5
	Ya	13	6.5	6.5	100.0
Total		200	100.0	100.0	

Frequencies

Frequency Table

Obat pelangsing tubuh

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	139	69.5	69.5	69.5
	Ya	61	30.5	30.5	100.0
Total		200	100.0	100.0	

Kosmetik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	73	36.5	36.5	36.5
	Ya	127	63.5	63.5	100.0
Total		200	100.0	100.0	

Fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	86	43.0	43.0	43.0
	Ya	114	57.0	57.0	100.0
Total		200	100.0	100.0	

Aksesoris

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	119	59.5	59.5	59.5
	Ya	81	40.5	40.5	100.0
Total		200	100.0	100.0	

Lainnya

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	184	92.0	92.0	92.0
	Ya	16	8.0	8.0	100.0
Total		200	100.0	100.0	



LAMPIRAN V
ANALISIS REGRESI

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived Benefit, Content Sharing, Youtuber Video Perception		Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.690	.51474

a. Predictors: (Constant), Perceived Benefit, Content Sharing, Youtuber Video Perception

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.944	3	39.315	148.382	.000 ^a
	Residual	51.931	196	.265		
	Total	169.875	199			

a. Predictors: (Constant), Perceived Benefit, Content Sharing, Youtuber Video Perception

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.303	.203		-1.488	.138
	Youtuber Video Perception	.396	.075	.323	5.253	.000
	Content Sharing	.242	.057	.237	4.242	.000
	Perceived Benefit	.424	.072	.373	5.909	.000

a. Dependent Variable: Keputusan Pembelian



LAMPIRAN VI
INDEPENDENT SAMPLE t -TEST &
ONEWAY ANOVA

T-Test

Group Statistics

	Usia	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	<= 20 tahun	50	3.9267	.78040	.11037
	> 20 tahun	150	3.9700	.74512	.06084
Content Sharing	<= 20 tahun	50	3.6333	.89151	.12608
	> 20 tahun	150	3.8178	.91028	.07432
Perceived Benefit	<= 20 tahun	50	3.8750	.77138	.10909
	> 20 tahun	150	3.9883	.82451	.06732
Keputusan Pembelian	<= 20 tahun	50	3.7133	.96658	.13670
	> 20 tahun	150	3.9067	.90744	.07409

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-.352	198	.725
	Equal variances not assumed	-.344	80.850	.732
Content Sharing	Equal variances assumed	-1.247	198	.214
	Equal variances not assumed	-1.260	85.576	.211
Perceived Benefit	Equal variances assumed	-.855	198	.394
	Equal variances not assumed	-.884	89.175	.379
Keputusan Pembelian	Equal variances assumed	-1.283	198	.201
	Equal variances not assumed	-1.243	79.757	.217

Oneway

Descriptives

		N	Mean	Std. Deviation
Youtuber Video Perception	<= Rp 500.000	14	3.2500	1.03723
	Rp 500.001 – Rp 1.000.000	26	3.9872	.85495
	Rp 1.000.001 – Rp 1.500.000	32	3.9219	.55678
	Rp 1.500.001 – Rp 2.000.000	54	3.9537	.83892
	> Rp 2.000.000	74	4.1036	.58306
	Total	200	3.9592	.75235
Content Sharing	<= Rp 500.000	14	2.7381	1.14860
	Rp 500.001 – Rp 1.000.000	26	3.6538	.90667
	Rp 1.000.001 – Rp 1.500.000	32	3.7188	.65094
	Rp 1.500.001 – Rp 2.000.000	54	3.8765	.86220
	> Rp 2.000.000	74	3.9550	.86769
	Total	200	3.7717	.90694
Perceived Benefit	<= Rp 500.000	14	3.4643	1.22810
	Rp 500.001 – Rp 1.000.000	26	3.9135	.86874
	Rp 1.000.001 – Rp 1.500.000	32	3.9453	.64675
	Rp 1.500.001 – Rp 2.000.000	54	3.9537	.89030
	> Rp 2.000.000	74	4.0811	.67121
	Total	200	3.9600	.81113
Keputusan Pembelian	<= Rp 500.000	14	3.0952	1.29052
	Rp 500.001 – Rp 1.000.000	26	3.7949	1.02449
	Rp 1.000.001 – Rp 1.500.000	32	3.8542	.66093
	Rp 1.500.001 – Rp 2.000.000	54	3.9444	.93331
	> Rp 2.000.000	74	3.9640	.85041
	Total	200	3.8583	.92393

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Youtuber Video Perception	Between Groups	8.651	4	2.163	4.056	.004
	Within Groups	103.988	195	.533		
	Total	112.639	199			
Content Sharing	Between Groups	18.486	4	4.622	6.207	.000
	Within Groups	145.198	195	.745		
	Total	163.684	199			
Perceived Benefit	Between Groups	4.590	4	1.148	1.771	.136
	Within Groups	126.340	195	.648		
	Total	130.930	199			
Keputusan Pembelian	Between Groups	9.484	4	2.371	2.883	.024
	Within Groups	160.391	195	.823		
	Total	169.875	199			

Oneway

Descriptives

		N	Mean	Std. Deviation
Youtuber Video Perception	3 - 5 kali	124	3.9153	.74913
	6 – 8 kali	43	4.0814	.76322
	Lebih dari 8 kali	33	3.9646	.75549
	Total	200	3.9592	.75235
Content Sharing	3 - 5 kali	124	3.7688	.87748
	6 – 8 kali	43	3.8605	.82690
	Lebih dari 8 kali	33	3.6667	1.11181
	Total	200	3.7717	.90694
Perceived Benefit	3 - 5 kali	124	3.9516	.79421
	6 – 8 kali	43	4.0174	.83878
	Lebih dari 8 kali	33	3.9167	.85847
	Total	200	3.9600	.81113
Keputusan Pembelian	3 - 5 kali	124	3.8360	.90016
	6 – 8 kali	43	4.0310	.89919
	Lebih dari 8 kali	33	3.7172	1.03455
	Total	200	3.8583	.92393

