
THE INFLUENCE OF YOUTUBE ADVERTISING AND BRAND AWARENESS ON BUYING INTEREST IN HONDA SCOOPY MOTORBIKES AT PT ASTRA MOTOR HONDA CIREBON BRANCH

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KEYWORDS

YouTube Ads, Brand Awareness, Purchase Intention.

ABSTRACT

The purpose of this study is to examine how brand awareness and YouTube advertising affect consumers' inclination to purchase Honda Scoopy motorcycles from the PT Astra Motor Honda Cirebon Branch. Utilizing a survey approach, quantitative research methodology is applied. Questionnaires were sent to 150 respondents who were considering purchasing Honda Scoopy motorcycles in Cirebon in order to gather data. According to the results of a regression analysis, creative and informative YouTube advertising has the ability to pique customers' interests and has a favorable and significant impact on purchase intention. Additionally, it has been demonstrated that brand awareness positively and significantly influences buy intention; this means that consumers' purchase intentions are higher when brand awareness is higher. In conclusion, brand awareness and YouTube advertising work together to significantly impact consumers' intentions to buy Honda Scoopy motorcycles in Cirebon. PT Astra Motor Honda is advised to continue to improve the quality of advertisements on YouTube and strengthen branding strategies to increase consumer buying interest.

INTRODUCTION

The automotive business is one that is greatly impacted by the development of more sophisticated technologies. In the case of motorcycles, the automotive industry is now seeing extremely rapid growth in this area (Kurniawan, 2020). Human demands have an impact on the growth of the motorbike sector in Indonesia since, in this day and age, humans can perform tasks more easily and effectively (Jannah, 2022). Likewise, when you want to travel from one place to another. This will undoubtedly be very beneficial for the modes of transportation that are used. Given the current state of all available modes of transportation, the community prefers motorcycles since they are convenient and efficient (Yuniyanto & Sirine, 2018). Apart from being a suitable vehicle to use when there is a traffic jam, motorbikes are also more efficient in using fuel, more efficient in travel time, and easy to obtain motorbikes through dealers available in several cities in Indonesia with the facility of cash and credit systems.

As of today, competition in the automotive world is getting tighter, especially motorcycle competition. The data indicates that sales of motorcycles are still rising. Because

of this circumstance, manufacturers are compelled to introduce items that incorporate the newest advancements in order to improve their marketing expertise (Darmawan, 2019). The needs and desires of today's consumers are a big challenge for the company's marketing team. Consumers are increasingly dynamic. The role of a company in meeting the needs and desires of consumers is increasingly complex with high business competition, so a certain identity is needed in the product or service being marketed in order to have differentiating power. An identity in question is a brand, which can make it easier for consumers to recognize a product marketed by the company (Kusumawardani & Intan Puspita, 2021).

(Chu-yao et al., 2022) explain that advertising can shape consumer perceptions when choosing a product or brand. Factors such as informative, entertaining, societal, and economic are used to form attitudes toward advertisements which in turn will affect attitudes towards brands. (Kurniawati, 2009) adds that advertising can be measured through information or knowledge about the product, the attractiveness for consumers, the value of innovation, affordability, and fulfillment of needs. Research (Sugiardi, 2017); (Pranata & Pramudana, 2018) found that advertising has a positive and significant effect on brand awareness. The same thing was also conveyed by (Pranata & Pramudana, 2018); (Tulasi, 2012) said that brand awareness is positively and significantly influenced by all elements of the promotion mix, one of which is advertising (Eliasari & Sukaatmadja, 2017).

The survey results from 2022 to 2023 Top Brand Index of Honda Scoopy motorbikes have decreased and occupy the third position. In 2022 with sales of 9.90 and in 2023 with sales of 9.70. With this phenomenon, Honda Scoopy has a tough task, which is to be able to increase market share so that it can occupy the highest position in the Indonesian market can survive in the midst of increasing industry competition. This incident shows that there are problems with brand awareness of Honda Scoopy which can affect consumer buying interest (Albar et al., 2023).

