

WHAT IS THE MOST INFLUENTIAL FACTOR ON DECISIONS USING YOUTUBE AS A TOOL TO SUPPORT BUY OR SELL MEANS? (CASE STUDY SURABAYA CITY AND SURROUNDING AREA)

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ABSTRACT

In the era of communication technology which is getting faster and more eager to adapt, this change the pattern of human life. The increasing use of smart phones has also changed the way human seek information. YouTube is one of the social medias that is now widely used in parts of the world from children to adults. To find information on items that you want to buy, now people trust reviews from some active YouTube users. According to SocialMediaWeek, 74% of shoppers make buying decisions based on social media. The shoppers tend to believe what the Social Influencer has to say.

Knowing the transition of people's lifestyle that previously if you want to buy goods do not know the quality of these items, can now get information from YouTube from several people who review the items you want to buy. The seller can also promote goods or services that will be sold through YouTube. Thus, through this research the researcher wants to obtain the research data by using the TAM method with additional external variables such as customer satisfaction, computer self-efficacy and trust. This research was conducted to Surabaya People and surround area. In this study **The Customer Satisfaction** contribute the **Highest factor** in the desire to use YouTube as a means of selling / buying.

Keywords: *YouTube, TAM, Trust, Perceived Usefulness, Consumer Satisfaction, PEOU*

1. INTRODUCTION

In technology development, The Life Style has changed the way of life to Indonesian people. Many things have changed when technology updated constantly and has provided a good experience to most consumers. One of them is Significant progress in world of the Internet in Indonesia. Many providers are increasingly fixing both their services and products so that they benefit consumers more in choosing the best data package.

The better internet services that are evenly distributed throughout Indonesia cause people to choose to switch to use smart phones to meet their daily activities. The digital marketing research agency E-marketer estimates that in 2018 there will be more than 100 million active smart phone users in Indonesia. One of the platforms

used is in the social media application. The YouTube application is one of the choices used to meet the needs of daily activities.

The YouTube application is used not only to fulfill social needs such as to build a self-profile and be followed by many followers (Public Figure), but also as a media related to the business world. Many users from the YouTube Application use their account as a business account. Starting from using as a media campaign to as a medium to sell online. This trend is also carried out by many world companies, even in a study conducted by Simply Measured, it was revealed that 54 percent of companies with world-renowned brands now using YouTube [1]

Business people claim it is easier to market their products through YouTube because the first target is the person who is closest to him,

can also be through friends who are using word of mouth while showing a YouTube account, the communication is very effective for sellers, with the YouTube media the seller is easier to show photos or catalog of selling items. In this case the process indirectly forms a series of marketing communications [2]

Marketing communication is a communication activity carried out by buyers and sellers who are very helpful in making decisions in the field of marketing, as well as directing exchanges to be more satisfying by making everyone aware to do better. This definition states that marketing communication is a two-way exchange of information between the parties or institutions involved in marketing. In communication there are elements that support communication. The communication process occurs if it is supported by the existence of sources, messages, communication channels and recipients [3]

Thus, researchers will try to analyze the influence of Trust, Perceived Usefulness, PEOU, Computer Self Efficacy and Consumer Satisfaction on users of YouTube Applications who use these media as buying and selling transactions. The researcher will analyze it using the Technology Acceptance Model (TAM) method. The researcher chose the Technology Acceptance Model (TAM) method because by using this method the researcher could find out how the interests and behavior of the user in using the technology. There are five Hypothesis may need to be answered. First, H1: How Perceived Usefulness affects the intention to use? Second, H2: How Perceived Ease of Use affects the intention to use? Third, H3: How Trusts affect the intention to use? Fourth, H4: How Customer satisfaction affects the intention to use? Finally, H5: How Computer Self Efficacy influences intention to use?

This research shows what the most influence factors for users in using the YouTube application as a tool for buying and selling transactions, especially in Surabaya city and surrounding area. This research scope will be conducted on both desktop and mobile application.