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Youtuber Video Perception	Between Groups	.882	2	.441	.777	.461
	Within Groups	111.757	197	.567		
	Total	112.639	199			
Content Sharing	Between Groups	.704	2	.352	.425	.654
	Within Groups	162.980	197	.827		
	Total	163.684	199			
Perceived Benefit	Between Groups	.213	2	.106	.160	.852
	Within Groups	130.717	197	.664		
	Total	130.930	199			
Keputusan Pembelian	Between Groups	2.001	2	1.001	1.174	.311
	Within Groups	167.874	197	.852		
	Total	169.875	199			

T-Test

Group Statistics

	Setelah melihat iklan terbaru di Youtube dengan beauty vlogger	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak, saya belum tentu membelinya	72	3.8981	.72705	.08568
	Ya, saya akan membelinya	128	3.9935	.76688	.06778
Content Sharing	Tidak, saya belum tentu membelinya	72	3.6296	.79623	.09384
	Ya, saya akan membelinya	128	3.8516	.95737	.08462
Perceived Benefit	Tidak, saya belum tentu membelinya	72	3.8125	.77226	.09101
	Ya, saya akan membelinya	128	4.0430	.82356	.07279
Keputusan Pembelian	Tidak, saya belum tentu membelinya	72	3.6481	.86288	.10169
	Ya, saya akan membelinya	128	3.9766	.93926	.08302

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-.860	198	.391
	Equal variances not assumed	-.873	153.962	.384
Content Sharing	Equal variances assumed	-1.669	198	.097
	Equal variances not assumed	-1.756	170.423	.081
Perceived Benefit	Equal variances assumed	-1.942	198	.054
	Equal variances not assumed	-1.978	155.353	.050
Keputusan Pembelian	Equal variances assumed	-2.443	198	.015
	Equal variances not assumed	-2.502	157.954	.013

T-Test

Group Statistics

	Obat pelangsing tubuh_beli	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak	109	3.8639	.75875	.07268
	Ya	91	4.0733	.73249	.07679
Content Sharing	Tidak	109	3.6330	.94927	.09092
	Ya	91	3.9377	.82837	.08684
Perceived Benefit	Tidak	109	3.9266	.80673	.07727
	Ya	91	4.0000	.81904	.08586
Keputusan Pembelian	Tidak	109	3.6911	.95226	.09121
	Ya	91	4.0586	.85142	.08925

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-1.974	198	.050
	Equal variances not assumed	-1.980	193.840	.049
Content Sharing	Equal variances assumed	-2.394	198	.018
	Equal variances not assumed	-2.423	197.597	.016
Perceived Benefit	Equal variances assumed	-.636	198	.525
	Equal variances not assumed	-.635	190.623	.526
Keputusan Pembelian	Equal variances assumed	-2.851	198	.005
	Equal variances not assumed	-2.880	197.048	.004

T-Test

Group Statistics

	Kosmetik_beli	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak	61	3.8087	.76123	.09747
	Ya	139	4.0252	.74154	.06290
Content Sharing	Tidak	61	3.6503	.86158	.11031
	Ya	139	3.8249	.92412	.07838
Perceived Benefit	Tidak	61	3.8443	.83686	.10715
	Ya	139	4.0108	.79734	.06763
Keputusan Pembelian	Tidak	61	3.6557	.89436	.11451
	Ya	139	3.9472	.92580	.07853

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-1.885	198	.061
	Equal variances not assumed	-1.866	111.938	.065
Content Sharing	Equal variances assumed	-1.256	198	.211
	Equal variances not assumed	-1.291	122.322	.199
Perceived Benefit	Equal variances assumed	-1.339	198	.182
	Equal variances not assumed	-1.314	109.754	.191
Keputusan Pembelian	Equal variances assumed	-2.071	198	.040
	Equal variances not assumed	-2.099	118.321	.038

T-Test

Group Statistics

	Fashion_beli	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak	69	3.9179	.89508	.10775
	Ya	131	3.9809	.66783	.05835
Content Sharing	Tidak	69	3.6280	.99432	.11970
	Ya	131	3.8473	.85160	.07441
Perceived Benefit	Tidak	69	3.8478	.89445	.10768
	Ya	131	4.0191	.76058	.06645
Keputusan Pembelian	Tidak	69	3.7005	.95853	.11539
	Ya	131	3.9415	.89775	.07844

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-.562	198	.575
	Equal variances not assumed	-.514	108.830	.608
Content Sharing	Equal variances assumed	-1.632	198	.104
	Equal variances not assumed	-1.556	121.230	.122
Perceived Benefit	Equal variances assumed	-1.423	198	.156
	Equal variances not assumed	-1.353	120.516	.178
Keputusan Pembelian	Equal variances assumed	-1.763	198	.079
	Equal variances not assumed	-1.727	130.753	.086

T-Test

Group Statistics

	Aksesoris_beli	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak	108	3.8596	.75750	.07289
	Ya	92	4.0761	.73314	.07644
Content Sharing	Tidak	108	3.6296	.88759	.08541
	Ya	92	3.9384	.90573	.09443
Perceived Benefit	Tidak	108	3.8426	.83903	.08074
	Ya	92	4.0978	.75861	.07909
Keputusan Pembelian	Tidak	108	3.7531	.90156	.08675
	Ya	92	3.9819	.93939	.09794

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-2.045	198	.042
	Equal variances not assumed	-2.050	194.775	.042
Content Sharing	Equal variances assumed	-2.429	198	.016
	Equal variances not assumed	-2.425	191.688	.016
Perceived Benefit	Equal variances assumed	-2.240	198	.026
	Equal variances not assumed	-2.258	197.280	.025
Keputusan Pembelian	Equal variances assumed	-1.755	198	.081
	Equal variances not assumed	-1.749	190.226	.082

