

# The Effects of YouTube Advertising on Brand Awareness through the Word of Mouth on the Smartphone Company Huawei in Jayapura City

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## ABSTRACT

YouTube is a company that provides digital-based information. It provides us with the information that is used not only for entertainment, but also for social interactions by enabling comments, content searching, and visual attractions. This is widely used by many businessmen (marketers) or companies in marketing their products on a mobile basis. The purpose of this study is to investigate whether or not the YouTube Advertising has an influence on Brand Awareness through the Word-of-Mouth at the Huawei Smartphone company in Jayapura City. The problem identified is whether or not the word of mouth marketing strategy can mediate the relationship between YouTube advertising and brand awareness. The research method used is the mixed quantitative and qualitative method, and the type of research is explanatory research. The population is the people living in Jayapura who use Huawei smartphones. The sample is collected using the accidental sampling technique with a total of 140 people, which is 10 times the number of indicators 14. The results show that the indirect > direct relationship, namely  $0.498 > 0.10$ . Thus, it can be concluded that word of mouth succeeded in mediating (fully mediating) the relationship between YouTube advertising and brand awareness.

Key words: Youtube, Advertising, Brand Awareness, Word of Mouth

## ABSTRAK

Youtube merupakan perusahaan yang menyediakan informasi berbasis digital yang memberikan informasi yang dipergunakan bukan hanya hiburan tapi juga hubungan social dalam bentuk komentar, mencari serta menjadikannya sebagai daya tarik visual. Hal ini banyak dimanfaatkan oleh banyak pelaku bisnis (marketer) atau sejumlah perusahaan dalam memasarkan produknya secara mobile. Tujuan penelitian ini mengetahui bahwa Youtube Advertising mempunyai pengaruh terhadap Brand Awareness melalui Word of Mouth pada perusahaan Smartphone merek Huawei di Kota Jayapura. Permasalahan yang dihadapi adalah apakah word of mouth dapat memediasi hubungan antara youtube advertising terhadap brand awareness. Metode penelitian yang dipakai adalah kuantitatif dan kualitatif dengan jenis penelitian explanatory research. Populasi merupakan masyarakat kota Jayapura yang menggunakan smartphone merek Huawei yang jumlahnya tidak diketahui. Sementara sampel menggunakan teknik accidental sampling dengan jumlah 140 orang yaitu 10 dikali jumlah indikator 14. Hasil menunjukkan bahwa hubungan Indirect>direct sebesar  $0,498>0,10$ . Ini dapat dijelaskan bahwa word of mouth berhasil memediasi (full mediating) hubungan antara youtube advertising terhadap brand awareness.

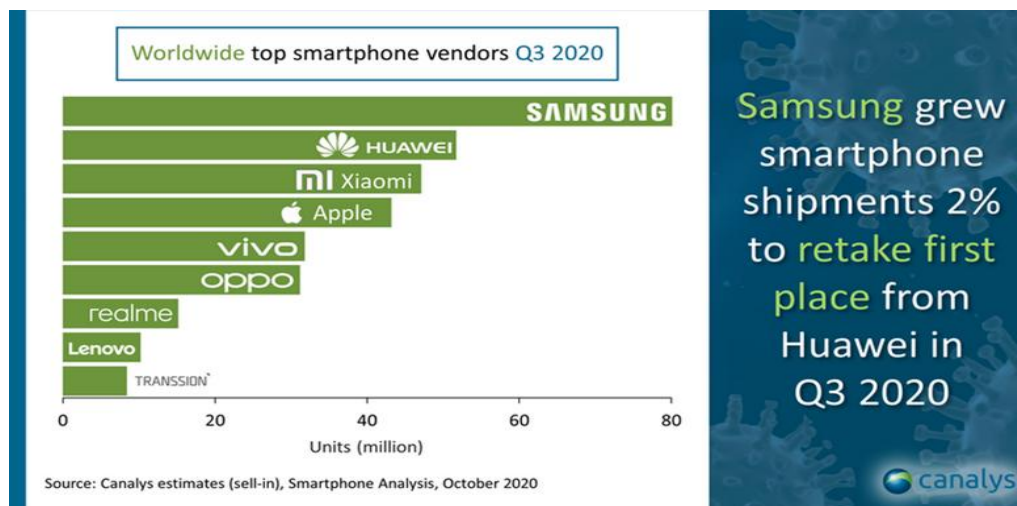
Kata Kunci: Youtube, Advertising, Brand Awareness, Word of Mouth

## 1. INTRODUCTION

Today many companies and brands are turning to the world of digital media as a new market and means to sell and promote goods and services. Based on this, the company began to carry out a new market strategy in advertising products and services using digital media, namely YouTube. Advertising on YouTube itself has various advantages, namely a wider reach due to the increasing number of internet users, a more targeted target market due to the targeting and insight feature on YouTube Advertising, now fans of the YouTube video media platform are in great demand from children, teenagers to adults.