Why this research needs to be done? Surabaya as the second biggest City in Indonesia may boost the economies and survive as the AEC (ASEAN Economy Community) competing Region. From the previous study the pressure on facing AEC as an idea from ASEAN countries to accelerate Growth of its member countries. The Economic Growth, Social Progress and Cultural Development by collaborate more effective through new and simpler policy that benefit their people while maintaining peace and Order may need to be quickly solved by Surabaya Mayor. [4] So, by using You Tube as Social Media to promote the products or services may seems promising. And In this research may show which factor need to be focused on.

2. LITERATURE REVIEW

2.1. Technology Acceptance Model

Technology Acceptance Model (TAM) is a method that was first introduced by Fred Davis in 1989, TAM is a method that is useful for knowing what factors make people accept and reject information technology [5]

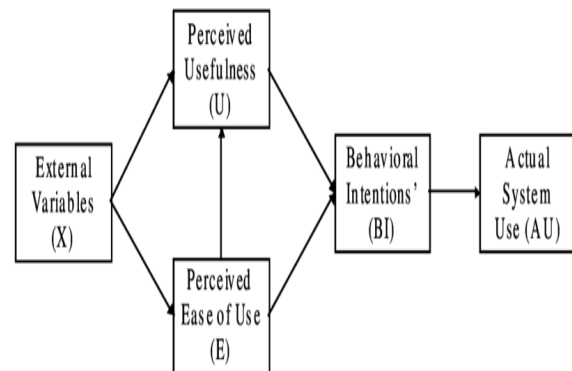


Figure 1. Technology Acceptance Model

2.2. Research variable

Research variables are in the form of what is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn [6]

The dependent variable is a variable that is a major concern in a research observation, another name for this variable is the dependent variable, because this variable is influenced by independent variables or independent variables [7]. In this study the dependent variable or dependent variable is the Behavioral Intention to Use (BI) variable.

Independent variables are variables that are often referred to as stimulus, predictor, and antecedent variables. In Indonesia it is often referred to as an independent variable. This variable affects or causes the change or the emergence of the dependent variable [6], p. 39].

Behavioral Intention to Use: Intention on Use (ITU) is the behavior of the intention of the user to use an information system, so that it will become a behavioral tendency to continue to use the information system [8]

Perceived Usefulness (PU): In the Journal written by [9] Jogiyanto (2008) argues, Perceived Usefulness (PU) has a definition of utility as the extent to which individuals believe using a technology will improve their work performance. If the individual considers the media information useful, he will use it. Conversely, if an individual is in a state of media with less useful information, he will not use it.

Perceived Ease of Use: According to Davis in 1986 in the journal [10] Perceived Ease of Use (PEOU) defines ease of use (perceived Ease of use) as a level where one believes that the use of a particular system can reduce one's effort to do something.

Trust: Trust is the foundation of a business transaction between two parties or more that will occur if each of them trusts each other. These trusts

cannot be recognized by other parties / business partners, but must be built from the beginning and can be proven. Trusts have been considered as catalysts in various transactions between sellers and buyers so that customer satisfaction can be realized as expected (Yousafzai, Pallister, & Foxall, 2003).

Customer Satisfaction: According to Kotler (2005: 36) satisfaction is the feeling of being happy or disappointed someone who comes from a comparison between his impression of the performance or the results of a product and his expectations. According to Engle et al., In Tjiptono (2004: 24), customer satisfaction is an evaluation of buyers where the alternatives chosen are at least equal to or exceed customer expectations, while dissatisfaction arises when the results (Outcome) do not meet expectations. The study was conducted by Panca [11]

Computer Self Efficacy: In the field of information systems, computer self-efficacy refers to personal assessment of the ability to do computer skills to complete a task. Therefore, computer self-efficacy affects perceived ease of use according to Davis in 1986. Computer self-efficacy is also defined as an individual's belief about or his ability to successfully implement the behavior needed to produce the desired results.

2.3. YouTube user

The use of social media can be divided into two types of uses, namely active use and passive use. According to Askalani (2012) in the study by [12] explained that active or passive use is distinguished based on how users use various functions in social media, such as: viewing images, sharing thoughts or experiences, clicking certain links or symbols as forms of feedback or just

exploring the content of these social media pages.