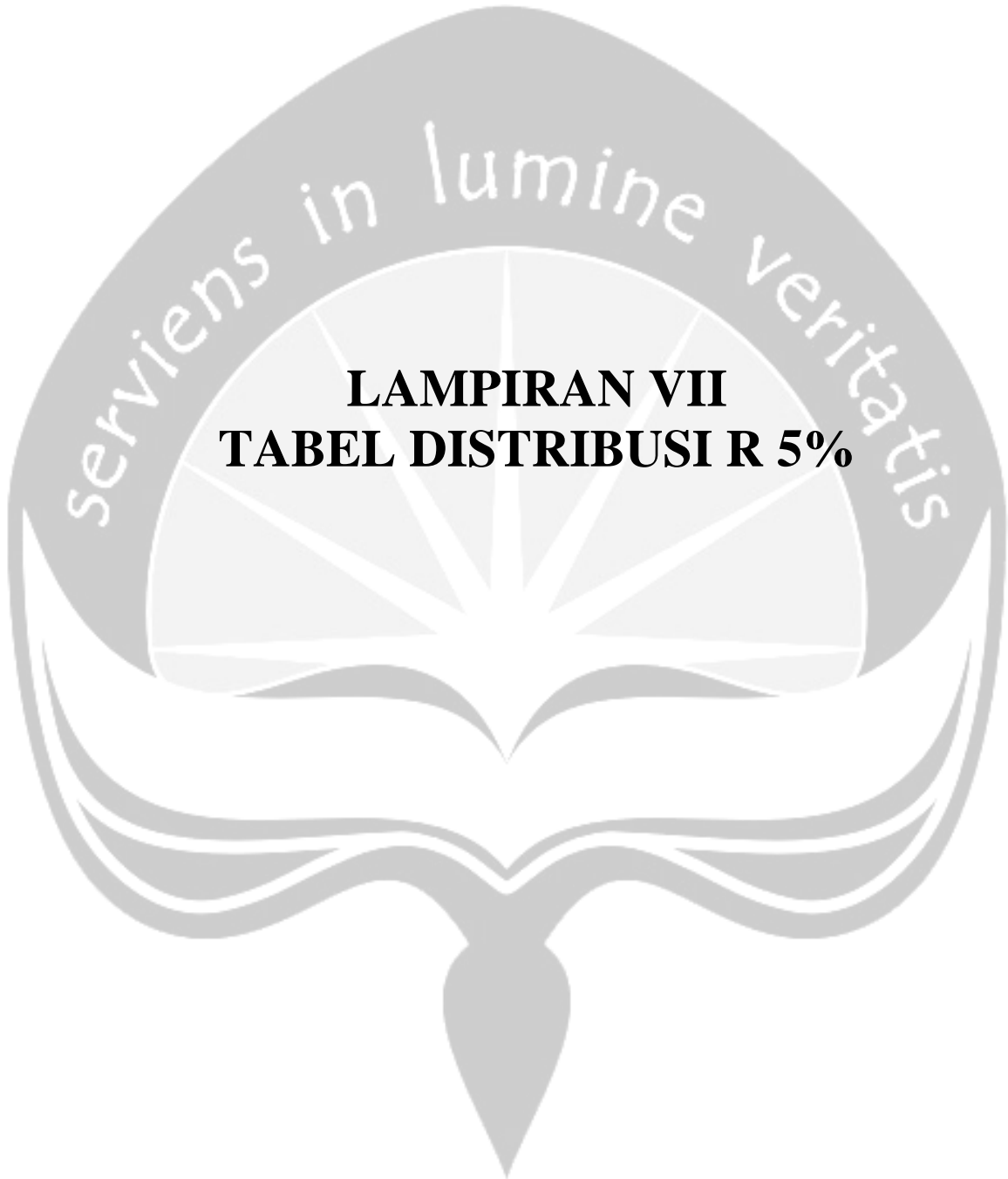
T-Test

Group Statistics

	Lainnya_beli	N	Mean	Std. Deviation	Std. Error Mean
Youtuber Video Perception	Tidak	187	3.9439	.75608	.05529
	Ya	13	4.1795	.68537	.19009
Content Sharing	Tidak	187	3.7576	.90171	.06594
	Ya	13	3.9744	.99500	.27596
Perceived Benefit	Tidak	187	3.9479	.82690	.06047
	Ya	13	4.1346	.52654	.14604
Keputusan Pembelian	Tidak	187	3.8592	.92089	.06734
	Ya	13	3.8462	1.00568	.27893

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Youtuber Video Perception	Equal variances assumed	-1.092	198	.276
	Equal variances not assumed	-1.190	14.110	.254
Content Sharing	Equal variances assumed	-.833	198	.406
	Equal variances not assumed	-.764	13.407	.458
Perceived Benefit	Equal variances assumed	-.802	198	.424
	Equal variances not assumed	-1.182	16.436	.254
Keputusan Pembelian	Equal variances assumed	.049	198	.961
	Equal variances not assumed	.045	13.437	.964



