

ABSTRACT

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THE INFLUENCE OF FOODSTAGRAM ENDORSEMENT TOWARDS CUSTOMER BUYING INTEREST IN RESTAURANTS AND CAFÉS AROUND JAKARTA

(xvi + 109 pages; 12 figures; 25 tables; 4 appendices)

In this immensely competitive era, a high numbers of advertisement methods are being used to attract the attention of the customers. Endorsement has become one of the common method of advertisement. Nowadays, people unconsciously look up to endorsers who possess the dimensions of *visibility, credibility, attractiveness, and power* before finally arousing the *buying interest*. Non-celebrity endorser specifically Foodstagram accounts has become the main attention of this research.

This research aims to examine the positive influence of Foodstagram's *visibility, credibility, attractiveness, and power* towards *customer buying interest* in restaurants and cafés around Jakarta. In this research, the independent variables include *visibility, credibility, attractiveness, and power*, while the dependent variable includes *customer buying interest*. Data collection method conducted in this research combined both primary and secondary data through questionnaires distribution and literature reviews. This research uses quantitative approach and *Smart-PLS 3.0* is used to analyze the data obtained. Pretest and actual test are conducted through questionnaire distribution to 40 respondents and 190 respondents of purposive sampling. The actual test of this research has 82.1% of usable response rate which means only 156 data from respondents can be used for further analysis. *Partial Least Squares Structural Equation Modeling* (PLS-SEM) is used as a tool to analyze the research model and hypothesis testing analysis is also done to test the 4 hypothesis drawn for this research.

In conclusion, this research indicates that Foodstagram's *visibility, credibility, attractiveness, and power* all have a positive influence towards *customer buying interest* in restaurants and cafés around Jakarta. Also, based on the results of this research, the managerial implications can be formed as recommendations accordingly for both Foodstagram accounts around Jakarta and restaurants or cafés owners around Jakarta.

Keywords: *Social Media, Instagram, Foodstagram, Endorsement, Endorser, Influencer, Customer Buying Interest*

References: 106 (2000-2018)