

The Influence of Perceived Value and Brand Experience on Purchasing Decisions of YouTube Premium Services (Study on Followers Instagram Account @Youtuber Karawang)

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ABSTRACT

The study entitled " Influence *Perceived Value* and *Brand Experience* Against Purchasing Decisions YouTube Premium Service " . aim for know influence variable *Perceived Value* and *Brand Experience* towards Purchase Decision . Population selected is follower account Instagram @YoutuberKarawang with total population as much 3700 people and from results calculation formula Isaacand Michael obtained total sample which must collected is as many as 348 people. Approach which used is quantitative, with method descriptive verification , and technique analysis path.After conducted study obtained results that *Perceived values*, *Brands experiences*, and Decision Purchase entirely get results end which good. Next results test Q variable *Perceived Value* (X1) and *Brands Experience* (X2)each own influence positive and significant in a manner Partial to variable Decision Purchase (Y). Likewise with the test results ANOVA or F testobtained results that variable *Perceived Value* (X1) and *Brands Experience* (X2) in a manner simultaneous influential to variable Purchase Decision (Y).

Keywords : Perceived values, Brands experiences, Decision Purchase, Marketing

PRELIMINARY

The development of technology in today's digital era is very rapid. One of example which Very often We meet from development technology digital that is internet usage. The Internet seems to have become a part of the lives of everyone on this earth. Reported in a digital report issued by We Are Social (2020) about the digital landscape world in 2020 internet users in the world have penetrated the number 4.54 billion people, that figure exceeds half of the world's population on year which same that is 7.75 billion people. YouTube is a video-sharing social media founded in 14 February 2005 by 3 people ex- employee PayPal that is Steve Chen, Chad Hurley, and Jawed Karim in San Bruno, Californian. On month May 2005 YouTube launch version "beta" where the site opened in a manner limited, although so the beta version managed to attract approximately 30,000 users every day. After various process which long finally YouTube truly launched in a manner official on Public world on date 15 December 2005 as site upload and distribution videos which could witnessed by all user around the world. Since its official release YouTube has been really interesting the attention of many people until finally Chen, Hurley, and Karim became the owners site this feel overwhelmed on enhancement enthusiasm user until finally on November 2006 YouTube bought by google worth \$1.65 billion and officially became its subsidiary. From then until 2020 YouTube has more than 2 billion users worldwide and in Indonesia alone 154.3 million people or 88% from 175.4 million user media social in Indonesia is user YouTube also (quoted from <https://history-computer.com/YouTube-history/> on Friday, 12 November 2021 o'clock 15.45).

After walk a number of time and have many user on 17 In May 2018 YouTube launched service with name *YouTube Red* that now has changed name Becomes *YouTube Premium*. *YouTube Premium* is service paid every the month where user get access more compared user *YouTube non-Premium*. Various access *Premium* the is watch all videos without ads, download all videos so that could watched in a manner *offline*, capable watch videos in background behind (*Background play and Picture-in picture*), get access *YouTube Music Premium*, up to access all content *YouTube Originals* like *series* or *film* which made live by *YouTube's Biggest Creators* (quoted from <https://www.YouTube.com/Premium> on Friday, 12 November 2021 o'clock 16.00).

But it turns out that the paid service that YouTube provides is not very good interest in the attention of its users in Indonesia because the price offered is too high high, namely 9.99 US dollars or around 140,000 rupiah per month and on moment that user anyway permanent could watch videos YouTube non-original without advertisement. So from that YouTube try change strategy marketing they with method lower price subscribe that is Becomes 59,000 rupiah as well as start year 2019 user could access contents Limited YouTube originals or regular content with ad inserts in some part, Thing the make user feel two side different that is side positive where they can access original content but the other side they must disturbed with advertisement which there is, besides that one Thing interesting other is YouTube give access YouTube Premium trials or test During one month without collected cost a penny for give user experience regarding YouTube Premium in the hope that they are interested in start subscribe (quoted from <https://www.rinditech.com/2019/12/register-harga-YouTube-Premium-di-indonesia.html> on Friday, 12 November 2021 at , 16.00).