LAMPIRAN VII
TABEL DISTRIBUSI R 5%

TABEL DISTRIBUSI R

Df	5%	DF	5%	DF	5%	DF	5%
1	0.997	51	0.271	101	0.194	151	0.159
2	0.950	52	0.268	102	0.193	152	0.158
3	0.878	53	0.266	103	0.192	153	0.158
4	0.811	54	0.263	104	0.191	154	0.157
5	0.754	55	0.261	105	0.190	155	0.157
6	0.707	56	0.259	106	0.189	156	0.156
7	0.666	57	0.256	107	0.188	157	0.156
8	0.632	58	0.254	108	0.187	158	0.155
9	0.602	59	0.252	109	0.187	159	0.155
10	0.576	60	0.250	110	0.186	160	0.154
11	0.553	61	0.248	111	0.185	161	0.154
12	0.532	62	0.246	112	0.184	162	0.153
13	0.514	63	0.244	113	0.183	163	0.153
14	0.497	64	0.242	114	0.182	164	0.152
15	0.482	65	0.240	115	0.182	165	0.152
16	0.468	66	0.239	116	0.181	166	0.151
17	0.456	67	0.237	117	0.180	167	0.151
18	0.444	68	0.235	118	0.179	168	0.151
19	0.433	69	0.234	119	0.179	169	0.150
20	0.423	70	0.232	120	0.178	170	0.150
21	0.413	71	0.230	121	0.177	171	0.149
22	0.404	72	0.229	122	0.176	172	0.149
23	0.396	73	0.227	123	0.176	173	0.148
24	0.388	74	0.226	124	0.175	174	0.148
25	0.381	75	0.224	125	0.174	175	0.148
26	0.374	76	0.223	126	0.174	176	0.147
27	0.367	77	0.221	127	0.173	177	0.147
28	0.361	78	0.220	128	0.172	178	0.146
29	0.355	79	0.219	129	0.172	179	0.146
30	0.349	80	0.217	130	0.171	180	0.146
31	0.344	81	0.216	131	0.170	181	0.145
32	0.339	82	0.215	132	0.170	182	0.145
33	0.334	83	0.213	133	0.169	183	0.144
34	0.329	84	0.212	134	0.168	184	0.144
35	0.325	85	0.211	135	0.168	185	0.144
36	0.320	86	0.210	136	0.167	186	0.143
37	0.316	87	0.208	137	0.167	187	0.143
38	0.312	88	0.207	138	0.166	188	0.142
39	0.308	89	0.206	139	0.165	189	0.142
40	0.304	90	0.205	140	0.165	190	0.142
41	0.301	91	0.204	141	0.164	191	0.141
42	0.297	92	0.203	142	0.164	192	0.141
43	0.294	93	0.202	143	0.163	193	0.141
44	0.291	94	0.201	144	0.163	194	0.140
45	0.288	95	0.200	145	0.162	195	0.140
46	0.285	96	0.199	146	0.161	196	0.139
47	0.282	97	0.198	147	0.161	197	0.139
48	0.279	98	0.197	148	0.160	198	0.139
49	0.276	99	0.196	149	0.160	199	0.138
50	0.273	100	0.195	150	0.159	200	0.138



LAMPIRAN VIII
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Consumers' Perceptions of YouTubers: The Case of Turkey

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ABSTRACT *With advances in information and communication technologies, social media has not only been an integral part of our lives but also paved the way for the emergence of new applications in marketing activities, one of which is conducted by YouTubers, who have captured the attention of brands due to the massive influence they have on millions of their followers. In line with this purpose, face-to-face surveys were conducted in November-December 2017 with 257 students from Kastamonu University in Turkey. Results reveal four factors of participants' perceptions: YouTuber Video Perception, Content Sharing, Perceived Benefit and Impact on Purchase Decision.*

Keywords: *YouTuber, Influencer Marketing, Consumer Behavior, Marketing Communications, Social Media*

Tüketicilerin Youtuber'lara Yönelik Algılarının İncelenmesi: Türkiye Örneği

ÖZ *Bilgi ve iletişim teknolojilerinde meydana gelen gelişmeler sonucunda hayatımıza giren sosyal medya, pazarlama çalışmalarında da yeni bir takım uygulamalara neden olmaktadır. Bunlardan biri de gittikçe daha fazla karşımıza çıkan YouTuber'lardır. Milyonlara varan takipçi sayıları ile YouTuber'lar takipçileri üzerindeki etkileri nedeniyle markaların dikkatlerini çekmeyi başarmışlardır. Bu amaç doğrultusunda 2017 Kasım- Aralık ayları içinde Türkiye'de Kastamonu Üniversitesi öğrencisi olan 257 öğrenciye yüz yüze anket yapılmıştır. Araştırma sonucunda katılımcıların algıları YouTuber video algısı, içerik paylaşımı, algılanan fayda ve satın alım kararına etki olmak üzere dört boyut olarak ortaya çıkmıştır.*

Anahtar Sözcükler: *YouTuber, ekleyici pazarlama, tüketici davranışları, pazarlama iletişimi, sosyal medya.*

Introduction

With advances in Internet technology, social media is becoming ever more integrated into our lives and also hosting new initiatives. One of the latest of these is influencer marketing strategies, which can be, briefly, defined as marketing of goods and services through mostly YouTube and Instagram celebrities, who have managed to attract the attention of brands and companies. Social media celebrities with millions of followers promote and endorse various products and services. Followers find social media celebrities more genuine and likeable than traditional celebrities, and therefore, pay more attention to the views of the former than to those of the latter. Thanks to the enormous influence social media celebrities have on their audience, they are able to directly convey their views and thoughts on YouTube, Instagram,

Twitter etc. channels about products and services ranging from technology to hobby, from automotive to food and drink, and from cosmetics to digital gaming. For consumers seeking objective information sources, opinions of someone using and experiencing a product on social media can be more reliable than advertising messages of brands and traditional celebrities.

Brands and companies that have understood the current paradigm shift in marketing are choosing to establish partnerships with social media celebrities such as YouTubers who have large and engaged followings online to advertise their products and services on social media. For marketing specialists who are aware of the power of social media celebrities, influencer marketing strategies have already been an integral part of branding and marketing communication activities.

In this context, the primary objective of this study is to develop a scale that will allow for the measurement of consumer perceptions of YouTubers. The secondary objective of this study is to determine undergraduate consumers' perceptions of YouTubers. We believe that this study will contribute to the related literature and be useful for brands and companies that wish to integrate YouTubers into their marketing strategies.

Influencer Marketing

In recent years, social media has become an important advertising and communication platform for marketers who want to reach consumers online (Evans et al., 2017). The latest marketing trend attracting the attention of brands and companies is influencer marketing, which is defined as a strategy involving establishing partnerships with influential people (influencers) that can increase the visibility of products and services on social media (Enge, 2012). Influencer marketing is defined by Veirman et al (2017) as identifying social influencers and encouraging them to promote or endorse a brand or product on social media platforms. It is possible to consider influencer marketing to be a part of advertising, digital advertising and content marketing strategies and of marketing communication efforts (Pophal, 2016). Lastly, influencer marketing is defined as a process in which a brand identifies and activates people with significant influence over the brand's target audience in order to promote its sales and reach its target market (Sudha and Sheena, 2017). In today's competitive environment, influencer marketing offers an important alternative for brands and companies that would like to reach potential buyers and to stand out among their rivals that offer similar products or services. Influencer marketing is done through an influencer, who is defined as a person with a potential to influence others. YouTube, Instagram, Pinterest, Blogs, Facebook, Snapchat and Twitter abound in such influencers (Womma, 2017).