Table 1
AISI 2023 Data Indonesian motorcycle sales

Merk	Sold
Honda	382.989 Units
Yamaha	129.328 Units
Kawasaki	2.111 Units
Suzuki	1.148 Units
TVS	717
Total	516. 293 Units

Source: AISI DATA (Indonesian Motorcycle Industry Association) 2023

The data above illustrates that there is an increase in the use of motorcycles that have the largest market share in the domestic market, namely Honda, which is in first place. Honda has been the market leader for the past few years and each year has increased sales. In 2023, the second position was occupied by Yamaha (Tanoni, 2012).

Sales of motorbikes at Sejahtera Mulia Dealer in Cirebon Regency, The following data on Honda motorcycle sales for sales in Cirebon Regency estimated for 2021 to 2023 can be seen in the following table and graph.

Table 2
Sales of Astra Honda Sejahtera Mulia

TYPE	Year		
	2021	2022	2023
BEAT	1.172 units	974 units	1.290 units
VARIO 160	150 units	234 units	174 units
SCOOPY	592 units	404 units	453 units
GENIO	45 units	209 units	81 units
PCX 150	187 units	300 units	226 units
ADV	27 units	11 units	33 units

Based on Table 2, Honda Scoopy motorcycle sales fluctuate every year. Although in 2022 sales of Honda Scoopy motorbikes decreased, Honda Scoopy motorbikes remain the best-selling after Honda Beat when compared to other types of Honda motorbikes. Therefore, advertising is one way to increase consumer confidence in the brand again. Because many companies currently utilize social media in advertising, Honda Scoopy also does not miss using social media.

The results of the research (Spears & Singh, 2004), (Mufarihah, 2013), (Purnama & Nurhayati, 2020), (Adinata, 2016), and (Herdaningtyas & Iriani, 2017) state that advertising has a significant positive effect on buying interest. defines purchase interest as an attitude of pleasure towards an object that makes individuals try to pay or sacrifice to get that object.

METHOD RESEARCH

Using quantitative research in this investigation. Based on the positivist concept, quantitative research uses research instruments to gather data, statistics, and analysis to test preconceived assumptions about specific populations or groups (Sari et al., 2021).

In this study, the method used is the survey method, which is research that is done by distributing questionnaires or questionnaires to large populations or small populations to obtain data. Population is a sample of everything that is selected because it has the desired properties and characteristics for research purposes (Sugiyono, 2019). In this study, residents of Cirebon district as a population. This study uses the Slovin formula to obtain a sample size that is in accordance with the research rules. The population of Cirebon Regency is 2,296,999 so the number of samples after using the Slovin formula in this study was 104 people.

Purposive sampling, a nonprobability sampling approach, is used in this investigation. When using non-probability sampling, not every member of the population has the same chance of being included in the sample (Sugiyono, 2019). The criteria in this study are

consumers who do not yet have a scoopy motorbike, live in the Cirebon district, and have seen and followed Honda advertisements on YouTube.

A Likert scale is used in this study as the variable measurement scale. The Likert scale is used to gauge an individual's or a group's thoughts, feelings, and attitudes toward a social issue (Sugiyono, 2019). There are five possible answers for this research: First, disagree strongly; second, disagree; third, neutral; fourth, agree; and fifth, strongly agree. The data analysis for this study included testing based on classical assumptions, validity tests, reliability tests, normality tests, and multiple linear regression analysis.

RESULTS AND DISCUSSION

Validity and Reliability Test

To ascertain the validity of a questionnaire based on each of these characteristics, validity testing is done. The following table displays the results of the validity test that was conducted for this study:

Table 3
Results of the Variable Validity Test for YouTube Ads Promotion (X1)

Item	Nilai Corrected Item Korelasi Total / r hitung	r table	Criteria
X1.1	0,782	0,192	Valid
X1.2	0,693	0,192	Valid
X1.3	0,750	0,192	Valid
X1.4	0,755	0,192	Valid
X1.5	0,754	0,192	Valid
X1.6	0,710	0,192	Valid
X1.7	0,696	0,192	Valid
X1.8	0,731	0,192	Valid

Source: Processed primary data

Table 3 shows that all of the questions for the Youtube Ads Promotion variable (X1) have valid results from the validity test calculation, as indicated by the corrected item-total correlation (r count) value of $0.192 > r \text{ table}$ (Tajudin & Mulazid, 2017).

