Business, Entrepreneurship, and Management Journal
E-ISSN: 2963-4539
Vol. 4 No. 1 Year 2025

THE INFLUENCE OF ADVERTISING FREQUENCY ON CONSUMER PURCHASE INTENTION OF YOUTUBE PLATFORM THROUGH BRAND AWARENESS AND BRAND TRUST AS INTERVINING VARIABLES

Fina Rabya Syabina Kusuma, Finnah Fourqoniah, Annisa Wahyuni Arsyad, Poppy Alvianolita Anistasya

[1]rabyaasyabina@gmail.com, [2]fourqoniah@fisip.unmul.ac.id, [3]annisa.arsyad@fisip.unmul.ac.id, [4]poppyalvianolita@fisip.unmul.ac.id

Mulawarman University

Abstract

This study examines the influence of YouTube advertising frequency on consumer purchase intention for Traveloka, mediated by brand awareness and brand trust. With Indonesia's internet penetration reaching 79.5% and YouTube attracting over 139 million users, digital platforms have become central to marketing strategies. Traveloka, the most visited online travel agent in Indonesia, leverages YouTube ads to enhance consumer engagement. Using a quantitative approach, 164 purposively sampled respondents who had been exposed to Traveloka's YouTube advertisements were surveyed. Data were analyzed using SEM-PLS to assess measurement and structural models. Results indicate that advertising frequency significantly increases both brand awareness and brand trust, with brand trust exerting a stronger effect on purchase intention. Specifically, advertising frequency showed moderate effects on brand awareness (f^2=0.319) and brand trust (f^2=0.343), while brand trust had a large effect on purchase intention (f^2=0.452) compared to brand awareness's small effect (f^2=0.231). R^2 values revealed that brand awareness and trust jointly explained 70.4% of purchase intention variance. All hypothesized relationships were statistically significant ($p<0.05$). The study concludes that optimal ad frequency fosters trust and awareness, enhancing purchase intentions, and recommends maintaining ad consistency while avoiding consumer fatigue. Future research should incorporate additional variables such as brand image, e-WOM, and customer satisfaction, alongside broader demographic sampling to improve generalizability.

Keywords: Ad, Advertising Frequency, Brand Awareness, Brand Trust, Purchase Intention

1. Introduction

The usege of the internet across all industrial sectors has brought significant impacts in the fields of technology, economy, and business. According to the Indonesian Internet Service Providers Association (APJII), Indonesia's internet penetration rate has reached 79.5%. Compared to the previous period, this figure represents an increase of 1.4%. In 2024, the number of internet users in Indonesia reached 221,563,479 people out of a total population of 278,696,200.

The presence of social media has a significant impact on marketing, enabling companies to reach a wider audience, engage directly with customers, and build both brand awareness and consumer trust. Social media has now become an essential part of daily internet usage in Indonesia, with YouTube ranking among the top platforms, reaching 139 million users nationwide. YouTube serves not only as an entertainment medium but also as a strategic tool for digital marketing, content monetization, and brand development. Among various brands, Traveloka has actively utilized YouTube, based on the notion that repeated exposure to advertisements can shape individuals' attitudes toward a product or service through advertising frequency.

Advertising frequency, defined as the number of times an advertisement appears to a user, is believed to influence consumer perception, memory, and ultimately, behavior. However, the effect of advertising frequency is often mediated by brand awareness and brand trust. This study aims to investigate whether an increase in advertising frequency could enhance consumer purchase intention through these two mediating variables.

In line with these developments, advertising frequency has become one of the key factors influencing consumer purchase intention. The broader the media reach and the more frequently an advertisement is displayed, the greater the likelihood that consumers will be exposed to and impacted by the message. Advertising frequency also serves as a supporting factor in attracting consumer interest and driving purchasing decisions (Adyas & Khairani, 2019). According to Kotler and Keller (2016), the more frequently consumers are exposed to advertisements, the more likely they are to recall and consider the product. However, excessive ad exposure may also lead to advertising wear-out, a phenomenon in which consumers become less interested or even irritated by the ads. (Suryani, Muslichah Erma, 2019).

One of the factors influencing purchase intention is brand awareness. Brand awareness refers to the extent to which consumers or potential buyers are able to recognize or recall a brand as part of a specific product category (Durianto et al., 2004). According to Aaker (1996), brand awareness is defined as the ability of a potential buyer to recognize or recall a brand as belonging to a particular product category. Another factor that also influences consumer purchase intention is brand trust. According to Kotler & Armstrong (2007), brand trust plays a crucial role in maintaining a brand's sustainability in the market. When consumers lose trust in a brand, the product associated with that brand is likely to face difficulties in surviving and growing. Conversely, if a brand gains consumer trust, it increases its chances of sustaining growth and remaining competitive in the market (Pandiangan et al., 2021).