Active user is where social media users engage in online interactions with other users through various social media features such as commenting on other user posts, posting statuses or photos, or using the chat feature [12].

3. RESEARCH METHODOLOGY

3.1. Research model

The research will discuss the influence of TAM on YouTube users. YouTube is a social media application that is often used by most Indonesian people. YouTube comes from the understanding of the overall functions of this application. The word "insta" comes from the word "instant", like a polaroid camera, which is better known as "instant photo". YouTube can also display photos instantly, like polaroid in appearance. As for the word "gram" comes from the word "telegram" which works to send information to others quickly. Similarly, YouTube can upload photos using an Internet network, so that the information you want to convey can be received quickly. Therefore, YouTube is a combination of instant words and telegram [12].

According to TEMPO.CO, YouTube has just revealed its internal data regarding users in Indonesia. No less than 45 million Indonesians are actively using this social media, and are listed as the most YouTube Story creators in the world. Therefore, many users use this huge platform for online product promotion media or even become e-commerce media. Not only individual accounts even business people from big brands use this application.

In this study, it aims to see the effect on the intention to use on the use

of the YouTube application as a tool for buying and selling transactions influenced by several dimensions such as Trust, Customer Satisfaction, Perceived Usefulness, Perceived Ease of Use, Computer Self Efficacy and also by Technology Acceptance Model.

3.2. Hypothesis

This research was conducted by modifying the TAM model based on Figure 1 above, then the research hypothesis is as follows:

- H1: Perceived Usefulness affects the intention to use
- H2: Perceived Ease of Use affects the intention to use
- H3: Trusts affect the intention to use
- H4: Customer satisfaction affects the intention to use
- H5: Computer Self Efficacy influences intention to use

3.3. Data Collection

In the study of the influence of TAM on the use of the YouTube Application as a medium of sale and purchase transactions, researchers conducted a method of collecting data using an online-based questionnaire using the platform from Google, namely google form. The answers received by the researcher will be measured using a Likert scale.

Likert scale is a scale designed to find out how strong the subject is between agreeing or disagreeing with a statement, on this scale statements are used using five points to calculate the scores obtained from respondents [13].

By using the Likert scale respondents can choose answers from

the statements on the questionnaire by giving a checklist that matches what they have experienced. In this study each statement will be measured using five scales, namely:

1. Very Disagree
2. Disagree
3. Neutral
4. Agree
5. Very Agree

3.4. Population

According to Sekaran & Bougie [13] the population refers to a group of people, events or things that are of interest to researchers so that researchers want to investigate a phenomenon. The definition of Sekaran & Bougie shows that in population data collection not only humans and the number are studied, but all objects, natural objects and all the characteristics possessed by the subject and object.

The population in this study is Indonesian people who use the YouTube application as a medium for buying and selling transactions.

3.5. Sample

According to Sekaran & Bougie [13] only a few parts of the population are taken but not all, and by taking these samples researchers can draw conclusions that are generalizable from their research.

In sampling there are two techniques that can be used, namely: Probability Sampling and Non-Probability Sampling [6].

Probability Sampling is a sampling technique where all elements

have the opportunity to be selected as samples. Using this technique, it means that there are no obstacles whatsoever for conducting research on the possibility or probability of any element if selected as a sample.

Non-Probability Sampling is a sampling technique that gives an opportunity or opportunity not equal for each element or member of the population to be selected as a sample. The choice of sample elements is based on the wisdom of the researcher himself. On this non probability sampling, each element is not known whether or not the opportunity to become the element of the sample.

In this study the researcher has determined the sampling technique used is Non-Probability Sampling using Accidental Sampling and Judgment Sampling.

In non-probability sampling, it is divided into several types, including: Accidental Sampling and Judgment Sampling. Based on the types of sampling available on non-probability sampling. According to [14] that is the selection based on the decision of the researcher, so that it will specifically choose people who meet the objectives or criteria.