YouTube has been recognized as having many advertising opportunities, considering that YouTube has a more definite segment. YouTube as the largest video service platform is currently owned by Google, where users can search and view various videos for free with various concepts. Through YouTube, users can also search for various information by viewing shows. Furthermore, nowadays YouTube is used not only for entertainment but also social relations in the form of commenting, searching, and providing information as an attraction. Huawei Smartphone Company is one of the largest technology companies in Shenzhen, Guangdong, Republic of China. It is also the largest supplier of telecommunications equipment and communication networks in China and the world.

Huawei specializes in research and development (R&D), manufacturing and marketing of telecommunications equipment, and providing solutions for telecommunications operators. Huawei serves 35 of the top 50 telecom operators and invests 10 percent of its annual revenue. Based on the results of observations made by researchers, through data and news spread on social media and in the community, it was found that there were many negative comments and speculations about the decline in marketing in Indonesia (Vaswani, 2019), (Hermawan, 2012), (Morissan, 2015) and (Widyastuti, 2017). Another phenomenon that was obtained during the pre-survey on the Huawei company, namely the decline in consumer buying interest in Huawei's Smartphone products. From observations from several sources, it was found that the Huawei Smartphone company had succeeded in becoming the number two largest vendor in the world, after successfully dethroning Apple and Xiaomi, which had dominated the Smartphone market in the world.



Source :[www.canalys.com](http://www.canalys.com)

Figure 1. Worldwide top Smartphone Vendors Q3 2020

In Indonesia, Huawei is already known as a big company in the communications and network equipment industry. But for the smartphone business, Huawei seems to be sinking, still losing to its competitors such as Oppo, Xiaomi, and Vivo. From this, it can be seen that Huawei is less agile in the smartphone market, especially in Indonesia. This can be proven by the fact that Huawei has not been able to enter the list of the five largest mobile phone vendors in Indonesia (Canalys, 2020), (Lupiyoadi & Hamdani, 2008). Based on data released by research company Canalys, Samsung is still in the first position

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of the largest smartphone vendor in Indonesia. According to a Canals report, currently, the Indonesian smartphone market is dominated by five brands: Oppo, Vivo, Xiaomi, Samsung, and Realme. Huawei has not yet entered the top five positions in the Indonesian market.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

### Marketing Management

Marketing management is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services, to produce exchanges that satisfy individuals and fulfill the goals of the company (Malhotra, Naresh, 2014). (Tjiptono, 2008) and (Kasali, 2003) argues that marketing management is a total system of business activities designed to plan, set prices, and distribute products, services, and ideas that can satisfy the desires of the target market to achieve organizational goals. According to (Kotler & Keller, 2006) in their book entitled Marketing Management 13th edition, marketing management is defined as the art and science of choosing target markets and reaching, retaining, and growing customers by creating, delivering, and communicating general customer value. So it can be concluded that marketing management is the art of science in planning, pricing, and distributing products to target markets to achieve customer satisfaction.

### YouTube Advertising

YouTube, being the largest video platform in the world, has controlled 60% of the number of online video users. With more than 79 million human beings accessing videos and more than 65,000 videos uploaded every day. Since YouTube can be shared on various social media, now YouTube has more than 130 million video viewers every day. The term 'content sharing' contains two words: create and share. Through content-sharing sites, people can create various media and publish them for various purposes to others. YouTube advertising can be defined as any form of advertising or marketing message delivered via portable devices, cell phones, personal digital devices. We Are Social in Kompas.com in 2018 reported that the average television user only watches 2 hours 22 minutes of television per day, which is slightly higher than those who access the internet for 3 hours 33 minutes per day. Most social media and youtube users are very product sensitive, so make videos and be as non-commercial as possible. The video must be as interesting as possible to arouse people to action, and must also be unique and different from other videos and also creative in its creation. In the marketing literature, there are 4 content messages to measure advertising on youtube advertising or mobile advertising (Dehghani, M. et al., 2016) i.e., informativeness, credibility, entertainment, and irritation. Several factors that can affect youtube advertising include: Factors related to advertisements and advertising content identified based on the uniqueness of their name as the main factor; Video-related factors Content is the first factor of a video that is uniquely identified by its URL, and Factors related to the audience. Viewers are uniquely and confidentially identified with a Globally Unique Identifier (GUID).