Traveloka is one of the e-commerce platform that utilizes advertising media to promote the product. Technological advancements have made daily life more convenient for society through the emergence of online applications. Before the development of online booking technologies, accommodation reservations had to be made in person by directly visiting the location. This method was often inefficient, as there was a possibility

that the desired accommodation was already fully booked. Today, consumers increasingly seek instant and convenient solutions for their needs. There is a risk that upon arriving at the accommodation, it may already be fully booked, which can be inconvenient and disadvantageous for consumers. Additionally, hotels may also suffer losses due to a decline in consumer trust. This situation has encouraged Traveloka to seize the opportunity to enter the e-commerce industry, offering a platform that allows users to book and check availability online, thereby improving convenience and trust for both consumers and service providers.

No.	Name	Visits	Pages	Bounce Rate
1.	Traveloka	8.857.179	2.94	60.58%
2.	Tiket.com	5.448.350	2.96	64.83%
3.	Booking.com	3.099.823	3.79	63.55%
4.	Agoda	2.828.767	4.38	47.57%
5.	Trip.com	2.078.369	2.07	71.77%

Sumber : Semrush.com

Table 1.

Based on the table above, Traveloka is the most-visited hotel and ticket booking site, with over 8 million visits. This strong market presence has driven Traveloka to utilize YouTube as an advertising medium, based on the notion that repeated exposure to advertisements can shape consumers' attitudes toward a product or service. According to advertising media theory, advertisements yield optimal results when delivered at the right frequency, capable of reaching a large audience, and timed appropriately to match the consumer's decision-making process. Traveloka was selected as the subject of this study because it is a well-established Online Travel Agent (OTA). Despite the emergence of many new competitors since its inception, Traveloka continues to maintain high consumer interest and remains competitive in the market.

2. Method

This research used a quantitative research method. According to Sugiyono (2018), a quantitative approach emphasizes data that can be measured objectively. The research was conducted online by distributing a questionnaire as the primary data collection method. The variables used in this study include Advertising Frequency (X1), Brand Awareness (Z1), Brand Trust (Z2), and Purchase Intention (Y). The questionnaire was distributed to respondents who had been exposed to Traveloka advertisements on the YouTube platform, with responses measured using a Likert scale.

The population of this study consisted of individuals who have seen Traveloka ads on YouTube. Repondents were selected using a type of non-probability sampling, specifically purposive sampling, with respondents selected based on the following criteria:

1. Consumers who own and actively use the YouTube application.
2. Consumer who have seen Traveloka advertisements on the YouTube platform with a specific duration.
3. Consumer who are at least 17 years old

The sample size in this study was determined based on Roscoe's (1975) guideline, which suggests that an appropriate sample size for quantitative research ranges from 30 to 500 respondents. In addition, Hair et al. (2006), as cited in Sukodono (2017), recommend that the minimum sample size for SEM-PLS analysis should be 5 to 10 times the number of indicators used in the model. Referring to the rule of 10 times the number of indicators, the minimum required sample size for this study was 150 respondents. However, to anticipate potential issues such as invalid data or other errors, the researcher collected a sample size exceeding 150 respondents to ensure the robustness of the analysis.

3. Results and Discussion

This research involved 164 respondents, selected through purposive sampling. The sample criteria specifically targeted YouTube users who reported prior exposure to Traveloka advertisements. The demographic profile of the participants revealed a significant majority of female respondents (84.8%), with the predominant age group being 18–25 years (84.8%). Furthermore, 45.1% of the respondents reported a monthly income of less than IDR 1,000,000. In terms of digital behavior, the participants demonstrated high levels of engagement with YouTube. Over 90% of the respondents reported accessing the platform either daily or several times per week, with a substantial 84.1% indicating that they opened YouTube 1–5 times per day. Crucially for this study, 98% of the respondents confirmed having been exposed to Traveloka advertisements, underscoring a remarkably high ad exposure rate within the sample. Regarding access patterns, the majority of respondents utilized mobile phones to access YouTube and typically engaged with video content during breaks or concurrently with their daily activities. Geographically, the respondents were distributed across various regions in Indonesia, with the largest concentration originating from Samarinda and other major metropolitan areas. These distinct characteristics collectively suggest that the majority of the participants are active digital consumers exhibiting frequent exposure to advertisements. This profile renders them highly representative and suitable for analyzing the hypothesized relationship between advertising frequency and consumer purchase intention within the context of the YouTube platform.

