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DOI: <https://doi.org/10.53555/eijbms.v7i3.123>

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## THE EFFECT OF FOOD VLOGGER'S ATTRIBUTE ON PURCHASING INTENTION OF CULINARY PRODUCT IN JAKARTA, BOGOR, DEPOK, TANGERANG AND BEKASI

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### **Abstract:-**

*To measure the effect of Food Vlogger's Attribute on Purchasing Intention of Culinary Product from Street Food Vendor in Jakarta. Use probability sampling techniques using judgmental sampling, who have watched Food Vloggers videos in YouTube and live in Jabodetabek at least 6 month from the questionnaire spread to the respondent via online. While the time horizon used is cross sectional studies that take the October to November 2020 range to 287 respondents who meet the criteria. The SEM method with SmartPLS 3.3.2 software is used in data processing. Physical appearance, Expertise, Trustworthiness, and Social Attractiveness have a positive effect on Attitude toward Products. Then Attitude toward Products and Content Sharing Intention have a positive effect on Purchase Intention, also Content Sharing Intention have a positive effect on Purchase Intention. this study have a practical impact that can be considered in relation to the world of advertising carried out using social media influencers, specifically the Food Vlogger (s) for products that are close to the food or culinary world*

**Keyword:-** *Food Vlogger's Attribute, Physical appearance, Expertise, Trustworthiness, Social Attractiveness, Attitude Toward Products, Content Sharing Intention, Purchase Intention*

## I. INTRODUCTION

Based on the data obtained by (PEW Research Center, 2019), Youtube is the social media with the highest percentage when the question is whether you have ever used certain social media. This takes USA respondents aged adults. This implies that Youtube is one of the largest social media or online platforms. Other interesting facts about Youtube to know based on the information provided by (Hootsuite.com, 2019) are: (1) Youtube has more than two billion users who log in every month. (2) On average, each user watches videos on Youtube for more than eleven minutes per day. (3) More than 70% of viewers will watch the next video to watch by following what is recommended by Youtube. (4) More than 70% of viewers who come to Youtube come by using a mobile device.

One of content in Youtube is reviews kind of places to eat. The creator or Youtuber which call Food Vloggers reviews on food places tend to be more likely to buy their products by consumers, because they have a relatively lower price range. Food Vloggers rarely even comes to a place that pays or invites directly. This is done to ensure that the video presented in the YouTube audience can be more objective in assessing the food being tried. Places to eat that have been included in the videos on these channels will usually experience a surge in the number of visitors.

This fact is also supported by previous research conducted by (Sharma, Harker, & Harker, 2009), which the end result of this research makes us come to the conclusion That recommendations from influencers which are part of social marketing play an important role in choosing what type of food to choose. In their research, the choice of food is more on types of healthy food or types of food that are categorized as less healthy, which of course also adds additional insight into the expected further goals in the research we conducted.

Furthermore, research specifically examines the effect of online endorsement on Purchase Decision of Online Culinary Products are specifically carried out by (Lusiah, Halim, & Noviantoro, 2017) who discovered that there was a direct relationship between endorsements made to all brands on the decision to buy a food item through online media. There are also interesting things found by (Araigy, 2018) which states that the majority of the respondents they studied showed a low level of influence in terms of buying an item. It is worth remembering that this research took place in Lebanon which might have a different cultural community than the previous research. In addition, this study also mentioned the celebrity that is used to campaign for a product. It should be seen clearly what has been promoted by a celebrity before, because it could be that the public will be confused if a celebrity has too much to promote products with a variety of niches. Even for fields that are completely unrelated to the impression displayed by the artist.

We also found an interesting study conducted by (Chen, 2017) which states that Word of Mouth is an important thing in the world of marketing. At this time the WOM process can be 'engineered' into a content endorsing, which is believed to be a new form of WOM in the online world. However, the term used is 'tie strength Affects sharing', in the sense that not all people who have watched videos on YouTube will feel bound and will ultimately make purchases on the goods made by the 'endorse'. In this case there could be a difference between 'subscribed' viewers and viewers who have not subscribed.