counted until month September 2021 Lyor Cohen as *Global headsof Music YouTube* in website official YouTube (<https://blog.YouTube/news-and-events/50-million/> which accessed on Friday, 12 November 2021 o'clock 16.00) stated that YouTube Premium subscribers had touched the 50 million mark people that when compared to last year's Premium subscribers shows

an increase of 60% or around 30 million subscribers where before only own 20 million customer. Enhancement this together with the outbreak of the *Covid-19 virus*, which means that many YouTube users have started switch to Premium for watch various videos more cozy without pause advertisement other than that wider video access and are entitled to *YouTube music access rights* increase user interest. Referring to the data released by We Are Social in uploads made by databoks.katadata.co.id regarding the use of ad blockers (*ad blockers*) in the world where Indonesia occupies position the 3rd with percentage user *ad blockers* as much 42.3% after China is in first place with a presentation of 46.6% and Vietnam in 2nd position with percentage 45.6%

Decision purchase alone disclosed by Kotler & Armstrong (2018) as the study of various traits possessed by individuals and groups or on a larger (organizational) scale in making choices for buy product or service which later will used by they as well as how product or service the capable fulfil need and desire which they please will get after obtaining it.

Factor nor variable other which suspected capable influence decision purchase an internal consumer study this is *Perceived Values* and *Brand Experience*. *Perceived Value* according to Kotler & Armstrong (2018) is evaluation which given consumer about what which be accepted with sacrifice what which issued for obtain something product.

Based on study which has conducted by (Serawati, 2019) explained that variable *Perceived Value* influential in a manner positive and significant to decision purchase. Next that is factor habit in Buying is a *repeat order* or repeat purchase of a product because the consumer feels that the product he has chosen fulfill their hopes and they have felt the benefits of the product then later he will decide to buy products or services from the same brand, This factor has the same concept with *brand experience*. *Brand Experience* or experience brand is reaction which felt consumer after use something, consumers will get the experience that makes they build trust, relationships and preference for a brand so he doesn't want to switch to another brand. Ebrahim et al., (2016) also explains that *brand experience* is an internal understanding of response behavior consumer which arise when do interaction or stimulation of a brand either directly or indirectly. Based on research that has been done by Nanda (2013) described that variable *Brands Experience* influential in a manner significant good in a manner simultaneously or partially on purchasing decisions. The last factor is The speed of product purchases is the various processes that consumers go through for decide rapidly and simple.

From the various phenomena and facts that exist, the researcher want to know, analyze, as well as explain factor *perceived value* and *brand experience* that can influence purchasing decisions consumer with title "**Influence Perceived Value and Brands Experience against the Decision Purchase Service YouTube Premium**".

THEORETICAL BASIS

Perceived Value

When we are going to buy goods or use them service certain of course just We hope that benefit which offered by we can get the product or service. We often compare the benefits and prices provided by a product with similar products before finally decided to buy one of those products we taste according to what we have to sacrifice to get it, then from that show up term *Perceived Value* .

Whereas according to Tjiptono (2015) *perceived value* is differences felt by customers regarding the benefits to be obtained as well as the sacrifices that must be willing to be issued to obtain products that are wanted.

Brand Experience

Marketers must capable create something product which has advantages or characteristics from other similar products so that product the capable give benefit emotional in a manner maximum to each consumers, the method that is with form experience brand according to Rahayu (2013) Based on research that has been conducted by Schmitt et al., (2015) they conclude consumers tend to choose a products in terms of meeting their needs based on *brand* experience they have compared price which cheap. Filho, (2012) also mention that *Brand experience* is formed as a result of the brand's strategy and experience customer. According to Ebrahim et al., (2016) *Brand Experience* is understanding internal about response behavior consumer which arise when do interaction or stimulation of a brand either directly or indirectly no.

Purchase Decision

Machfoedz (2014) explain regarding decision purchase is step- assessment step and the selection of the many alternatives that exist for the product or services in accordance with a particular interest when wanting to determine the most profitable option. Besides that Kotler & Armstrong (2018) also argues that the purchase decision is a study of one side consumer behavior regarding the nature of individuals, groups, and organizations at the moment make a choice to buy a product or service that will be used later by they as well as how product or service the capable fulfil need as well as desire which expected will get after get it.