### Brand Awareness

Brand Awareness is the ability of a consumer to identify a brand (either recognize or remember it) with certain elements (symbols, sounds, images, etc.) in making a purchase. The most important aspect of brand awareness is the process of embedding information in memory from the start. A brand awareness memory point is essential before a brand association can be formed. When consumers have little time to recognize and approach a product, the brand name should be sufficient to make a purchase decision (Pitta & Katsanis, 1995). Brand Awareness is the ability of someone who is a potential buyer to recognize or recall a brand that is part of a product category. It can be said that brand awareness is one of the most important factors for business actors to strengthen their product brands because the more consumers remember the product brand, the greater the effectiveness of the advertisements made by the company. Factors from within the company that affect the emergence of brand awareness are: 1) The company remains in the business for a long time; 2) The company has advertised its products widely, and 3) The company has an extensive distribution network. The brand awareness pyramid shows indicators that have four levels from the lowest to the highest level, including unawareness of the brand, brand recognition, brand recall, and top of mind.

### Word Of Mouth

Word Of Mouth is personal communication about a product between the target buyer and his neighbors, friends, family members, and people he knows. Word of mouth communication refers to the exchange of information, comments, thoughts, or ideas between two or more individuals, who are not the official marketers of the company. The information obtained by the Word-of-Mouth is clearer and easier for consumers to understand because the messages in the information come directly from people who have experience (Sari, 2016). Meanwhile, (Putranti, et al., 2015) and (Sulistyowati, 2013) revealed that the Word-of-Mouth is an important role in influencing the formation of consumer attitudes and behavior. It is also mentioned that WoM has a stronger influence on purchasing than other traditional communication media such as advertising and purchasing editorial recommendations. Indicators of word of mouth according to (Sumardi & Melina, 2011) include: the expertise of the interlocutor, the trust of the interlocutor, the attractiveness of the interlocutor, the honesty of the interlocutor, the objectivity of the interlocutor, and the intention of the interlocutor.

**The empirical Model**

The conceptual framework is the relationship between theories that support the author in conducting research in order to be used as a benchmark in the systematic preparation of research.

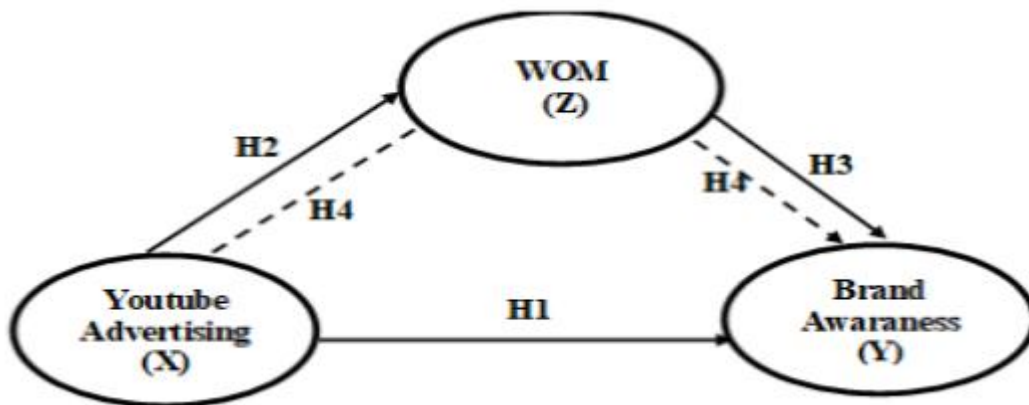


Figure 2. Empirical Model

**Hypothesis**

Based on the formulation of the problem above, the hypothesis can be obtained as follows:

**H1 Relationship of YouTube Advertising to Brand Awareness**



Figure 3. Relationship of YouTube Advertising to Brand Awareness

**H2 Relationship of Advertising to Word Of Mouth**



Figure 4. Relationship of Advertising to Word Of Mouth

### H3 Relationship of Word Of Mouth to Brand Awareness



Figure 5. Relationship of Word Of Mouth to Brand Awareness

### H4 Relationship of YouTube Advertising to Brand Awareness through Word Of Mouth

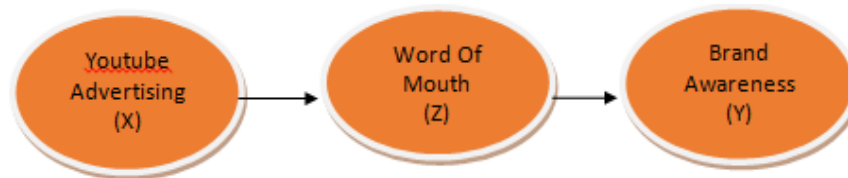


Figure 6. Relationship of YouTube Advertising to Brand Awareness through Word Of Mouth

## 3. RESEARCH METHOD

The type of research used in this study is explanatory research, a study that highlights the relationship that exists between research variables and tests hypotheses that have previously been formulated. (Singarumbun & Effendi, 2008) and (Machfudz, 2014). The research method used is a mixture of quantitative and qualitative.

### Research Design

This study uses a survey design. The design used by researchers in this study (Sangadji & Sopiah, 2010) is as follows: selecting research problems; examine the initial problem; formulate the problem; formulating basic hypotheses; choose an approach; select a variable from the data source; determine and arrange instruments; collecting data; data analysis; draw a conclusion, and write reports.

### Population and Sample

The population in this study are all residents of Jayapura City who are users of Huawei brand Smartphones, the number of which is unknown. The sample is 140 people, which is obtained from the number of indicators multiplied by 10 (Ferdinand, 2014).

### Data analysis method

The research instrument test includes the Validity test and Reliability test by using Structural Equation Modeling (SEM) Analysis. Hypothesis testing was carried out using the Amos 25 program to analyze the quality of the proposed model.

### The Sobel Test

To make it easier to calculate the z-test, the researcher used the online calculator for testing the mediation hypothesis which is available on the website <http://www.danielshopper.com/> or calculated manually with the following formula:

$$z = \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}}$$

#### 4. DATA ANALYSIS AND DISCUSSION

##### Validity Test

Table 1. Validity Test

Variable	Item	r-value	r table	Sig (2-tailed)	Information
1	Y1	0.732	0.1660	0.000	Valid
2	Y2	0.759	0.1660	0.000	Valid
3	Y3	0.814	0.1660	0.000	Valid
4	Y4	0.860	0.1660	0.000	Valid
5	Z1	0.427	0.1660	0.000	Valid
6	Z2	0.546	0.1660	0.000	Valid
7	Z3	0.473	0.1660	0.000	Valid
8	Z4	0.493	0.1660	0.000	Valid
9	Z5	0.508	0.1660	0.000	Valid
10	Z6	0.593	0.1660	0.000	Valid
11	X1	0.476	0.1660	0.000	Valid
12	X2	0.511	0.1660	0.000	Valid
13	X3	0.490	0.1660	0.000	Valid
14	X4	0.607	0.1660	0.000	Valid

Source : data processed with the SPSS 21, 2021

Based on Table 1 shows that all the items used to measure YouTube Advertising (X), word of mouth (Z), Brand Awareness (Y) variables in this study have an  $r_{hitung} > r_{tabel}$  with a significant level (2-tailed)  $< 0.05$ . Thus, all items used as indicators of YouTube Advertising variables (X), word of mouth (Z), Brand Awareness (Y) are valid or valid.

##### Reliability Test

Table 2. Reliability Test

No	Variable	Cronbach Alpha	Reliability Benchmark	Reliability
1	YouTube Advertising (X)	0.785	0.70	Reliable
2	Brand Awareness (Y)	0.817	0.70	Reliable
3	Word of mouth (Z)	0.775	0.70	Reliable

Source : data processed with the SPSS 21, 2021

Based on the reliability test table above, it shows that the Cronbach Alpha value is 70% (0.7); then the questionnaire items used are declared reliable or consistent.