In addition, we also find many interesting things in previous studies such as those conducted by (Poturak & Softic, 2019), (Choi & Lee, 2019), (Marina & Herrerodiz, 2016), (Constantinides & Holleschovsky, 2016), (Yuksel, 2016), (Achmad & Hidayat, 2017) and (Lee & Watkins, 2016) which in the end made us interested in researching The Effect of Food Vlogger's Attribute on Purchasing Intention of Culinary Product from Street Food Vendor in Jakarta.

## II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### Food Vlogger

Vlogger is a term that is currently often used for content creators who use video as their means to carry out the creative process. They usually tell various things about their lives or can specifically discuss certain areas that they think are very interesting to be presented to the public. Because it is the largest video sharing media today, the term Vlogger is currently close to those who have channels on Youtube and have a large fan base. To facilitate research, we use psychological numbers, vloggers who have a subscriber number of more than one million people. This indirectly proves that a vlogger deserves to be studied further. This is still in line with the existing understanding in (Cambridge.org, 2020) which states that "someone who makes vlogs (= short films that record your thoughts, ideas, or opinions on a subject) and posts them on the internet." Meanwhile, we simply mean Food Vloggers that those who take the food theme on their Youtube channel, or most of the videos on the channel are videos that have a theme not far from food, presentation methods, and reviews about food or restaurants in various kinds of places.

### Vlogger's Attribute

Choi & Lee (2019) mentioned that there are three things that affect many people and are the main keys in the dissemination of important information. Physical Attractiveness is a physical thing that is in Food Vlogger such as good looks and attractive body. Meanwhile, social attractiveness is another thing physically attractive to a vlogger, such as how the vlogger communicates with the audience in the videos they make. Through the detailed discussion provided by (Ohanian, 1990) we can understand that credibility is very important. Attractiveness, expertise, and trust-worthiness which are the manifestations of this we can collectively take measurements. Attractiveness has so far been equated with Physical

Attractiveness. However, there is also Social Attractiveness, which in research conducted by (Lee & Watkins, 2016) has a stronger influence than Physical Attractiveness, so we agree to add this point as a unit of measurement

### **Attitude towards Products**

Yuksel (2016) provides detailed information that Attitude is an impression that appears (can be a negative or positive impression) that appears on a particular product or a certain brand. This is one of the important things that influences someone to do certain activities. Of course, apart from this, there are behaviors that are carried out without a certain attitude beforehand, which is beyond our discussion at this time. Posavac, Sanbonmatsu, Seo, & Iacobucci (2014) provides detailed information that Attitudes toward Product provides a very important perspective from the marketing side because it differentiates a product from other products even though it is still in one category. Attitude which changes from the measurement result at a certain time to another time ultimately makes a brand equity can experience a decrease or even an increase.

### **Content Sharing Intension**

Poturak & Softic (2019) stated that the communication that exists between social media can occur as if humans are related in real terms. This is what will eventually become the dominant factor why someone wants to share information with other people who are the closest people in their social environment. After that, if this can be trusted, then they will make a buying decision for products recommended by peers who do have a closer social relationship, even sometimes this negates the logical things that can be freely available on official sites that are managed professionally. Sui & Ke (2015) gives the view that content sharing intention is something that was born from a process of experience that was carried out in the past, and there is a desire to share this with peers. Because nowadays we often use social media, the media for disseminating this information can be in the form of social media, which in the end will also determine the final activities offered by a website. If the end goal, both implied and express, of information is the purchase of goods, then it is likely that the purchase of that item will occur.

### **Purchase Intention**

Garcia, Saura, & Orejuela (2020) states that purchase intention is an important thing to measure because the use of online media in terms of buying goods turns out to be a new distribution channel and introducing the concept that someone will have the intention to buy a variety of different demographics. Of course, in the end, buying an item or not is a personal matter and this research only measures how likely someone is to buy an item or service. Of course, before this final decision, someone will be exposed to Attitude Toward and Content Sharing Intention first.