There is an intentional choice of the person because they can function as informants (people who can provide information) and feel they can represent the population. Limited by Roscoe in [5] which states that the sample size is more than 30 and less than 500, and in multivariate studies (including multiple regression analysis) the sample size should be ten times greater than the number of variables in the study. With this theoretical basis, the researcher determined a sample size of 104 respondents.

3.6. Measurement Indicator

By using the Likert scale respondents can choose answers from the statements on the questionnaire by giving a checklist that matches what they have experienced.

The following question indicators for Perceived Usefulness:

1. YouTube provides information on buying and selling that I want
2. YouTube increases the effectiveness of selling or buying my products / services
3. Youtube can fulfill my needs to get buying and selling information
4. YouTube is very useful for my buy or sell transactions.

The following question indicators for Perceived Ease of Use:

1. Operating YouTube is easy for me
2. I easily become skilled using the YouTube application
3. Overall the YouTube application is easy to use

The following question indicators for Trust:

1. YouTube applications can be trusted by many people
2. Believe that YouTube can work well as one of the medias for selling or buying transactions
3. I trust YouTube

The following question indicators for Customer Satisfaction:

1. I am satisfied with the services provided by YouTube
2. YouTube has provided services as promised
3. The quality of YouTube services is what I expected

The following question indicator for Computer Self Efficacy:

1. I am sure I can understand the terms / words on YouTube
2. I am sure I can use the YouTube application

The following question indicators for Intention to Use:

1. I will use YouTube in the future
2. I intend to continue using YouTube in the future
3. I hope that the experience of using YouTube will be recommended to others
4. I will tell good things about YouTube to other friends

3.7. Data analysis

Technology Acceptance Model (TAM) is broadly accepted model for understanding the adoption and usage process of IT. The model explains the variance of Behavioural Intention (BI) of users related to the adoption and usage of IT across a broad context (Hong et al., 2006).

TAM is used to predict user's IT acceptance (Au and Zafar, 2008) and usage on the job and to explain the determinants of the acceptance (Davis, 1986). TAM explains the relationship among the user's IT acceptance, adoption, and afterwards the user's BI of IT usage (Autry et al., 2010). [4]

Table 1. Hypothesis table

Hypothesis	Research Hypothesis	References
H1	<i>Perceived Usefulness</i> is thought to have a positive impact on Behavioral Intention to Use on YouTube users	[11]
H2	Perceived Ease of Use is thought to have a positive impact on Behavioral Intention to Use on YouTube users	[13]
H3	Trust is thought to have a positive impact on Behavioral Intention to Use on YouTube users	[13]
H4	Consumer Satisfaction is thought to have a positive impact on Behavioral Intention to Use on YouTube users	[14]
H5	Computer Self Efficacy is thought to have a positive impact on Behavioral Intention to Use on YouTube users	[14]

3.8. Descriptive statistics

Descriptive statistics provide a description of the data seen from the average, median, standard deviation, minimum and maximum.

3.8.1. Test Validity and Reliability Test

3.8.1.1. Validity test

Validity is a measure that shows the validity or validity of an instrument. So, testing the validity refers to the extent of an instrument in carrying out the function. Instrument is said to be valid if the instrument can be used to measure what you want to measure [5].

- If the value of Significance is <0.05 then it is declared valid
- If the value of Significance > 0.05 then it is declared invalid

3.8.1.2. Reliability Test

Mudrajad Kuncoro [6] in his book states that reliability shows the stability and consistency of a score (scale of measurement). Reliability focuses more on the problem of determination and consistency, so this is what makes reliability different from validity. The test is carried out using Cronbach Alpha, if the Cronbach Alpha value is > 0.7 then it is declared reliable.

3.8.1.3. Correlation Test

Correlation analysis is a study that seeks to determine the relationship between two or more

variables, in this case it does not explain cause and effect but in this study only looks for and determines whether there is a relationship between the variables studied [6].

Nazir mentions in his book that if the values of a variable rise or fall and are followed by the values of other variables then the two variables have a positive correlation but if the values of an ascending variable and values in other variables decrease then the two variables have a negative correlation.