##### Normality Test

Table 3. Normality Test

Variable	Min	Max	Skew	c.r	Kurtosis	c.r
Y4	4.000	10.000	-0.089	-0.432	-0.447	-1.079
Y3	4.000	10.000	-0.088	-0.426	-0.146	-0.352
Y2	4.000	10.000	-0.082	-0.394	-0.473	-1.142
Y1	5.000	10.000	0.245	1.182	-0.646	-1.560
Z6	4.000	10.000	-0.354	-0.712	-0.057	-0.138
Z5	4.000	10.000	-0.424	-0.047	0.066	0.159
Z4	5.000	10.000	-0.090	-0.432	-0.680	-1.641
Z3	4.000	10.000	0.156	0.756	-0.420	-1.015
Z2	5.000	10.000	0.065	0.316	-0.406	-0.981
Z1	4.000	10.000	0.037	0.178	-0.297	-0.719
X1	4.000	10.000	0.095	-0.458	-0.352	-0.851
X2	4.000	10.000	0.012	-0.056	-0.423	-1.022
X3	4.000	10.000	0.158	0.765	-0.417	-1.006

X4	4.000	10.000	0.046	0.220	-0.568	-1.371
Multivariate					43.470	12.150

Source : data processed with the SPSS 21, 2021

Table 3 shows both univariate and multivariate data. For the univariate values in the c.r skewness, all question items show a value of <2. As for the values of c.r kurtosis, all question items show a value of <7. Thus, it is univariately distributed normally.

#### Outlier Test

Table 4. Mahalanobis Distance of the study

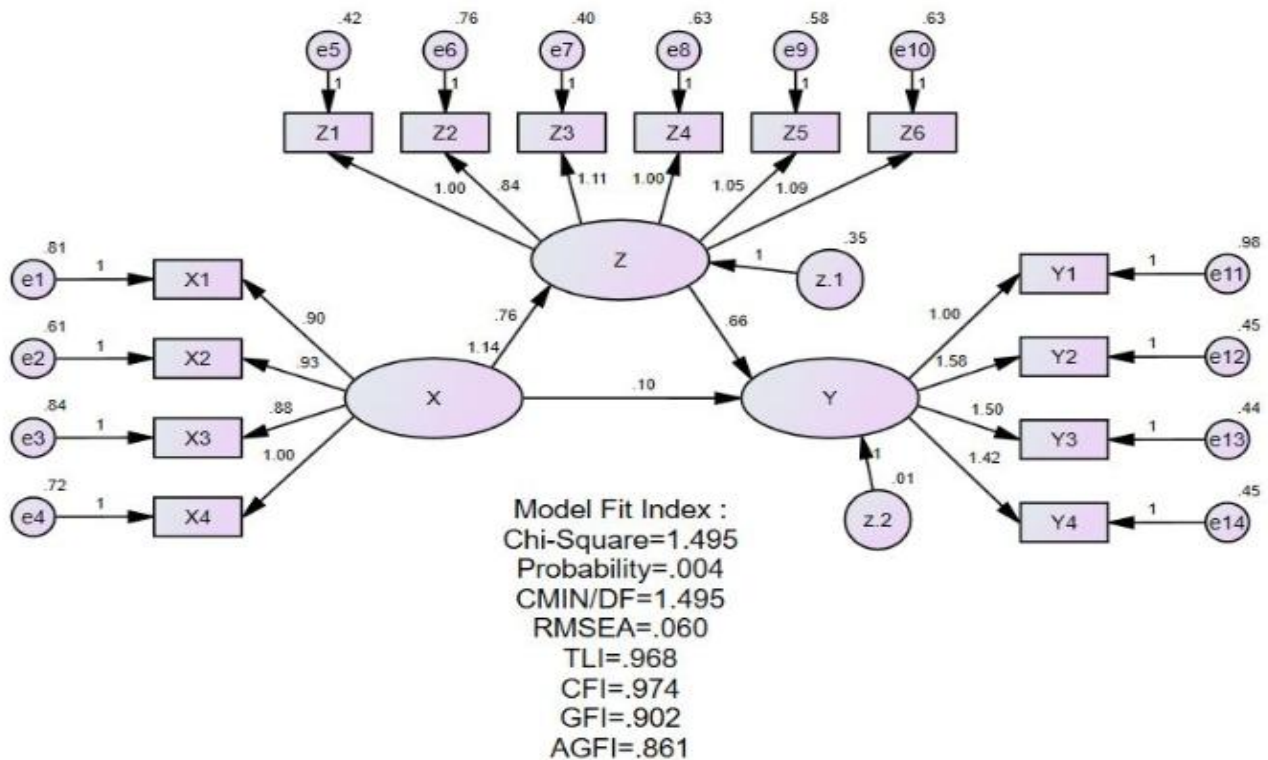
Observation Number	Mahalanobis Distance	Critical Distance (14;0,001)	Malanobis Distance
110	33.932		
21	33.105		
13	32.719		
-		36.123	
-			
-			
44	8.387		