Influencer marketing includes four main activities: (1) Identifying influencers and rating them according to their importance, (2) Raising brand awareness of influencers' followers (3) Raising market awareness of target markets through influencers and (4) Turning influencers into brand

advocates (Ranga and Sharma, 2014). Brown and Hayes (2008) propose three stages for influencer marketing: (1) Marketing first to influencers to raise brand awareness of their followers, (2) Using influencers to raise brand awareness of target consumers, that is, marketing through influencers and (3) Marketing through "influential" people by transforming influencers into brand advocates.

Influencer marketing achieved a significant growth and 86% of marketers implemented it as part of their marketing strategies in 2016. Of those who engaged in influencer marketing in 2016, 94% found it effective. 89% implemented influencer marketing to develop original content about their brands, 77% to stimulate customer brand engagement and 56% to direct users to websites or home pages (Linqia, 2016). Most of the marketers spent \$ 25.000 - \$ 50.000 on influencer marketing in 2016, which is expected to double in 2017. 48% of marketers stated that they plan to increase their influencer marketing budgets by 2017. Marketers work with an average of 10-25 influencers (Linqia, 2016). These results indicate that influencer marketing will play a more and more important role in marketing mix for brands, retailers and agencies of all sizes in the future (Genvideo, 2016).

YouTube as an Influencer Marketing Platform

YouTube is one of the social media platforms that attracts the attention of not only a large number of users but also brands and companies. Initiated by three PayPal employees in 2005 and backed by Sequoia Capital with a \$11.5 million investment, YouTube is the largest media sharing and most visited site today (Zarella, 2010). YouTube has now come to a point where hundreds of millions of hours of video are viewed per day with more than one billion users in 76 different languages serving local versions in 88 countries around the world (www.youtube.com, 2017). Allowing users to upload videos in a very short time, YouTube contains hundreds of millions of videos ranging from fashion to entertainment, from baby-care to cooking etc. More than 1 billion YouTube users constitute nearly one third of all people on the internet. 80 percent of YouTube's views are from outside the United States and YouTube videos are watched 4 billion times a day. More than half of YouTube views take place on mobile devices. The average number of mobile YouTube video views per day increased by 100 percent compared to the previous year. The average mobile viewing session is 40 minutes. U.S. users spend an average of five hours per month on YouTube (Walters, 2016). Users all around the world upload millions of fun and interesting videos on YouTube every day, which keeps this platform viable. Brands also have the opportunity to upload promotional videos related to their products and services in order to reach millions of consumers at minimum cost. Today, a large number of brands and companies have stepped forward for branded content endorsements on YouTube through YouTubers with millions of followers.

YouTube is the most influential social media platform for influencer marketing. Genvideo (2016) estimated that 50% of brands will increase and no brand will reduce their influencer marketing investments in 2017. Reaching \$ 5.6 billion in advertising revenues, YouTube has

surpassed Instagram, Facebook and Twitter in 2017, indicating that YouTube will continue to attract more and more attention of brands and companies (Şen, 2017).

YouTubers and eWOM

Consumers have always valued the opinions of others. The opinions of consumers who have previously purchased and tried products are particularly important for those constantly bombarded by advertising to make purchase decisions. Word-of-Mouth communication (WOM) is defined as a process in which consumers share information with no intermediary to direct buyers towards specific products, brands and services (Gruen et al., 2006). WOM is also defined as the communication between consumers about their personal views of and experiences with a product or a company (Richins, 1983). This type of communication has a major impact on consumers' purchasing behavior, especially in the case of experiential products (Zhang et al., 2010). The Internet has provided consumers with the opportunity to access other consumers' comments and to share their own consumption recommendations, i.e. electronic word-of-mouth communication (eWOM) (Park and Kim, 2008; Park and Lee, 2009). The expansion of the Internet has also resulted in social media gaining popularity and becoming an integral part of our lives, which has accelerated and facilitated the process in which consumers share their views and experiences with their peers (Veirman et al., 2017; Roelens et al., 2016). Electronic word-of-mouth communication (eWOM) is defined as positive or negative comments made by potential, actual or former online customers about a product or service (Stauss, 2010). Consumers can freely share their experiences with and suggestions about a brand through social media platforms, primarily Instagram and Facebook. Therefore, social media is now becoming an ideal tool for eWOM (Boyd and Ellison, 2007; Kiss and Bichler, 2008; Hwang ve diğ., 2014).

eWOM is one of the most important factors influencing consumers' purchase decision and YouTube platform is very convenient to use it (Forbes, 2016). eWOM provides brands and businesses with many opportunities such as product sales, customer value, customer loyalty and product promotion (Zhang et al., 2010). Effective and influential people on various social media platforms can significantly influence consumers' purchase decisions through eWOM (Liu et al., 2015). YouTubers are also useful for brands to expand their target groups and to increase consumer loyalty (Sudha and Sheena, 2017). However, eWOM depends on the efficient dissemination of content (Cheong and Morrison, 2008). While YouTube is widely used by brands for eWOM, YouTubers create their own personal brands online so much so that most YouTubers have more followers than famous brands.

YouTubers as Influencers

Creators of social media content, such as YouTubers, form a community to interact with their followers (Gardner and Lehnert, 2016). YouTubers play an important role in connecting

brands to customers because YouTubers' views and comments are more convincing to their followers than traditional brand messages. Therefore, marketers and communications specialists are seeking ways to make use of YouTubers to develop brand consumer dialogue on digital platforms (Forbes, 2016). Influencers are often those who have the knowledge to influence the behavior and attitudes of others (Liu et al., 2015). To be more precise, influencers are Instagrammers, YouTubers and Bloggers who have an influence on certain community members with common interests (Uzunoglu and Kip, 2014). Social influencers share their daily lives, experiences and personal opinions through blogging, vlogging or through short forms of content (e.g. Instagram, SnapChat etc.) (Veirman et al., 2017).