RESEARCH METHODS

The method used in this research is descriptive and verification with a quantitative approach. Method descriptive alone defined by Sugiyono (2019) as something method used for describe each variable used in research independently. While the verification method according to Sugiyono (2019) also explained as something method which used for test hypothesis which has determined in research based on the population and sample that has been selected.

Table 1 Operational Variable

No.	Variable	Sub Variable	Indicator
1.	<i>Perceived Value (X1)*</i>	1. Score Emotional	1. Convenience 2. Joy
		2. Score Social	1. Obedience law 2. That impression good
		3. Value Quality	1. convenience 2. Completeness feature
		4. Value Cost	1. Affordability price 2. Price Compatibility
2.	<i>Brands Experience (X2)**</i>	1. Experience Sensory	1. Alloy Color 2. Appetite Music
		2. Experience Emotional	1. Satisfaction 2. Choice Best

3.	Decision Purchase / <i>Purchase Decision</i> (Y)***	3. Experience Intellectual	1. Means Information 2. understanding something Thing
		4. Experience Behavior	1. Purchase repeat 2. Trust
		1. Choice Product	Need
		2 choices Brand	Quality
		3. Choice Distributor	convenience
		4.Amount Purchase	The amount purchase
		5. Time Purchase	Service access end
		6. Method Payment	diversity

Source : * Kotler and Armstrong in Serawati (2019)

** Brakus, Schmitt, and Zarattonello in Junita (2020)

*** Kotler and Armstrong in Serawati (2019)

Population used _ in this research using Instagram Followers @youtobeKarawang with a total of 3700. In taking sample in study this use technique puposoive sampling. namely technique sampling based on the terms, characteristics, and considerations that has set by researcher according to Sugiyono (2019) , so sample obtained _ for Becomes respondent study that is as many as 348 samples .

Data analysis technique used that is analysis track with testing hypothesis in a manner partial and simultaneous .

RESULTS AND DISCUSSION

Results

Correlation between Perceived and Brand Experience

aims to find out the degree of relationship between independent variable (free). In this study, the type of analysis chosen by the researcher is the *product moment correlation* . Here are the values the resulting correlation between the variables *Perceived Value* and *Brand Experience* based on processing results data with help SPSS 26.

Table 2
correlation between Perceived and Brand Experience

		Perceived Value	Brands Experience
Perceived Value	Pearsons Correlation	1	.691 **

	Sig. (2-tailed)		.000
	N	348	348
Brands Experience	Pearsons Correlation	.691 **	1
	Sig. (2-tailed)	.000	
	N	348	348

** . Correlation is significant at the 0.01 levels (2-tailed).

Source : Results Data processing, 2022

Based on the results of the correlation analysis of the two variables it is known The resulting correlation value is 0.691. This means that between the variables *Perceived Value* and *Brand Experience* are both correlated and have connection which strong .

Thing thismeans that the variables *Perceived Value* and *Brand Experience* are mutually exclusive related to previous research by Andrian & Fadillah (2021) which state that good variable *Perceived Value* nor *Brands Experience* both of them own influence which positive and significant .

Analysis Path Analysis

Stage testing hypothesis this conducted for know there is or nope influence which given by variable *Perceived Value* and *Brands Experience* on Purchasing Decisions

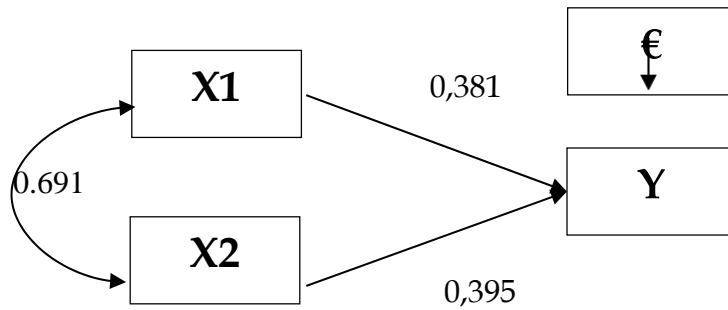
Table 3 Path Coefficient Coefficients ^a