Evaluasi Model Pengukuran (Outer Model)

The test results indicate that all indicators measuring the variables of advertising frequency, brand awareness, brand trust, and purchase intention have loading values greater than 0.7, thereby confirming the validity of the indicators. Based on the cross-

loading analysis, it was found that, overall, the indicators of each variable produced higher loading factors on their respective constructs compared to cross-correlations with other variables. This confirms that each indicator is capable of accurately measuring its corresponding latent variable. Construct reliability was assessed using Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability.

Tabel. 4.1
Construct Realibility dan Validity Revisi

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho...	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Awareness (Z1)	0.837	0.850	0.878	0.512
Brand Trust (Z2)	0.859	0.866	0.890	0.503
Frekuensi Penayangan Ikla...	0.716	0.720	0.817	0.528
Minat Beli (Y)	0.899	0.906	0.920	0.591

Based on the data analysis presented in Table 4.1, the AVE values for each construct met the minimum threshold for convergent validity, which is greater than 0.50, and the Composite Reliability values for all variables exceeded 0,70. These results indicate that all variables satisfy the requirements for convergent validity and can be categorized as statistically reliable and valid.

Evaluasi Model Struktural (Inner Model)

Following the confirmation that the measurement model (outer model) meets the required validity and reliability criteria, the subsequent step involves evaluating the structural model (inner model). This evaluation aims to assess the extent to which the structural relationships in the model are supported by the data. The assessment includes several components, such as model fit, Path Coefficients, Coefficient Of Determination (R^2), and Effect Size (f^2).

The coefficient of determination (R-Square) test is conducted to assess the extent to which the independent variables in the model are able to explain the dependent variables. A higher R-Square value indicates a stronger explanatory power of the model in capturing the variance of the dependent construct.

Tabel 3.2
***R-Square* Koefisien Determinasi**

R-square - Overview

	R-square	R-square adjusted
Brand Awareness (Z1)	0.244	0.239
Brand Trust (Z2)	0.217	0.212
Minat Beli (Y)	0.708	0.704

Based on the R-Square analysis, Advertising Frequency shows a weak to moderate contribution in explaining Brand Awareness (23,9%) and Brand Trust (2125%). However, Brand Awareness and Brand Trust together have a strong influence on Purchase Intention, with an R-Square value of 70,4%, indicating that these two mediating variables have a significant role in shaping consumer purchase decisions. Therefore, although the direct impact of Advertising Frequency on each mediating variable is relatively limited, its overall effect on Purchase Intention through indirect pathways is substantial.

Gambar 4.17
Uji *Effect Size f-square*

f-square - Matrix

Copy to Excel/Word

	Brand Awareness (Z1)	Brand Trust (Z2)	Frekuensi Penayangan Ikl...	Minat Beli (Y)
Brand Awareness (Z1)				0.231
Brand Trust (Z2)				0.452
Frekuensi Penayangan Ikla...	0.319	0.343		
Minat Beli (Y)				

The f-square test is used to measure the magnitude of the influence exerted by each independent variable on the dependent variable within the structural model.

The effect size (f^2) analysis shows that Advertising Frequency has a moderate influence on both Brand Awareness (0.319) and Brand Trust (0.343), indicating a meaningful contribution to these mediating variables. Brand Awareness has a small effect on Purchase Intention (0.231), whereas Brand Trust exerts a large effect (0.452), suggesting that brand trust plays a more dominant role in driving consumer purchase intention. The conclucion, all construct relationships have f^2 values above the minimum threshold of 0.20, confirming that the model is appropriate for further analysis due to its significant and stable influence.

The hypothesis testing in this research conducted using SmartPLS (Partial Least Squares) software. The results were obtained through the bootstrapping procedure. This testing employed t-statistics with a significance level (p-value) of 0.05 (5%) to determine the statistical significance of the proposed hypotheses.

Tabel 3.4
Hasil Path Coefficient

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T - statistics	P values
Brand Awareness (Z_1) > Minat Beli (Y)	0.381	0.394	0.077	4,970	0.000
Brand Trust (Z_1) > Minat Beli (Y)	0.533	0.525	0.077	6,931	0.000
Frekuensi Penayangan Iklan (X_1) > Brand Awareness (Z_1)	0.492	0.498	0.059	8,359	0.000

Frekuensi Penayangan Iklan (X_1) > Brand Trust (Z_2)	0.505	0.511	0.056	9,097	0.000
Frekuensi Penayangan Iklan (X_1) > Brand Awareness (Z1) > Minat Beli (Y)	0.187	0.196	0.043	4,324	0.000
Frekuensi Penayangan Iklan (X_1) > Brand Trust (Z_2) > Minat Beli (Y)	0.269	0.268	0.050	5,413	0.000

Based on the statistical table above, the data presented include the results of both direct and indirect (via intervening variables) effects testing. The objective is to determine whether the relationships between constructs in the model are statistically significant. The significance of the relationships is indicated by a t-statistic value greater than 1.96 at a 5% significance level, which implies a significant effect, and by a p-value less than 0.05, indicating the presence of a significant relationship between variables.