### **Relationship between Vlogger's attribute and Attitude towards Product**

In the current era of globalization, attitude toward products feels much more important than the same thing in the past. Rosa (2006) provides information that stereotyping in food culture plays an important role in the niche market and can also act as an alternative to conventional products. Attitude toward this product is also a major determining factor in terms of intention to buy and final purchase decisions. Based on what has been described above, we build a basis for thinking, in accordance with previous research which revealed a positive relationship between Physical Attractiveness and Attitude toward Products. So that departing from this understanding we have the initial opinion that:

H1: Perceived Physical Attractiveness of vlogger(s) will positively affect the viewer's attitude toward products in the vlog

Expertise indicates the extent to which information sources are well-informed about their field and have accurate knowledge (Kim, 2005), information recipients evaluate the expertise of information sources on the basis of their level of experience, ability, intelligence, achievement, status, and knowledge on a given topic or issue (Kelly, et al., 1992). However, expertise is an attribute that the information receivers perceive the information source, so the expertise of the information source is subjective attribute (Yun, 2000). In other words, the information source does not necessarily have to be an expert by objective criteria (Friedman & Friedman, 1979). Also, consumers respond more favorably when the information source appears to be professional in the relevant field of information. In addition, (Wangenheim & Bayón, 2004) examined that the higher information recipients perceived the expertise of information sources, the greater the influence of information diffusion happens. In line with this finding, this study also predicted that the expertise of vlogger perceived by viewers after watching vlog will influence the content sharing intention and their attitude toward the products exposed in the vlog.

H2 : Perceived Expertise of vlogger(s) will positively affect the viewer's attitude toward products in the vlog

Previous research conducted by (Chen, 2017) resulted in an understanding that trustworthiness in the sense of social influencers is trustworthy and does not lie about the products it carries. Also, as a large amount of information can be obtained online in recent years, the trustworthiness of the online information source is attracting researchers' attention as an important factor in on-line communication. Trustworthiness is an important attribute of online information sources. According to previous research, trustworthiness of information source has had a statistically significant effect on the acceptance of oral information, consequentially it effects on the attitude and purchase intention (Park, 2009)

H3 : Perceived Trustworthiness of vlogger(s) will positively affect the viewer's attitude toward products in the vlog

The more a person sees themselves as similar to others, then the more likely they interact frequently with the person. Through these interactions with others one can confirm their own beliefs (Eyal & Rubin, 2003). In previous research conducted by (Lee & Watkins, 2016), it is also found that it is interesting that besides Physical Attractiveness, Social Attractiveness also determines Attitude Toward Products in the consumer luxury brand.

We want to try to measure whether the same thing happens to existing products in the culinary world

H4 : Perceived Social Attractiveness of vlogger(s) will positively affect the viewer's attitude toward products in the vlog

### Relationship between Attitude Towards Product and Content Sharing Intention

Research by (Yin, Wang, Xia, & Gu, 2019), took the setting of social interactions that occur on e-commerce sites. What we all understand is that E-commerce is user generated content (UGC), which means that only people who are joined and registered on the website can make interactions and purchases. Of course those who have not registered can just see the information offered, but when it comes to the purchase stage, of course that person must be registered first. The interaction that occurs in this case, when a person has made a purchase and is satisfied with the transaction made, that person has the possibility to share their shopping experience with peers and even write positive reviews or even participate in promoting what has been purchased

H5 : Perceived Attitude Toward Products will positively affect Content Sharing Intention

### Relationship between Content Sharing Intentions and Purchase Intention

Research by (Curvelo, Watanabe, & Alfinito, 2019), which implies that purchase intention is very much influenced by many factors. One thing that was explained was that consumer trust has a very significant effect on purchase intention. Why is intention important? Because humans do something, of course they have an intention first, especially if it turns out that what they are doing is related to the activity of spending money, which is considered a medium of exchange as well as a means of measuring welfare.

H6 : Perceived Content Sharing Intention will positively affect Purchase Intention

### Relationship between Attitude towards Products and Purchase Intention

Purchase intention becomes interesting to measure if it is also associated with psychological matters of end users. Attitude toward product can be a kind of sales prediction with quite high accuracy, because it is closely related to the psychological behavior of the end user. In addition, positive behavior towards a product, which could include the intention of sharing good information about a product, can also be an indicator of future sales of the product. Based on the results of previous research, we have an understanding that:

H7 : Perceived Attitude Toward Products will positively affect Purchase Intention

