

ABSTRACT

THE INFLUENCE OF THE EXPOSURE INTENSITY, RELEVANCE, AND ADS IRRITATION ON PURCHASE INTENTION WITH BRAND AWARENESS AND BRAND ATTITUDE AS MEDIATION VARIABLES
(A Study on the Makarizo Hair Energy TikTok Campaign)

By
Elisa Tri Wahyuni
248334111047

Advisor 1: H. Kartawan.
Advisor 2: Yusuf Abdullah.

This study aims to determine: (1) Advertising Exposure Intensity, Advertising Relevance, Advertising Irritation, Brand Awareness, Brand Attitude and Purchase Intention. (2) The effect of advertising exposure intensity, advertising relevance and TikTok advertising irritation on brand awareness. (3) The effect of advertising exposure intensity, advertising relevance, advertising irritation and brand awareness on brand attitude. (4) The effect of consumer brand awareness and brand attitude on purchase intention. (5) Brand awareness mediates the effect of advertising exposure intensity, advertising relevance and advertising irritation on purchase intention. (6) Brand attitude mediates the effect of advertising exposure intensity, advertising relevance and advertising irritation on purchase intention at Makarizo Hair Energy. The sample size in this study was 399 respondents. This study is quantitative with a survey approach, using primary data and using partial least square – structural equation model (PLS-SEM) analysis techniques. By using PLS-SEM this study concludes that: (1) Advertising exposure intensity, advertising relevance, advertising irritation, brand awareness, brand attitude, and purchase intention are in good criteria. (2) Advertising exposure intensity, advertising relevance, and advertising irritation have an effect on brand awareness. (3) Advertising exposure intensity, advertising relevance, advertising irritation, and brand awareness influence brand attitude. (4) Brand awareness and brand attitude influence purchase intention. (5) Brand awareness is able to mediate the influence of advertising exposure intensity, advertising relevance, and advertising irritation on purchase intention. (6) Brand attitude is able to mediate the influence of advertising exposure intensity, advertising relevance, and advertising irritation on purchase intention for Makarizo Hair Energy products.

Keywords: The Exposure Ads Intensity, Ada Relevancy, Ads Irritation, brand awareness, brand attitude, purchase intention.