Source : data processed with the SEM AMOS 25, 2021

Table 4 shows that there are no outliers, because all observations have a range of mahalanobis < 36.123. This indicates that the respondents' responses to the statements in the questionnaire are relatively the same.

#### Goodness of Fit Model Analysis

To test it, Structural Equation Modeling (SEM) was used with the help of the AMOS 25 program, as follows:



Source: Data processed 2021



Figure 7. Structural Equation Modelling (SEM)

Based on the picture of Goodness of fit in full mode processed by SEM AMOS 25 above, it can be summarized as follows:

Table 5. Results of Goodness of Fit Index Model

Goodness of Fit Index	Cut off Value	Result	Model Evaluation
Chi-Square	Estimated small	1.495	Good
Probability level (p)	≤0.05	0.004	Good
CMIN/DF	≤2.0	1.495	Good
RMSEA	≤0.08	0.060	Good
CFI	≥0.95	0.974	Good
TLI	≥0.95	0.968	Good
GFI	≥0.90	0.902	Good
AGFI	≥0.90	0.861	Good

Source : data processed with the SEM AMOS 25, 2021

Based on the results of the model suitability index above, it can be seen that all of them meet both the standard values and the criteria.

#### Hypothesis Test

Testing the hypothesis developed in the regression model, the output of SEM AMOS 25 is standardized Regression Weight. The results of the confirmatory factor analysis are shown in the following table:

Table 6. Coefficient Value (Estimated) Effect of Variables

	Estimate	S.E.	C.R.	P	Label
Z←X	0.757	0.090	8.385	***	Par_13
Y←X	0.097	0.063	1.542	0.123	Par 12
Y←Z	0.657	0.101	6.534	***	Par 14

Source : data processed with the SEM AMOS 25, 2021

It can be described as follows:

#### H1: YouTube Advertising Has No Effect on Brand Awareness

Hypothesis testing is carried out based on the regression weight table by considering the following: (1) From the results of data processing, it can be seen that the C.R value is  $1.542 < 1.96$  with a probability value of  $0.123 > 0.05$ . It shows that hypothesis 1 (H1) is not accepted because the results show that YouTube Advertising has no effect on Brand Awareness.

#### H2: YouTube Advertising Affects Word Of Mouth

Hypothesis testing is carried out based on the regression weight table and considers the following: (2) From the results of data processing, it can be seen that the C.R value is  $8.385 > 1.96$  with a probability value of  $0.000 < 0.05$ . And that means hypothesis 2 (H<sub>2</sub>) is accepted because the results show YouTube Advertising has an effect on Word Of Mouth. In other words, YouTube Advertising is able to attract consumers well and can improve the function of word of mouth marketing.

#### H3: Word Of Mouth Affects Brand Awareness

Hypothesis testing is carried out based on the regression weight table by considering the following: (3) From the results of data processing, it can be seen that the C.R value is  $6.534 > 1.96$  with a probability value of  $0.000 < 0.05$ . Thus, hypothesis 3 (H<sub>3</sub>) is accepted because the results show that the Word-of-Mouth has a positive effect on Brand Awareness, meaning that word of mouth can help consumers increase brand awareness in consumers' minds.

#### H4: YouTube Advertising Indirectly Affects Brand Awareness Through Word Of Mouth As A Mediation



**Variable**

The results of the Sobel word of mouth test on the relationship between YouTube Advertising and Brand Awareness variables resulted in a z-value of 5.14565454 1.98 with a one-tailed probability value of 0.00000013 and a two-tailed probability of 0.00000027 less than 0.05. Therefore, the word of mouth variable was declared significant to be a mediating variable. Based on these results, it is concluded that YouTube Advertising indirectly affects brand awareness through word of mouth. It can be concluded that the indirect effect of YouTube advertising on brand awareness through word of mouth (i.e., 0.498) is greater than the direct relationship between YouTube advertising and brand awareness which is only 0.10. The comparison of the value of the direct and indirect relationship can be shown in the following table:

