

## ABSTRAKSI

Internet memungkinkan orang bersosialisasi dengan teman-teman, mengonsumsi berita dan informasi lainnya, menikmati hiburan seperti video dan berbelanja. Meningkatnya pengguna internet akhir-akhir ini membuat situs internet seperti situs jejaring sosial juga semakin bermunculan. Hal tersebut diiringi dengan meningkatnya iklan yang terdapat di situs jejaring sosial termasuk di Youtube. Namun, banyak konsumen yang merasa frustrasi karena iklan tersebut dan banyak pengiklan atau pemasar ternyata banyak mengalami kekecewaan setelah mengiklankan melalui media internet. Hal ini disebabkan karena kebanyakan pengguna internet menghindari iklan di internet dan membuat konsumen merasa frustrasi. Penyebab penghindaran iklan adalah *ad intrusiveness*. *Ad intrusiveness* dapat mengakibatkan *ad irritation*, *ad avoidance* dan munculnya sikap negatif terhadap iklan maupun *website*. Dengan dampak negatif dari iklan tersebut dapat mempengaruhi niat konsumen untuk kembali ke situs tersebut.

Penelitian ini sendiri dilakukan untuk mengetahui pengaruh yang ditimbulkan iklan *skippable* dan *non-skippable* yang muncul di Youtube terhadap niat kembali lagi ke situs Youtube oleh konsumen. Yaitu, untuk mengetahui apakah *ad intrusiveness* berpengaruh terhadap *attitude toward ad*, apakah *ad intrusiveness* berpengaruh terhadap *ad irritation*, apakah *ad intrusiveness* berpengaruh terhadap *ad avoidance*, apakah *ad irritation* berpengaruh terhadap *attitude toward ad*, apakah *ad irritation* berpengaruh terhadap *ad avoidance*, apakah *ad irritation* berpengaruh terhadap *attitude toward website*, dan apakah *attitude toward website* berpengaruh terhadap *intention to return* pada situs Youtube.

Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif dengan menitik beratkan pada uji hipotesis dengan memakai teknik analisis SEM program AMOS 20.0. Hasil analisis menunjukkan bahwa dari keseluruhan hipotesis, hanya hipotesis *ad intrusiveness* terhadap *attitude toward ad* dan *ad irritation* terhadap *attitude toward website* yang ditolak karena mempunyai nilai *probability* lebih besar dari 0,05, sementara hipotesis lainnya diterima karena mempunyai nilai *probability* kurang dari 0,05.

Kata kunci : iklan *skippable*, iklan *non-skippable*, *ad intrusiveness*, *ad irritation*, *ad avoidance*, *attitude toward ad*, *intention to return*

## **ABSTRACT**

*The Internet allows people to socialize with friends, consume news and other information, such as video entertainment and shopping. Increased Internet users lately make internet sites such as social networking sites are also increasingly emerging. It is accompanied by increased advertisement which contained in social networking sites such as Youtube. However, many consumers are frustrated because these ads, and many advertisers were disappointed after they advertised their product via the Internet. This happens because mostly of internet users avoid their advertisements on the internet and make consumer feel frustrated. The causes of this advertisements avoidance is a ad intrusiveness. Ad intrusiveness can cause ad irritation, ad avoidance and the emergence of a negative attitudes toward advertisement and website. With the negative impact of these ads could affect consumer intention to return to the site.*

*This study was conducted to determine the effect of advertising skippable and non-skippable which appeared on YouTube to the consumer's intentions to return to Youtube site. Besides, this study was conducted to determine whether the ad intrusiveness effect on attitude toward the ad, whether ad intrusiveness effect on ad irritation, whether ad intrusiveness effect on ad avoidance, whether ad irritation effect on attitude toward the ad, whether ad irritation effect on ad avoidance, whether ad irritation effect on attitude toward the website, and whether attitude toward the website affect the intention to return to the site Youtube.*

*This research was conducted by using a quantitative approach which focuses on hypothesis testing using SEM analysis techniques AMOS 20.0. The result shows that the overall hypothesis, only two hypotheses from non-skippable ads are rejected because they have probability value greater than 0.05 that is ad intrusiveness effect on attitude toward the ad and ad irritation effect on attitude toward the website, while the other hypothesis are accepted because they have probability value less than 0.05.*

*Keywords : skippable ads, non-skippable ads, ad intrusiveness, ad irritation, ad avoidance, attitude toward ad, intention to return*