A brand or product recommendation provided by a YouTuber is more effective than TV commercials of the very same product or brand. According to DEFY Media (2015), more than 61% of respondents in all age groups are more likely to try brands or products endorsed by YouTubers than by traditional media celebrities. The results of the study conducted by Sudha and Sheena (2017) are also in agreement with those of DEFY Media. Another study conducted with participants between the ages of 13 and 24 in the United States yielded similar results. 70% of respondents stated that YouTubers have changed and shaped popular culture while 60% stated that they would make purchase decisions based on recommendations from their favorite YouTube star rather than those from a TV or movie star (Arnold, 2017). Especially teenagers imitate the behavior of YouTubers such as way of talking, and (wish to) wear the same clothes as they do (Westenberg, 2016).

As stated before, YouTubers enjoy recommending products to their viewers, who are, in return, more likely to develop a positive perception of a product if the YouTuber gives a positive review or uses a positive language during the advertisement (Forbes, 2016). Nowadays people, especially young people, view YouTubers' videos not only for fun but also as an alternative source of information (Tolson, 2010). Therefore, YouTubers are particularly influencing young consumers' purchase behavior and decisions. Young consumers consider YouTubers to be honest about their product reviews, and want to buy products endorsed by them (Westenberg, 2016). Brands that are aware of the power of influencers over their followers try hard to get their products to be tested and endorsed by influencers through events and special occasions. In this way, they aim to strengthen the image of their products or brands among influencers' followers (Abidin, 2016; Brown and Fiorella, 2013, Westenberg, 2016). For example, social influencers such as YouTubers constitute an important pillar of Maybelline's communications strategy (Forbes, 2016). In addition to a number of beauty brands (Lieber, 2014), 57% of cosmetics and fashion companies use influencers as part of their marketing strategy (Womma, 2017) because the cosmetics and fashion industry is a natural fit for influencers. It is also known that influencers in the cosmetics and fashion sector have a great effect on young women (Sudha and Sheena, 2017). In addition to IBM, Cisco and Adobe, Ford India used influencer marketing to promote its new model, Ford Fiesta Powershift (Ranga and Sharma, 2014; Dinesh, 2017).

Product reviews include personal experience-based information. Based on those experiences, YouTubers are able to encourage or discourage viewers to buy certain products. YouTubers receive free products and services, and make money in exchange for product review. While YouTubers receive free products or monetary compensation in exchange for their reviews, followers or viewers find their reviews reliable and objective (Westenberg, 2016). Some world-famous YouTubers collect millions of dollars in revenue. Below are the 10 highest-paid YouTubers of 2017 (<http://tr.euronews.com>):

1. Daniel Middleton (DanTDM) – \$16.5 million
2. Evan Fong (VanossGaming) – \$15.5 million
3. Dude Perfect – \$14 million
4. Logan Paul – \$12.5 million (tie)
5. Mark Fischbach (Markiplier) – \$12.5 million (tie)
6. Felix Kjellberg (PewDiePie) – \$12 million
7. Jake Paul – \$11.5 million
8. Smosh – \$11 million (tie)
9. Ryan ToysReview – \$11 million (tie)
10. Lilly Singh – \$10.5 million

It is reported that YouTubers are 4 times more effective than traditional celebrities at driving brand familiarity and as effective as them at affecting consumer purchase intention. Especially highly committed followers find YouTubers reliable and expect them to review brands and products. Makeup and cosmetics brands are among the first to bring YouTubers and viewers together. For example, about 86% of the top 200 beauty videos on YouTube were shot by YouTubers rather than by professionals or brands. However, YouTubers are not only influential in the cosmetics sector (Nazerali, 2017). With the popularization of social media, those who do not have enough information about a product or service often pay more attention to the views of previous customers. Consumers' decision-making processes are, therefore, much more likely to be affected by the opinions and reviews of reliable people than by recommendations of manufacturers. Therefore, those with significant influence over society or a certain community are believed to be natural reinforcements that can be advantageously utilized by all brands and firms, especially by E-commerce firms (Kim and Srivastava, 2007).

The use of social influencers in marketing has some differences from traditional advertising. Social influencers have direct contact with their followers and review a product after actually using it. By virtue of their authenticity and objective reviews, social influencers have credibility in the eyes of their followers. Social influencers are not constrained by formalities and bureaucracy, and therefore, can say or write whatever they want to. What only matters to them is their followers. No one can force them to endorse a product they have not used or do not use.

Lastly, advertisements with social influencers provide significant cost advantages over other advertising methods (Vieria, 2015; Evans et al., 2017). In addition, marketing with influencers is an indirect marketing effort that a brand or firm can perform at a lower cost than other marketing strategies. Another advantage of this type of marketing is that influencers ensure consumer confidence in products, which is very important in today's competitive market (Farooq and Jan, 2012).