Based on the results of data processing, the following values were obtained:

1. The relationship between Brand Awareness (Z1) and Purchase Intention (Y) yielded an original sample value of 0.381, with a t-statistic of 4.970 and a p-value of 0.000. These results indicate a statistically significant effect, suggesting that Brand Awareness contributes positively to Purchase Intention.
2. The relationship between Brand Trust (Z2) and Purchase Intention (Y) demonstrates a stronger influence, with a coefficient value of 0.533, a t-statistic of 6.931, and a p-value of 0.000. These results indicate a statistically significant relationship, suggesting that the higher the consumer's trust in the brand, the greater their intention to make a purchase.
3. The relationship between Advertising Frequency (X1) and Brand Trust (Z2) shows a coefficient value of 0.492, a t-statistic of 8.359, and a p-value of 0.000, indicating a strong and statistically significant effect. This suggests that advertising frequency significantly enhances brand trust in the minds of consumers.
4. The relationship between Advertising Frequency (X1) and Brand Trust (Z2) also shows a significant effect, with a coefficient value of 0.505, a t-statistic of 9.097, and a p-value of 0.000. These results suggest that the more frequently consumers are exposed to advertisements, the more likely they are to develop trust in the brand.

In conclusion, the results of the Path Coefficient analysis in this research model indicate positive and significant relationships, leading to the conclusion that all research hypotheses are accepted.

4. Conclusion and Suggestions

This study concludes that advertising frequency on YouTube significantly contributes to increased brand awareness and trust, which in turn positively influence purchase intention. Among the mediating variables, brand trust plays the more dominant role in encouraging consumer behavior. For the company perhaps to maintain and enhance advertising frequency on YouTube while considering optimal timing and engaging content to avoid consumer fatigue. Advertisements should consistently convey messages that build trust, security, and service value. Additionally, branding strategies should be extended across other digital platforms to strengthen brand awareness and brand trust. Regular evaluations of ad effectiveness are also essential to ensure promotional strategies remain aligned with market dynamics and consumer preferences.

For future researchers, are advisable to include additional variables such as brand image, electronic word of mouth (e-WOM), or customer satisfaction to enrich the analytical model. Expanding the sample to a more diverse and broader demographic population is also encouraged to improve the generalizability of the findings.

5. References

Adyas, D., & Khairani, A. (2019). Analisis Pengaruh Daya Tarik Iklan, Kualitas Pesan Iklan dan Frekuensi Penayangan Iklan Terhadap Efektivitas Iklan TV Tokopedia. *JRB-Jurnal Riset Bisnis*, *2*(2), 95–101. https://doi.org/10.35592/jrb.v2i2.402

Ginting, S. T. U. . (2020). Pengaruh Kualitas Pesan, Daya Tarik Iklan Dan Frekuensi Penayangan Terhadap Efektivitas Iklan Media Televisi Pada Produk Sepeda Motor Merek Honda. *Intelektiva : Jurnal Ekonomi, Sosial & Humaniora*, *01*(10), 24–39.

Karnesya, F. J., Ahmad, A., & Nabila, N. I. (2024). Pengaruh Daya Tarik Iklan Dan Frekuensi Penayangan Di Konvergensi MediaTerhadap Minat Beli(Studi Iklan Traveloka Di Youtube Pada Kalangan Gen Z Di BandarLampung). *Jurnal Penelitian Ekonomi Manajemen Dan Bisnis (JEKOMBIS)*, *3*(1), 1–13

Nareswari, A. R. (2019). Pengaruh Emotional Marketing Terhadap Purchase Intention Melalui Brand Awareness Dan Brand Trust Sebagai Variabel Intervening (Studi Kasus Pada Produk Kecantikan Wardah Beauty). *Fakultas Ekonomi Universitas Negeri Yogyakarta*, *144*(1), 11–13

Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *Jurnal Ilmu Manajemen Terapan*, *2*(4), 471–484. https://doi.org/10.31933/jimt.v2i4.459

Sa, M. (2020). The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. *Journal of Marketing and Consumer Research*, *May 2020*. https://doi.org/10.7176/jmcr/68-04

Suryani, Muslichah Erma, E. I. (2019). *PENGARUH KREATIVITAS IKLAN,*

KREDIBILITAS ENDORSER, DAN FREKUENSI PENAYANGAN IKLAN TERHADAP EVEKTIVITAS IKLAN TELEVISI LUWAK WHITE KOFFIE VERSI BAIM PAULA DI MAHASISWA MANAJEMEN UNIVERSITAS BHAYANGKARA SURABAYA. 1–11.