### Research Conceptual Framework

According to (Sekaran & Bougie, 2003) theoretical framework is the foundation on which all research projects are based. From a theoretical framework hypotheses can be drawn up that can be tested to find out whether formulated theory is valid or not. Then, it can be measured using appropriate statistical analysis. Based on the description of the previously discussed hypothesis building, we have previously determined the following variables and hypothesis

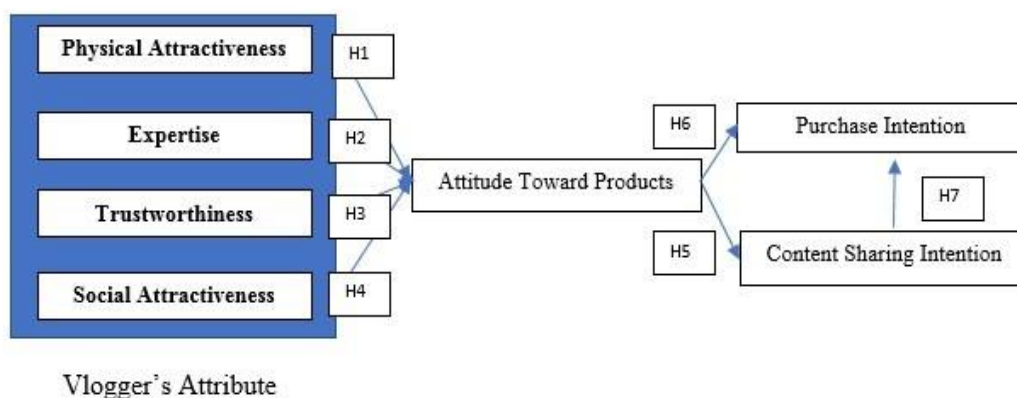


Figure 1. Research Framework

## III. METHODS

### Operational Definitions of Variables and Indicators

The method used in this research is quantitative method. Data was collected by distributing questionnaires to 287 respondents who has watched the Food Vloggers videos in Youtube at least 6 month from the questionnaire spread to the respondent via online. Operationalization of variables: Physical Attractiveness, Expertise, Trustworthiness, Attitude Toward Products, Content Sharing Intention, and Purchase Intention; performed using measurement items obtained from (Choi & Lee, 2019). Meanwhile, the Social Attractiveness variable is done by using measurement items obtained from (Lee & Watkins, 2016). The questionnaire used in this study uses a Likert 6 scale. the Likert scale examines how strong the subjects agree or disagree with statements on a six-point scale: 1 = Extremely Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Somewhat Agree, 5 = Agree, and 6 =

Extremely Agree

**Table 1. Variables and Items**

Variables	Items	Items Description	References
Physical Attractiveness	PHY1	I find him/her very attractive physically	(Choi & Lee, 2019)
	PHY2	I think she/he is (they are) quite pretty/handsome	
	PHY3	This (these) vlogger(s) has(have) a sophisticated image	
	PHY4	Others will want to resemble this vlogger(s)	
Expertise	EXP1	This (These) vlogger(s) know(s) about the posting very well	(Choi & Lee, 2019)
	EXP2	It is an undeniable fact that this (these) vlogger(s) is an (are) expert on the posting	
	EXP3	This vlogger(s) has a lot of experience with his/her (their) vlog topic	
	EXP4	This vlogger(s) is likely to see a lot of magazines related to her vlog content	
	EXP5	This vlogger(s) will give viewers information about her vlog content	
	EXP6	This vlogger(s) is likely to see a lot of videos related to her vlog content	
Trustworthiness	TRU1	This (these) vlogger(s) would be sincere every time	(Choi & Lee, 2019)
	TRU2	This (these) vlogger(s) would not either exaggerate or lie	
	TRU3	This (these) vlogger(s) would not pretend to know about what he/she (they) does (do) not know well	
	TRU4	This (these) vlogger(s) would not talk without grounds	
	TRU5	This (these) vlogger(s) would frankly present his/her	
Social Attractiveness	SOC1	This (these) vlogger(s) think(s) like me	(Lee & Watkins, 2016)
	SOC2	This (these) vlogger(s) is (are) similar to me	
	SOC3	This (these) vlogger(s) is (are) like me	
	SOC4	This (these) vlogger(s) share(s) my values	
	SOC5	This (these) vlogger(s) has (have) a lot in common with me	
	SOC6	This (these) vlogger(s) behaves like me	
	SOC7	This (these) vlogger(s) has (have) thoughts and ideas that are similar to mine	
	SOC8	I think he/she (they) could be (a) friend(s) of mine	
	SOC9	I would like to have a friendly chat with him/her (them)	
	SOC10	This (these) vlogger(s) treat(s) people like I do	
Attitude Toward Products	ATT1	The product exposed on the video is likable	(Choi & Lee, 2019)
	ATT2	Products in video can be trusted	
	ATT3	I feel positive about the products in video	
	ATT4	Products in video are reliable	
	ATT5	I like products in video	
Content Sharing Intention	CON1	The videos from Vlogger(s) are worth sharing	(Choi & Lee, 2019)
	CON2	If you share videos from Vlogger(s), your online/offline friends will also be interested in that videos	
	CON3	Followers of this (these) vlogger(s) would have similar interests	
	CON4	I want to share this video online and to inform about this (these) Vlogger(s)	
	CON5	I want to upload videos online again	
Purchase Intention	PUR1	I would like to use the products that have been exposed on the video	(Choi & Lee, 2019)
	PUR2	I am willing to purchase the exposed products on video	
	PUR3	This video will help you make a purchase decision	
	PUR4	If the price is similar, I will buy the product exposed on the video	

