ABSTRACT

The purpose of this research is to know the effect of the narrative online advertisement on purchase intention and mediated with customer’s attitude within Facebook’s advertisements. The sample of this research is 130 based on random purposive sampling. The analysis of this research to measure the mediation is based on the Sobel test. The result of this research shows that narrative online advertisement dimension has a positive and significant result on purchase intention. The result of this research shows that the customer’s attitude has a partial mediation effect on the narrative online advertisement on customer’s attitude that has 5.207697 t count in the Sobel test result. Narrative online advertisement dimension affects customer’s attitude showed by the t count, which valued as $7.127 > t\text{-table} (1.656752)$ whereas customer’s attitude affects purchase intention has a t count of 6.813, which is bigger than the t-table (1.656752).

Keywords: Narrative Online Advertisement, Customer Attitude, Purchase Intention