**Table 7. The Direct dan Indirect Relationship**

Variable	Direct	Indirect
YouTubeAds → Brand Awareness	0,10	
YouTubeAds → the Word-of-Mouth → Brand Awareness		0,498
Conclusion: The test results show the value of direct < indirect, so the results of this study are declared full mediation		

**Sobel Test Results**

It can be done manually or automatically at the following link <http://www.danielshopper.com/> as follows:

$$z = \frac{(0.757)(0.657)}{\sqrt{(0.657^2 \times 0.090^2) + (0.757^2 \times 0.101^2)}}$$

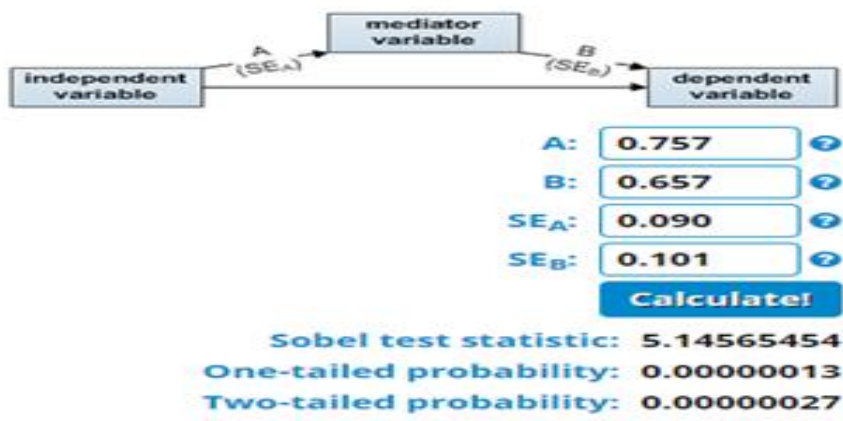
$$z = \frac{(0.757)(0.657)}{\sqrt{(0.657^2 \times 0.090^2) + (0.757^2 \times 0.101^2)}}$$

$$z = \frac{0.497349}{\sqrt{(0.431649 \times 0.0081) + (0.573049 \times 0.010201)}}$$

$$z = \frac{0.497349}{\sqrt{(0.0034963569) + (0.0058456728)}}$$

$$z = \frac{0.497349}{\sqrt{0.0093420297}}$$

$$z = \frac{0.497349}{0.0966541758} = 5.145654554$$



Source : Data processed 2021  
Figure 8. Sobel Test

Based on the manual calculation of the Sobel test and the statistics of the Sobel test, it shows that there are the same z values. This means that the source of the image above can show the results of the z value of 5.1465454 1.98304 (t-table with the formula  $df = nk$ , n: number of samples and k: number of variables studied) with a one-tailed probability value of 0,0000013 and the two-tailed probability 0.0000027 which is less than 0.05. So that the customer satisfaction variable is declared positive and significant to be an intervening variable. This study reveals that the service performance variable has a direct influence on the relationship between the variables of customer satisfaction and customer loyalty so that it can be accepted as direct mediation. Based on the results of the analysis, it can be concluded that : 1) word of mouth has a significant effect on purchase intention of middle class housing in Semarang, 2) price perception has a significant effect on purchase intention of middle class housing in Semarang, 3) there is a significant effect of brand image upon purchase intention of middle class housing in Semarang, 4) there is a significant effect of trust on purchase intention of middle class housing in Semarang, 5) word of mouth has a significant effect upon purchase decision of middle class housing in Semarang, 6) price perception gives a significant effect on purchase decision of middle class housing in Semarang, 7) there is a significant effect of brand image upon purchase decision of middle class housing in Semarang, 8) ) there is a significant effect of trust on purchase intention of middle class housing in Semarang, and 9) purchase intention can intervene the effect of word of mouth, price perception, brand image, trust and buying interest upon purchase decision (Wijaya and Zulfa, 2017). This study finds that Instagram picture ads and Instagram story ads, applied together, have a simultaneous effect in creating the brand awareness toward Clothing Line HEBE. Furthermore, Instagram picture ads has a more dominant effect than Instagram story ads in creating the brand awareness (Alfaruq *et al.*, 2021). Results showed that advertising and word of mouth positive and significant impact on brand awareness Traveloka (Pambudi and Wicaksono, 2016) .