Selection of YouTubers and Features of Effective YouTubers

One of the biggest challenges that brands face in influencer marketing is identifying influencers with a strong impact on the target audience (Veirman et al., 2017). The most important factors in the selection of influencers are the purpose of the brand or company, and product and service features. Features of YouTubers also play an important role in disseminating content. The features that influencers should have are authenticity, reliability, competence, expertise, legitimacy and honesty. Products and services of companies that work with influencers with these features have better sales and a longer market life (Lisichkova and Othman, 2017). Consumers tend to rely more on user-generated content than producer-generated content (Cheong & Morrison, 2013). Therefore, YouTubers who always post positive reviews of products lose, after a while, their credibility in the eyes of their followers. Consumers think that YouTubers are free from commercial concerns. The fact that YouTubers provide insight into their personal lives and interact with their followers and talk about the inaccessible aspects of products make them reliable and sincere. In addition, since YouTubers are, unlike traditional celebrities, very accessible, they are able to make a personal connection with their followers (Abidin, 2016). Most social influencers are considered more genuine than celebrities or actors because they put their lives first, which makes them more relatable to everyday consumers following their content (Forbes, 2016). Some YouTubers use profanity or slang when communicating with their followers, which also makes them sound more genuine and real because using profanity or slang in interpersonal interaction can sometimes help build rapport and reinforce interpersonal bonds (Fägersten, 2017). Moreover, YouTubers boost their credibility in the eyes of their followers, when they disparage some brands. In fact, this might even be for those brands' benefit. When a YouTuber ridicules a product or brand that she does not particularly like, her followers feel assured that a product or brand endorsed by her must be really good. Humor also helps YouTubers sound more genuine and sincere than traditional celebrities (Nazerali, 2017). Thus, brands and firms using different social media channels prefer to team up with social media celebrities rather than with TV or movie stars (Biaudet, 2017). Another important factor that needs to be considered in the selection of the right YouTuber for the brand is if he/she is compatible with the brand image. Choosing a YouTuber that is incompatible with the brand's principles can do more damage than good to the brand's image.

Method

This study was carried out to elicit information on Turkish smartphone users' perceptions of branded mobile apps. Face to face interviews were carried out with 257 students from Kastamonu University in November-December 2017. The participants were selected using a convenience sampling method, which is one of the non-random sampling methods. The statements in the questionnaire were adopted and reformulated from the studies conducted by Westenberg (2016), Fägersten, (2017).

Results

This section contains the results of the analysis on the participants' perceptions of YouTubers. First, demographic features of the participants are addressed. Then, the results are presented.

Table 1. Demographic Features of Participants

Age	F	%	Average Monthly Income	F	%
≤18	18	7.0	≤ 250 TL	11	4.3
18-20	132	51.4	251-500 TL	93	36.2
21-23	97	37.7	501-750 TL	65	25.3
24-26	8	3.1	751-1000 TL	47	18.3
≥27	2	.8	≥1001 TL	41	16.0
Sex	F	%	Grade	F	%
Female	161	62.6	1 st	62	24.1
Male	96	37.4	2 nd	44	17.1
			3 rd	81	31.5
			4 th	70	27.2
Total	257	100	Total	257	100

Table 1 demonstrates the demographic features of the participants. A total of 257 students participated in the study. The majority of participants were female and between the ages of 18 and 20 years with a monthly income ranging from 251 to 500 TL.

Table 2. Participants' Habits of Following YouTubers

Duration of following YouTubers	F	%	Subscribed social media channels	F	%
0- 6 Months	45	17.5	Facebook	165	21.7
7-12 Months	34	13.2	Twitter	92	12.1
1-2 Years	64	24.9	Instagram	224	29.4
2-4 Years	61	23.7	LinkedIn	9	
≥5 Years	53	20.6	Pinterest	11	1.1
Daily time spent watching YouTuber channels	F	%	Vine	20	2.6
<30 minutes	91	35.4	YouTube	166	21.8
1 hour	62	24.1	Google Plus	73	9.6
2-3 hours	57	22.2	Total	760	100
4-5 hours	31	12.1	YouTuber Channels	F	%
≥5 hours	16	6.2	Technology	95	18.6
Means of following YouTubers	F	%	Health-sports	68	13.3
Desktop computer	9	3.5	Food-drink	51	10
Laptop	37	14.4	Automobile	32	6.2
Tablet	6	2.3	Cosmetics	93	18.2
Smartphone	205	79.8	Travel	43	8.4
Have you purchased a product recommended by a YouTuber?	F	%	Book-Magazine	37	7.2
Yes	65	25.3	Fashion and Clothing	90	17.6
No	160	62.3	Total	509	100
I have I purchased many products	32	12.5			
Total	257	100			
Do products or brands that your friends see on YouTuber videos and share affect your purchase decision?			Absolutely yes	24	9.3
			Yes	96	37.4
			Undecided	62	24.1
			No	51	19.8
			Absolutely no	24	9.3

Table 2 contains information on the participants' habits of following YouTubers, showing that the majority of participants have been following YouTubers for 1 to 2 years and spend at least half an hour watching YouTuber videos every day. The vast majority of participants follow YouTubers on their smartphones. About 25% of participants have purchased an item endorsed by a YouTuber. About 10% of participants have purchased a large number of items endorsed by YouTubers. Out of 700 social media subscriptions, Instagram has the most subscriptions (224), followed by YouTube (166) and Facebook (165). Out of 509 YouTuber channels, the participants mostly follow technology channels (95), followed by cosmetics (93) and fashion and clothing (90).

Factor analysis

Factor analysis is one of the most widely used multivariate statistical techniques that make a large number of interrelated variables into small, meaningful and independent factors (Kalayci, 2009). The factor analysis results are given in Table 3. The results of KMO and Bartlett's test conducted to verify sampling adequacy show that KMO value was 0.864, indicating that the sample size is suitable for factor analysis. The chi-square value of the

Bartlett's test of Sphericity was 1769.930 and the p value was <0.005, indicating that there is a strong correlation between the scale items, and that factor analysis can be applied.

Table 3. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of Sphericity	Approx. Chi-Square	1769.930
	df	120
	Sig.	.000

The exploratory factor analysis carried out to determine participants' perceptions of YouTubers reveal 4 factors: 1) YouTuber Video Perception, 2) Content Sharing, 3) Perceived Benefit and 4) Impact on Purchase Decision, explaining 64% of the perceptions of the participants regarding YouTubers. The first factor "YouTuber Video Perception" explains 20.5% of the total variance explained. The reliability value of the scale used in the study is .884 (Cronbach's Alpha), indicating that the scale is reliable. Table 4 shows Cronbach's Alpha values of each factor.