YouTube application as a transaction aid. Instrument can be said to be valid if it has a significance value <0.05.

4. RESULTS AND DISCUSSION

4.1. Characteristics of Respondents

Table 2. Characteristics of Respondents

Gender	Frequency	Percentage
Male	51	49 %
Female	53	51 %
Age		
18-21 years	6	6 %
22-30 years	72	69 %
>30 years	25	25 %
Frequency of using YouTube		
1-2 kali / months	4	4 %
3-4 kali / months	11	12 %
>5 kali / months	88	84 %

4.2. Measurement of Validity Test and Reliability Test

Test Validity is used to determine the validity of a measuring device. It is valid if the measuring device can disclose the use of the

Table 3. Validity Test Results

Variable	Significance	Significance score	Note
Perceived usefulness			
PU1	0,05	0,00	VALID
PU2	0,05	0,00	VALID
PU3	0,05	0,00	VALID
PU4	0,05	0,00	VALID
Variable	Significance	Significance score	Note
Perceived Ease of Use			
PEOU1	0,05	0,00	VALID
PEOU2	0,05	0,00	VALID
PEOU3	0,05	0,00	VALID
Variable	Significance	Significance score	Note
Behavioral Intention to use			
BI1	0,05	0,00	VALID
BI2	0,05	0,00	VALID
BI3	0,05	0,00	VALID
BI4	0,05	0,00	VALID
Variable	Significance	Significance score	Note
Trust			
T1	0,05	0,00	VALID
T2	0,05	0,00	VALID
T3	0,05	0,00	VALID
T4	0,05	0,00	VALID
Variable	Significance	Significance score	Note
Computer Self Efficacy			
CSE1	0,05	0,00	VALID
CSE2	0,05	0,00	VALID
Variable	Significance	Significance score	Note
Customer Satisfaction			
CS1	0,05	0,00	VALID
CS2	0,05	0,00	VALID
CS3	0,05	0,00	VALID

Reliability test is used to measure the level of reliability of the instrument. The test uses Reliability analysis using Cronbach Alpha. Tests were conducted on 104 respondents. Decision making based on the value of Cronbach Alpha > 0.9 then the reliability is perfect, if the value of Cronbach Alpha > 0.7 then the reliability is high, if the value of Cronbach Alpha is 0.5 - 0.7 then the reliability is moderate, if the value of Cronbach Alpha < 0.5 then low reliability. Instrument can be relied upon if the answer is consistent from time to time.

Table 4. Reliability Test Results

Variable	N of Parameter Items	Cronbach Alpha Score
Perceived Usefulness	4	0,818
Perceived Ease of Use	3	0,809
Behavioral Intention to Use	4	0,763
Trust	4	0,761
Computer Self Efficacy	2	0,752
Customer Satisfaction	3	0,744

4.3. Multiple Linear Regression Test

In this study multiple linear regression analysis is used to see the relationship of independent variables namely Perceived Usefulness, Perceived Ease of Use, Trust, Computer Self Efficacy and Customer Satisfaction with Intention to use stated in the equation:

$$Y = 0,913 + 0,002 X_1 + 0,188 X_2 + 0,033 X_3 + 0,184 X_4 + 0,410 X_5$$

Table 5. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients
	B
(Constant)	0,913
Perceived Usefulness	0,002
Perceived Ease of Use	0,188
Trust	0,033
Computer Self Efficacy	0,184
Customer Satisfaction	0,410

The variable regression coefficient Perceived Usefulness (X_1) shows a value of 0.002. This value shows very little positive direction. The better the Perceived Usefulness variable will affect the intention to use insignificantly.

The variable regression coefficient Perceived Ease of Use (X_2) shows a value of 0.188. This value shows a big positive direction. The better the Perceived Usefulness variable will significantly affect the intention to use.

Trust variable regression coefficient (X_3) shows a value of 0.033. This value shows a little positive direction. The better the Trust variable will affect the intention to use insignificantly.