## **Discussion**

### **YouTube Advertising Has No Effects on Brand Awareness**

This means that YouTube Advertising has little impact on Brand Awareness or people's insight into the product. People know the product but do not understand the features offered, the price, or the specifics of the product. In terms of brand recognition, it will become familiar to consumers, but the advantages, features, prices, etc., are not well known to consumers. The results of this study are supported by previous research conducted by (Yunita *et al.*, 2019), (Pamungkas & Zuhroh, 2016) and (Yunita *et al.*, 2019) which also obtained the results that, directly, YouTube advertising has no positive and insignificant effects on Brand Awareness. The results of this study indicate that social media marketing has significant effect on brand awareness by 30% (Salamah, Triwardhani and Nastiti, 2021).

### **YouTube Advertising affects the Word of Mouth**

This proves that YouTube Advertising is a critical factor in the success of a marketing program to provide information about the existence of a product. Social media is currently one of the tools widely used by marketers to share information about a product with consumers. With the information conveyed through YouTube Advertising, it becomes an interesting element for consumers. So that consumers can discuss and introduce these products to other consumers. The results of this study are supported by previous research conducted by (Wicaksono & Seminari, 2016) and (Rossiter, John R. & Percy, 1997) which also found that YouTube Advertising had a direct and positive effect on Word of Mouth. Attractive advertisements from YouTube media can increase consumer interest and maximize word-of-mouth marketing so that it can be a good marketing method.

### **Word Of Mouth Affects Brand Awareness**

The Word-of-Mouth is one of the traditional marketing methods that is still very effective today. The speaker plays a very important influence on the word of mouth strategy, where the speaker acts as an agent for spreading messages about the products he uses. This implies that brand awareness is a consumer's ability to remember a product that has been embedded in the minds of consumers for a particular need. To

attach memory about something, it can be done by sharing or giving each other information about the product. Talks or discussions about the products that are seen will create curiosity from consumers to find out more about these products. The results of this study are supported by previous research conducted by (Wicaksono & Seminari, 2016) and (Juliansyah, 2020) who found that the Word-of-Mouth directly has a positive and significant effect on Brand Awareness.

#### **YouTube Advertising Indirectly Affects Brand Awareness Through Word Of Mouth As Mediation**

This social media advertising can be used as an effective strategy to convince potential consumers and increase brand awareness for the Huawei marketplace. Based on the results, it shows that YouTube Advertising indirectly affects Brand Awareness through word of mouth. This indicates that word of mouth or the marketing process has been perceived well enough so that it can support the process of product introduction or marketing of a product through YouTube Advertising. This is because Huawei is a new product that targets millennials. Millennials or young people find it easier to find a product through electronic media or the internet. There is a positive and significant effect of e-WOM on brand image, there is a positive and significant influence of brand image on purchase intention, there is a positive and significant effect of e-WOM on purchase intention and there is an effect of e-WOM on purchase intention through brand image as a partial mediation (Akbar *et al.*, 2019). The results of this study indicate that Advertising has a significant effect on Brand Awareness, Word of Mouth (WOM) has a significant effect on Brand Awareness, Advertising has a significant effect on Purchase Interest, Word of Mouth (WOM) has a significant effect on Purchase Interest, There is a mediating effect on Advertising on Interest Buy through Brand Awareness, and there is a mediating effect of Word of Mouth (WOM) on Buy Interest through Brand Awareness (Laraswati, 2018).

### **5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS**

#### **CONCLUSION**

Word Of Mouth can be a mediation between YouTube Advertising and brand awareness where the need for Word of Mouth marketing is to increase curiosity and interest in the product being discussed, Huawei smartphone products. In this study, marketing with the Word-of-Mouth method was also successful in the results of tests carried out on Huawei smartphones.

#### **IMPLICATION**

The research carried out is expected to be able to provide an advertising product marketing impact by the company, so as to increase the company's revenue through the utilization of digital media.

#### **SUGGESTION**

The advice in this research is expected to every company engaged in technology products, to further encourage the process of product introduction through advertising through youtube and other information media, which has an impact on increasing people's purchasing power towards marketed products.

#### **LIMITATIONS**

Limitations in the research carried out should be concentrated on the marketing aspect of the product through one part of advertising only so that the company is able to measure the level of product purchases by the public.

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