Model		Unstandardized Coefficients		standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	.323	1,282		.252	.801
	Perceived Value	.363	.050	.381	7,295	.000
	Brands Experience	.375	.050	.395	7,560	.000

a. dependent Variables: Decision Purchase

Source : Results Data processing, 2022

- a. *Perceived Value* Path Coefficient on Purchasing Decisions Based on table 4.38 obtained results that coefficient track Among variable *Perceived Variable* (X1) to Decision Purchase (Y) is as big 0.381. Thing this interpret that influence livewhich given by variable *Perceived Value* to DecisionPurchase is 0.381.
- b. *Brand Experience* Path Coefficient on Purchasing Decisions Based on table 4.38 obtained results that coefficient track Among variable *Brands Experience* (X1) to Decision Purchase (Y) is as big 0.395. Thing this interpret that influence live which given by variable *Brands Experience* to DecisionPurchase is 0.395.
- c. Coefficient Track *Perceived Value* and *Brands Experience* toBuying decision



Picture 1
Coefficient of Perceived Value and Brand Experience Path to
Buying decision
Source : Results Data processing, 2022

Based on Picture 1 could explained that magnitude correlation Among variable *Perceived Value* and *Brands Experience* is as big 0.691 as well as magnitude coefficient track variable *Perceived Value* on Purchase Decision of 0.381 and the last, namely variable *Brands Experience* to Decision Purchase as big 0.395. It means score coefficient track *Brands Experience* more big to User Purchase Decision compared *Perceived Value*.

Analysis Coefficient determination

Analysis this intended for know how much big influence which given by the independent variable to the dependent variable. If the value is shown by R square is 1 then the percentage of influence contribution is given by variable independent to variable dependent is 100% and if score R square 0 so same very no there is donation influence which given. Following is results though data spss for look score coefficient determination or percentage influence which generated by variable independent of variable dependent on this research.

Table 4 Coefficient determination

Model Summary									
Model	R	R Square	adjusted R Square	std. Error of the Estimates	change Statistics				Sig. F change
					R Square change	F change	df1	df2	
1	.713 a	.508	.506	2.58349	.508	178,368	2	345	.000

a. Predictors: (Constant), Brands experiences, Perceived Value
Source : Results Data processing, 2022

Based on Table 4 it is known that the value of the coefficient of determination is generated is 0.508 which means that it is *Perceived Value* (X1) and *Brand Experience* (X2) have a direct influence on Purchase Decision (Y) of 50.8% and the remaining 49.2% is explained by factors other which no researched nor explained on this research.

Testing hypothesis

Testing Influence Partial Variable *Perceived Value* (X1) to DecisionPurchase (Y)

Based on score on table distribution t is known that score t_{tabel} is equal to 1.966 with a significance level or α which is 5% and its df value is 346. Then the partial effect produced by the *Perceived Value Variable* (X1) to Decision Purchase (Y) is :

Table 5
Influence Variable *Perceived Value* (X1) to Decision Purchase (Y)

structural	Sig.	A	t_{hitung}	t_{tabel}	Conclusion
ρ_{yx_1}	0.000	0.05	7,295	1,966	H_0 rejected

Source : Results Data processing, 2022

From Table 4.43 it is known that the resulting significant value is smaller from score α that is $0.000 < 0.05$ and score t_{hitung} which generated more big from t_{tabel} that is $7,295 > 1,966$. Based on results the so decision for hypothesis this is H_0 rejected and H_1 be accepted, Thing this interpret that variable *Perceived Value* in a manner Partial give influence to Decision Purchase. This is in line with previous research conducted by Serawati (2019) which state that variable *Perceived Value* give influence which positive and significant to decision purchase.