The regression coefficient of the Computer Self Efficacy variable (X_4) shows the value of 0.184. This value shows a big positive direction. The better the Computer Self Efficacy variable will affect the intention to use significantly. Computer Self Efficacy variable regression coefficient shows a value of 0.184. This value shows a big positive direction. The better the Computer Self Efficacy variable will affect the intention to use significantly.

Customer Satisfaction variable regression coefficient (X_5) shows a value of 0.410. This value shows the biggest positive direction than the other

variables. The better the Customer Satisfaction variable will affect the intention to use significantly.

4.4. Partial Significance Test (t Test)

The t statistical test is conducted to find out whether the independent variables are Perceived Usefulness, Perceived Ease of Use, Trust, Computer Self Efficacy and Customer Satisfaction that are used whether it has a partial or own influence on the dependent variable namely Intention to Use. Decision making based on comparing the value of t count with t table and also based on Significance values. If the value of t count > t table and has a Significance value < 0.05, the independent variable has a partial effect on the dependent variable.

Table 6. T- Test Results

	t	Sig.
(Constant)	2,433	0,017
Perceived Usefulness	0,031	0,976
Perceived Ease of Use	2,368	0,020
Trust	0,340	0,735
Computer Self Efficacy	1,780	0,078
Customer Satisfaction	4,024	0,000

Based on Table 6 above, that is to see the effect of independent variables on the dependent variable by comparing the value of t count with t table. t count can be seen in the t value of each independent variable. For t table can be obtained using the distribution table t and using the formula $df = n - k - 1$, where N is the number of respondents namely ($df = 104 - 5 - 1 = 98$) using the distribution table t and the Significance level of 0.05. The value of t table is 1.9844.

In the Perceived Usefulness variable has t count 0.031 while t table 1.9844 with a Significance value of 0.976. Then the perceived usefulness variable does not have a partial effect on the dependent variable.

In the Perceived Ease of Use variable has t count 2.368 while t table is 1.9844 with a Significance value of 0.020. Then the Perceived Ease of Use variable has a partial effect on the dependent variable.

The Trust variable has a t count of 0.340 while t table is 1.9844 with a Significance value of 0.735. Then the trust variable does not have a partial effect on the dependent variable.

On the Computer Self Efficacy variable has t count 1.780 while t table 1.9844 with a Significance value of 0.078. Then the Computer Self Efficacy variable does not have a partial effect on the dependent variable.

The Customer Satisfaction variable has a t count of 4.024 while the t table is 1.9844 with a Significance value of 0.00. Then the Customer Satisfaction variable has a partial effect on the dependent variable and also has the largest partial influence compared to other independent variables.

4.5. Simultaneous Significance Test (F Test)

The F test aims to determine the effect of independent variables on Intention to Use. Decision making based on comparing the value of F count with F table and also based on significance values. If the value of F count > F table and has a significance value < 0.05, the independent variable has an influence simultaneously on the dependent variable.

Table 7. F Test Results

	F	Sig.
Regression	18,00	0,000

Based on Table 7 above, after the F test, the calculated F value is 18.00 with a significance of 0,000. With a calculated F value of 18.00 which means greater than F table of 2.31 and a significance value of 0.000 which means smaller than 0.05. Proving that the independent variables simultaneously have a positive and significant effect on Intention to Use in using the platform YouTube as a means of selling and buying.

4.6. Test of Determination Coefficient

The coefficient of determination is used to measure the ability of independent variables to influence the dependent variable. The influence of independent variables can be seen from the coefficient of determination as indicated by the adjusted R square value

Table 8. Determination Coefficient Test Results

Model	Adjusted R Square	Durbin Watson
1	.452	2,137

Based on table 8 above, it is known that the adjusted R square value is 0.452. Thus 45.2% of Intention to Use from users of the YouTube platform as a medium for buying and selling transactions is influenced by the dimensions of Perceived Usefulness, Perceived Ease of Use, Trust, Computer Self Efficacy and Customer Satisfaction. While the remaining 54.8% is influenced

by other variables not examined in the study.