Table 4
Results of the Brand Awareness Variable Validity Test (X2)

Item	Nilai Corrected Item Korelasi Total / r hitung	r table	Criteria
X2.1	0,743	0,192	Valid
X2.2	0,772	0,192	Valid
X2.3	0,827	0,192	Valid
X2.4	0,792	0,192	Valid

Source: Processed primary data

Table 4 shows that all of the questions for the second variable, Brand Awareness (X2), had valid findings from the validity test calculation since the value of r count (Corrected Item-Total Correlation) was more than the value of r table, which is 0.192.

Table 5
Results of the Purchase Intention Variable Validity Test (Y)

Item	Nilai Corrected Item Korelasi Total / r hitung	r table	Criteria
Y1.1	0,807	0,192	Valid
Y1.2	0,781	0,192	Valid
Y1.3	0,847	0,192	Valid
Y1.4	0,708	0,192	Valid

Source: Processed primary data

Table 5 shows that all of the questions for the third variable, Brand Awareness (Y), had valid findings from the validity test calculation since the value of r count (Corrected Item-Total Correlation) was more than the value of r table, which is 0.192.

In order to determine whether or not the questionnaire employed in the study to assess the relationship between variables X1, X2, and Y is reliable, a reliability test must be conducted. An alpha of 0.60 must serve as the foundation for decision-making prior to reliability testing (Maulidiyah&Arsyianto, 2020). Variables are deemed reliable if their values are larger than 0.60; if they are smaller, the variable under investigation cannot be deemed reliable because this study also examined the data's reliability in addition to its validity. The following outcomes were attained:

Table 6
Reliability Test Results on YouTube Ads (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.784	9

Source: Processed primary data

The Cronbach's Alpha for the Youtube Ads variable (X1) is greater than the base value, $0.784 > 0.60$, according to the reliability test findings. This indicates that all of the statements in the variable questionnaire (X1) are deemed reliable.

Table 7
Reliability Test Results on Brand Awareness Variables (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	5

Source: Processed primary data

The reliability test results for the Brand Awareness (X2) variable show that all of the statements in the variable questionnaire (X2) are deemed reliable because the Cronbach's Alpha for this variable is greater than the base value, specifically $0.825 > 0.60$.

Table 8
Reliability Test Results on Purchase Intention Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	5

Source: Processed primary data

The reliability test findings demonstrate that all of the statements in the questionnaire (Y) are considered reliable since the variable's Cronbach's Alpha ($0.825 > 0.60$) is higher than the base value.

One straightforward illustration of using statistics in the research sector are the findings of the validity and reliability tests that were included in the study results. The results of the validity and reliability tests in this study can be used as the basis for preparing questionnaires to measure YouTube ads variables and Brand Awareness able to influence Purchase Intention at Honda Sejahtera Mulia Dealers.

Regression

Table 9
T Test (Incomplete Test)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.236	1.064			2.101	.038
Youtube Ads	.242	.055	.419		4.369	.000
Brand Awareness	.402	.092	.419		4.373	.000

a. Dependent Variable: Purchase Intention (Y)

From the SPSS calculation above, the t value is obtained as follows.

Tabel 10
Hasil Analisis Parsial

Variabel	t hitung	t tabel	Prob.	Sig	Description
Youtube Ads (X1)	4.369	1,660	0,000	0,05	Significant Effect
Brand Awareness (X2)	4.373	1,660	0,000	0,05	Significant Effect

The t-test is testing the regression coefficient individually.

Youtube Ads Variable (X1)

Hypothesis: there is a significant influence between YouTube ad variables on Purchase Intention at Honda Sejahtera Mulia Dealers.

Steps in Testing

H0: $\beta_1 = 0$ This means that there is no significant influence of YouTube ads variables on Purchase Intention at Honda Sejahtera Mulia Dealers.

Ha: $\beta_1 \neq 0$ It means that there is a significant influence of YouTube ads variables on Purchase Intention at Honda Sejahtera Mulia Dealer.

Testing criterion 1) Traditionally, it is determined that t table = 1.660 and t count = 4.369 are known at the error level $\alpha = 0.05$ (two-sided test) with df = 101 (104-3). The Youtube Ads (X1) variable significantly affects purchase intention because t count > t table, which means that while Ha is accepted, H0 is refused.

