

**PENGARUH DAYA TARIK IKLAN *WEB SERIES* DI *ACCOUNT*
YOUTUBE TOYOTA INDONESIA TERHADAP *BRAND LOYALTY***

(Survei Kepada Komunitas Toyota Yaris di Daerah Jakarta)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh daya tarik iklan *web series* di *Account* Youtube Toyota Indonesia (survei kepada komunitas Toyota Yaris di Jakarta). **Konsep atau Teori** yang relevan dalam penelitian ini antara lain **Model Respon Kognitif , Daya Tarik, dan *Brand Loyalty***. **Penelitian ini** menggunakan pendekatan penelitian **kuantitatif**. **Metode penelitian** yang digunakan ialah survei. Populasi dalam penelitian ini adalah Komunitas Toyota Yaris di Jakarta dengan jumlah 70 responden. **Teknik penarikan sampel** dalam penelitian ini menggunakan *Non Probability Sampling* menggunakan Sampel Jenuh, artinya teknik penentuan sampel bila semua anggota populasi digunakan sebagai sampel. Teknik pengujian data diproses menggunakan program *SPSS (Statistical Product and Service Solutions) versi 23*. **Hasil dari penelitian ini** menunjukkan bahwa korelasi antara variabel X dengan variabel Y memiliki hubungan yang kuat. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y. Dengan demikian dapat disimpulkan H_0 ditolak dan H_a diterima terdapat pengaruh yang signifikan antara Pengaruh Daya Tarik Iklan *Web Series* di *Account* Youtube Toyota Indonesia terhadap *Brand Loyalty*.

Kata Kunci : Daya Tarik Iklan *Web Series*, *Brand Loyalty*, *Account* Youtube, Toyota Indonesia

***INFLUENCE THE ATTRACTIVENESS OF WEB AD SERIES IN YOUTUBE
ACCOUNTS TOYOTA INDONESIA TOWARDS BRAND LOYALTY***

(A survey to the community of the Toyota Yaris in the area of Jakarta)

Intan Ayu Widiyasih

ABSTRACT

This research aims to find out how much influence the appeal of web ad series in Youtube accounts Toyota Indonesia (a survey to the community of the Toyota Yaris in Jakarta). The concept or Theory that are relevant in this study include Cognitive Response Model, attraction, and Brand Loyalty. This research using quantitative research approach. The research method used is survey. The population in this research is the Toyota Yaris in Jakarta with a population of 70 respondents. Sample withdrawal technique in this study using a Non Probability Sampling using the Saturated Samples, meaning the technique of determination of the sample when all members of a population is used as a sample. The technique of testing data is processed using program SPSS (Statistical Product and Service Solutions) version 23. The results of this research show that the correlation between the variable X with Y variables have a strong relationship. Based on the results of the calculation of the coefficient of determination is obtained the results of the presence of the influence of variables X against the variable y. can thus be inferred Ho denied and Ha received there was significant influence between the influence the appeal of Web advertising Series Youtube accounts Toyota Indonesia towards Brand Loyalty.

Kata Kunci : The Appeal Of The Web Series Advertising, Brand Loyalty, Youtube Accounts, Toyota Indonesia