4.7. Limitation of Research

This study has a problem limitation as follows:

- The researcher used 5 variables so that they could not explain all the variables that could influence the use of YouTube as a tool for buying and selling transactions.
- Researchers only conduct research to users of YouTube applications both desktop and mobile.
- Data collection using questionnaire instruments has limitations on respondents' answers, so respondents need to answer objectively.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

In the previous study [4] concluded that by improving the ICT Knowledge and familiarity of Technology it may boost Technology adoption. Whilst in this study by using Social Media Technology, it aims to see the effect of using the YouTube application as a trading transaction tool. Respondents used were as many as 104 respondents who used the YouTube application as an application-based trading transaction tool. Based on the results of the analysis, conclusions can be drawn as follows:

Testing the first hypothesis shows the influence of the **Perceived Usefulness (PU) variable on the intention of the YouTube application user as a means of buying and selling.** After doing research, the perceived usefulness variable does not partially

influence the intention to use YouTube as a buying and selling transaction tool. The Perceived Usefulness variable has a **slight positive direction in influencing the intention to use**. From the results above it is known that someone uses YouTube as a means of buying and selling rather than expecting the benefits he gets, but expect satisfaction of the content creator in the services provided by the YouTube application to them. Like the income he gets because he has a lot of views. From this, the content creator will feel more satisfied.

Testing the second hypothesis shows the influence of the variable **Perceived Ease of Use (PEOU) on the intentions of YouTube application users as a means of buying and selling**. After doing research, the variable perceived Ease of Use has a partial influence on the intention to use YouTube as a trading transaction tool. **The Perceived Usefulness variable has a large positive direction in influencing the intention to use**. The ease of making videos is important in using YouTube as a means of buying and selling. Because if someone has difficulty in making video it may demotivated the person in making videos.

Testing the third hypothesis shows the influence of **Trust variables (T) on the intentions of YouTube application users as a means of buying and selling**. After doing research the Trust variable does not partially affect the intention to use YouTube as a trading transaction tool. **Variable Trust has a positive direction that little in influencing intention to use**. Because a content creator doesn't need trust in the application it uses. They prioritize the satisfaction of what they get after using YouTube as a means of buying and selling. Like products that are sold increasingly popular or by selling these

products, there are many offers to endorse products from other people.

Testing the fourth hypothesis shows the influence of **Computer Self Efficacy variables (CSE) on the intentions of YouTube application users as a means of buying and selling**. After conducting research on the Computer Self Efficacy variable, it does not have a partial effect on the intention to use YouTube as a trading transaction tool. **Computer Self Efficacy variables have a positive direction that is quite large in influencing the intention to use**. Skills are the main thing in making an interesting video so someone can be influenced to buy the product. If someone has good skills in making videos, that person will more often use the YouTube application as a means of buying and selling because they will use these skills.

Testing the fifth hypothesis shows the effect of **Customer Satisfaction variable (CS) on the intentions of YouTube application users as a means of buying and selling**. After doing Customer Satisfaction variable research has a partial influence on the intention to use YouTube as a trading transaction tool. **Customer Satisfaction Variables have a large positive direction in influencing the intention to use**.

After answering all the hypotheses, the Final Conclusion which is contribute the most influential factors on decisions using YouTube as a tool to support buy or sell means in Surabaya and surrounding city is **Customer Satisfaction**. Because if someone is satisfied with the Products or services, they may increasingly use YouTube as a mean of buying and selling.

5.2. Recommendation

Based on the above conclusions, recommendations for further research that can add other variables which can increase the intensity of using YouTube as a means of buying and selling.

The results of the study found that the ease, skills and satisfaction of using YouTube as a means of buying and selling are important for video makers. The YouTube app can not only pay attention to the YouTube audience but the YouTube app can also pay attention to the content creator so that the video creator makes the use of the application that the YouTube audience can balance.

The YouTube application can pay attention to the Perceived Ease of Use, Computer Self Efficacy and Customer Satisfaction variables in encouraging YouTube as a means of buying and selling.

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