It can be concluded that the YouTube ads variable has a significant effect on Purchase Intention at Honda Sejahtera Mulia Dealer by using Test Criteria 2) in SPSS, which examines the significance probability (P-value) = 0.000, or 0% less than 5%. Thus, the conjectured theory is validated. Ha is accepted but H0 is refused.

Variabel Brand Awareness (X2)

Hypothesis: Purchase Intention at Honda Sejahtera Mulia Dealers is partially influenced by characteristics related to Brand Awareness.

Steps in Testing

H0: $\beta_1 = 0$ This indicates that the Honda Sejahtera Mulia Dealer's purchase intention is not significantly influenced by the Brand Awareness variable.

Ha: $\beta_1 \neq 0$ This indicates that the Honda Sejahtera Mulia Dealer has a major impact on the Brand Awareness Purchase Intention variable.

Testing condition 1: for df = 101 (104-3), it is usually found that t table = 1.660 and t count = 4.373 are known at the error level $\alpha = 0.05$ (two-sided test). H0 is rejected while Ha is accepted in SPSS, specifically when examining the probability of significance (P-value) = 0.030, or 3% less than 5%. The suggested hypothesis is supported by the conclusion that the Brand Awareness variable significantly influences Purchase Intention at Hpnda Sejahtera Mulia Dealer. This is due to the fact that t count > t table, a sign that the Brand Awareness variable (X2) significantly influences Purchase Intention, is present.

F test (jointly/simultaneously)

This test aims to ascertain whether the hypothesis, which is: that YouTube ads and Brand Awareness Have a Significant Influence on Purchase Intention at Honda Sejahtera Mulia Dealers, is true or not by applying the F test. This test was designed to find out how Y was affected by X1, X2, and Y taken together.

Table 11
F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	787.381	2	393.691	82.759	.000 ^b
	Residual	480.465	101	4.757		
	Total	1267.846	103			

a. Intention to Purchase is a Dependent Variable
b. Constant), Brand Awareness, and YouTube Ads as predictors

To determine how significant the impact of variable X on variable Y is, apply the F test.

1. H₀: YouTube advertisements and brand awareness factors do not significantly affect purchase intention at Honda Sejahtera Mulia Dealers concurrently.
2. H_a: There is a significant influence of YouTube ads and Brand awareness variables simultaneously on Purchase Intention at Honda Sejahtera Mulia Dealers.

Typically, df numerator = 2 and df denominator = 101 (derived from df = k (n-k-1) = 3; (104-3-1) = 3; 101 known F_{table} = 3.087 and F count = 82.759) are used to assess criteria 1) at a genuine level of = 0.05. By utilizing SPSS and examining the probability of significance (P-value) = 0.000, which is 0% less than 5%, it is possible to reject H₀ and accept H_a. This means that the hypothesis that the Youtube ads and brand awareness variables simultaneously affect purchase intention at the Sejahtera Mulia Honda Dealer is proven. This is because H_a is approved and H₀ is refused since F count > F Table. Therefore, the true value can be found in the regression coefficient results for each independent variable.

Coefficient of Determination

The contribution of the independent variable to the dependent variable is determined by the coefficient of determination. The following results were obtained from the SPSS processing (Fasha et al., 2022).

Table 12
SPSS processing results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264 ^a	.070	.052	1.43632

a. Predictors: (Constant), Youtube Ads (X1) Brand Awareness (X2)

From the table above, it is known that the contribution of YouTube ads and Brand Awareness variables to Purchase Intention at Honda Sejahtera Mulia dealers by looking at the Adjusted R² Square results or (Adjusted R) = 0.052 This means that the YouTube ads and brand awareness variables explain changes in the Purchase Intention variable by 70% while other factors outside the model explain the remaining 70%.

CONCLUSION

The researcher comes to the following conclusions after considering the study's findings and the discussion: According to the study's findings, PT Astra Motor Honda's Cirebon

Regency Branch's purchase intention is influenced by brand awareness and YouTube ads, either separately or in combination. At PT. According to the partial test results, Astra Motor Honda Dealer Sejahtera Mulia Kab Cirebon, variable Y is positively and significantly impacted by the two X variables.

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