

**ABSTRAK**

Pertumbuhan pengguna internet membuat banyak konsumen mencari hiburan pada media online, salah satunya dengan mengakses video pada platform *YouTube*. Hal ini dimanfaatkan oleh *YouTube* untuk mengembangkan berbagai metode periklanan, salah satunya adalah *bumper ads*. *Bumper ads* merupakan metode iklan yang dengan durasi enam detik yang muncul sebelum video yang dipilih pengguna muncul dan tidak dapat dilewati. Penelitian ini bertujuan meneliti pengaruh *advertising value* yang memiliki empat antecedent yaitu *informativeness*, *entertainment*, *irritation* dan *customization* terhadap sikap pada iklan kepada niat membeli dan dimoderasi oleh *congruence*, pada *bumper ads*.

Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan menggunakan teknik *non probability sampling* yaitu *purposive sampling*. Penyebaran kuesioner dilakukan secara online. Analisis data penelitian ini menggunakan aplikasi *SmartPLS3*, dengan responden sebanyak 469 orang mahasiswa.

Berdasarkan hasil dari penelitian yang dilakukan, dapat disimpulkan bahwa keseluruhan variabel memiliki pengaruh yang signifikan. Namun terdapat hipotesis yang tidak memiliki pengaruh signifikan yaitu *irritation* terhadap *advertising value*.

**Kata kunci:** *advertising value*, *congruence*, *niat membeli*, *bumper ads*, *informativeness*, *entertainment*, *irritation*, *customization*

**ABSTRACT**

The growth of internet users makes many consumers seek entertainment in online media, one of them is by accessing videos on the YouTube platform. This is used by YouTube to develop various advertising methods, one of which is bumper ads. Bumper ads is a method of advertising that has a duration of six seconds that appears before the user selected video appears and cannot be skipped. This study aims to examine the effect of advertising value which has four antecedents, namely informativeness, entertainment, irritation and customization on attitudes to advertising to the intention to buy and moderated by congruence, on bumper ads.

This study examines the effect of advertising value which has four antecedents, namely informativeness, entertainment, irritation and customization to the intention to buy mediated attitudes on advertising and moderated by congruence, on bumper ads. The method used in this research is a quantitative approach using non probability sampling techniques with the type of purposive sampling. The measurement of this research data uses the SmartPLS3 application, with 469 respondents coming from student backgrounds.

Based on the results of the research conducted, it can be concluded that the overall variables have significant influence. However, there is a hypothesis that does not have a significant effect, namely irritation on advertising value

**Keywords: advertising value, congruence, intention to buy, bumper ads, informativeness, entertainment, irritation, customization**