Table 4. Participants' Perceptions of YouTubers

Factor Statements	Factor Loads			
	1	2	3	4
<i>YouTuber Video Perception</i>				
YouTuber videos provide up-to-date information.	.774			
YouTuber videos are fun.	.750			
YouTuber videos are informative.	.739			
YouTuber videos offer natural communication.	.688			
YouTuber videos are the latest trend.	.662			
YouTuber videos are genuine ve sincere.	.488			
<i>Content Sharing</i>				
I share YouTuber videos with people around me.		.867		
I send YouTuber videos to my friends.		.830		
I recommend YouTubers to my friends.		.743		
<i>Perceived Benefit</i>				
YouTubers provide information about brands' promotions and discounts.			.776	
YouTubers make comparisons between products.			.732	
YouTubers give information about new products.			.711	
YouTubers demonstrate products.			.497	
<i>Impact on Purchase Decision</i>				
I purchase brands and products recommended by YouTubers.				.872
YouTubers affect my decision to purchase brands and products.				.813
YouTubers affect my purchase decision more than TV, radio and newspaper advertisements.				.400
Explained Variance	20.524	16.218	15.082	11.798
Total Explained Variance				63.623
Cronbach's Alpha	.838	.846	.729	.680
Total Cronbach's Alpha				.884

Analyses of variance (One-Way ANOVA)

One-way ANOVA was used to determine whether there was a statistically significant difference in demographic characteristics, duration of following YouTubers and time spent watching YouTuber channels between participants.

Table 5. Anova test between content sharing and time spent on YouTube per day

ANOVA					
Communication and Sharing Advantage Factor	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.397	4	5.349	5.135	.001
Within Groups	262.492	252	1.042		
Total	283.889	256			

A One-way ANOVA was performed to determine whether there was a statistically significant difference in time spent on YouTube per day between participants. Here, p value (sig.) < 0.05 indicates statistically significant difference between groups. A Tukey test was carried out to determine between which groups the difference existed in terms of *Content Sharing factor*. The Tukey test results indicate that participants spending 1 hour, 2-3 hours and 5 hours on YouTube videos agree more with *Content Sharing factor* than those spending less than 30 minutes.

Table 6. Anova test between content sharing and duration of following YouTubers

ANOVA					
Content Sharing Factor	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.638	4	2.659	2.453	.047
Within Groups	273.252	252	1.084		
Total	283.889	256			

One-way ANOVA was conducted to determine whether there was a statistically significant difference in duration of following YouTubers between participants. Here, p value (sig.) < 0.05 indicates statistically significant difference between groups. Tukey test was used to determine between which groups the difference existed. The Tukey test results indicate that participants who have been following YouTubers for 6-12 months agree more with *Content Sharing factor* than those who have been following YouTubers for 0-6 months.

T test results

A t-test was conducted to determine whether the two sexes differed regarding their perceptions of YouTubers. The test result indicates that there is a statistically significant difference in *YouTube Video Perception*, *Content Sharing* and *Perceived Benefit* factors between the two sexes.

Table 7. Participants' Sex and YouTube Video Perception Factor T-Test

Group	N	Mean	Standard	t	df	p
Woman	161	3.5147	.73366	2.356	255	.015
Man	96	3.2656	.86706			

There is a statistically significant difference in *YouTube Video Perception* between the two sexes (p < 0.05), indicating that female participants' YouTube video perception is higher than that of males.

Table 8. Participants' Sex and Content Sharing Factor T-Test

Group	N	Mean	Standard Deviation	t	df	p
Woman	161	3.5238	1.00879	3.415	255	.001
Man	96	2.0694	1.06942			

There is a statistically significant difference in *Content Sharing* between the two sexes ($p < 0.05$), indicating that female participants agree more with *Content Sharing* factor than males.

Table 9. Participants' Sex and Perceived Benefit Factor T-Test

Group	N	Mean	Standard Deviation	t	df	p
Woman	161	3.6211	.80060	3.167	255	.002
Man	96	3.2847	.86109			

There is a statistically significant difference in *Perceived Benefit* between the two sexes ($p < 0.05$), indicating that female participants agree more with *Perceived Benefit* factor than males.

Conclusion and Evaluation

In an increasingly intense competitive environment, brands are seeking ways to stand out among their rivals and to better interact with their target groups. In this respect, YouTubers, also referred to as social media celebrities, are regarded as potential candidates to meet the needs of brands. Many brands are turning to YouTubers to reach or expand their customer base. There are, however, no scales developed to measure consumers' perceptions of this new marketing strategy. The main aim of this study was to use the developed scale to determine undergraduate consumers' perceptions of YouTubers. Four factors related to consumers' perceptions of YouTubers were determined. These factors were *YouTuber Video Perception*, *Content Sharing*, *Perceived Benefit* and *Impact on Purchase Decision*, explaining 64% of the total perception. The reliability of the scale was .884. Though the concept of YouTuber can be traced back to 10 years ago, the majority of participants have been following YouTubers for 1-2 years. Again, the majority of participants spend at least 30 minutes watching YouTuber videos on their smartphones every day. About 25% of participants stated that they have purchased an item endorsed by a YouTuber while 10% stated that they have purchased a large number of items endorsed by YouTubers. Instagram and YouTube have the highest number of subscribers among participants. Participants mostly follow technology, cosmetics, and fashion and clothing channels. The ANOVA analysis shows that participants watching YouTuber videos for more than 1 hour every day are more likely to share them than those watching for less than 1 hour. Participant following YouTubers for a long time are more likely to share YouTuber videos than those following YouTubers for a short time. The t test results show that

female participants score higher than males in terms of *YouTube Video Perception*, *Content Sharing* and *Perceived Benefit* factors. This result is in agreement with those of Sudha and Sheena (2017).

Overall, the results indicate that participants have positive perceptions of YouTubers and consider them an important source of information in the midst of hundreds of options they have to choose from. More importantly, YouTubers have a great impact on consumers' purchase decision. Consumers also engage in eWOM by sharing YouTube videos. In conclusion, this study shows that YouTubers can be used as an integral part of brands' integrated marketing communications mix.

It is worth noting that these results are limited to the participants recruited for this study. It is recommended that further studies test the factors that emerged in the exploratory factor analysis in this study. As a final note, the purpose of this study was not to provide definitive research results but rather to offer an approach for researchers to better understand consumers' perceptions, and help them construct a basis for further research.

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