Testing Influence Partial Variable *Brands Experience* (X1) to Buying decision (Y)

Based on score on table distribution t is known that score t_{tabel} is equal to 1.966 with a significance level or α which is 5% and its df value is 346. So the partial effect is generated by the *Brand Experience Variable* (X2) to Decision Purchase (Y) is :

Table 6
Influence Variable *Brands Experience* (X2) to Decision Purchase (Y)

structural	Sig.	A	t_{hitung}	t_{tabel}	Conclusion
ρ_{yx_2}	0.000	0.05	7,560	1,966	H_0 rejected

Source : Results Data Processing, 2022

From Table 6 it is known that the resulting significant value is smaller from score α that is $0.000 < 0.05$ and score t_{hitung} which generated more big from t_{tabel} that is $7,560 > 1,966$. Based on results the so decision for this hypothesis is H_0 rejected and H_1 accepted, this means that the variable *Brands Experience* in a manner Partial give influence to Decision Purchase .

This is in line with previous research carried out by Junita (2020) which states that the *Brand variable Experience* has a positive and significant influence on decision purchase.

Based on results which has explained previously about partial influence that is owned by the independent variable in this study then it can be seen that the influence is given by the *Brand variable Experience* more strong compared influence which given by variable *Perceived Value*. Because Thing the also so could said that variable *Brands Experience* give contribution more on decision purchases of YouTube Premium service subscribers. Even so both permanent give influence positive and significant to Decision Purchase.

Hypothesis Test of Simultaneous Effect of *Perceived Value* and *Brand Variables Experience* on Decision Purchase

This test is usually called the simultaneous test or F test which is done for know influence which generated by variable independent in a manner together-the same for the dependent variable Based on score on table distribution f is known that score f_{tabel} for level significance or α is 5% and the value of df1 (independent variable) is 2 and df2 (n- v. free-1) is 345 so obtained score f_{tabel} as big 3.02. Following is results Process data with tools help spss for value f_{hitung} which generated is :

Table 7
Results Calculation Test F

ANOVA ^a						
Model		Sum of Squares	df	Means Square	F	Sig.
1	Regression	2381010	2	1190505	178,368	.000 ^b
	residual	2302677	345	6,674		
	Total	4683,687	347			

a. dependent Variables: Decision Purchase

b. Predictors: (Constant), Brands experiences, Perceived Value

Source : Results Data processing, 2022

Based on Table 7 is known that value f_{hitung} which generated is equal to 178.368 and a significance value of 0.000. So therefore the simultaneous influence produced by the Variable *Perceived Value* (X1) and *Brand Experience* (X2) to Decision Purchase (Y) are:

Table 8
Influence Simultaneous Variable *Brand Experience* (X2) on DecisionsPurchase (Y)

Structural	Sig.	A	f_{hitung}	f_{tabel}	Conclusion
$\rho_{yx_1}, \rho_{yx_2}, \rho_{yx_2x_1}$	0.000	0.05	178,368	3.02	H_0 rejected

Source : Results Data processing, 2022

From Table 8 it is known that the resulting significant value is smaller from score α that is 0.000 < 0.05 and score f_{hitung} which generated more big from f_{tabel} namely 178.368 > 3.02. Based on these results, the decision to hypothesis this is H_0 rejected and H_1 be accepted, Thing this interpret that variable *Perceived Value* and *Brands Experience* in a manner simultaneous give influenceto Decision Purchase.

This is in line with what was said by Kotler & Keller (2016) that the *perceived value* will be obtained by a customer when the value or the benefits they receive have been felt maximally with the sacrifices made must issued, where later score the will form something experience which is called *brand experience* because according to Filho (2012) *brand experience* formed on base strategy which owned by marketers as well as the good experience a customer gets after using a product or certain services.

CONCLUSION

Based on results research that has doabout the influence of Perceived value and Brand experience on Service Purchasing Decisions Youtube Premium got concluded that there is correlation between *Perceived* variables *Value* and *Brands Experience* produce score correlation as big 69.1% which where score the enter on criteria whichown connection strong. There is influence in a manner Partial by variable *Perceived Thevalue* of the Purchase Decision is 24.9% which more small compared influence which given in a manner Partial by variable *Brands Experience* to Decision Purchase that is as big 25.9%. Although so both of them give influence which positive and significant to variables Buying decision. There is influence simultaneous which generated by variable variable *Perceived Value* and *Brands Experience* to Buying decision is as big 50.8% whereas the rest 49.2% is influencefrom variable nor factor other which no researched in study this.

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