**Population and Sample**

Based on the responses obtained as many as 364, only 316 (86.81%) have watched Youtube videos with the food niche, and who live in Jabodetabek/Grater Jakarta or spend most of their time in Jabodetabek/Greater Jakarta, the remaining 287 people (90.82%). So that the number 287 respondents is the number we get for people who meet the criteria and answer all the questions on the questionnaires until they are finished and will be the reference figure The Sampling design is a

non-probability sampling techniques using judgmental sampling, who have watched Food Vloggers videos in YouTube and live in Jabodetabek at least 6 month from the questionnaire spread to the respondent via online. While the time horizon used is cross sectional studies that take the October to November 2020 range.

#### IV. RESULTS AND DISCUSSION

##### Sample Description

**Table 2. Sample Descriptive Information**

Criteria		Amount	%
Age	17 - 23 years old	20	6,97
	24 - 30 years old	93	32,40
	31 - 37 years old	95	33,10
	38 - 44 years old	50	17,42
	>45 years old	29	10,10
Gender	Man	143	49,83
	Woman	144	50,17
Education	Senior High School	22	7,67
	Diploma	19	6,62
	Undergraduate	197	68,64
	Graduate	43	14,98
	Post Graduate	6	2,09
Occupation	Student	17	5,92
	Government Employee	9	3,14
	State Owned Enterprise Employee	33	11,50
	Private Employees	152	52,96
	Entrepreneur	50	17,42
	Housewife	15	5,23
	Professionals	3	1,05
	Freelancers	7	2,44
	Retired	1	0,35
Average Income per month	< Rp5.000.000,00	54	18,82
	Rp5.000.000,00 - Rp10.000.000,00	114	39,72
	Rp10.000.000,00 - Rp15.000.000,00	37	12,89
	> Rp15.000.000,00	82	28,57

##### Realibility and Validity Test

The measurement results from the validity test that was carried out using the Smart PLS were basically looking at the correlation between each measurement item on each variable. The reliability test is carried out to explain how much the confidence level is if it is done using the specified measuring instrument. Reference figures in terms of validity and reliability testing that we use are where the variable is said to be reliable if the composite reliability value >0.70 (Nunnally, 1979), with Average Extracted variances (AVE) levels >0.50 (Bagozzi & Yi, 1988), and Outer Loading value >0.6 (Hulland, 1999). This is also in line with what was conveyed by (Sekaran & Bougie, 2016) and (Ringle, Wende, & Becker, 2015)

**Table 3. Construct Reliability and Validity**

Variables	Item	Loadings	Cronbach's Alfa	Composite Reliability	AVE
Physical Attractiveness	PHY1	0,865	0,858	0,904	0,701
	PHY2	0,831			
	PHY3	0,846			
	PHY4	0,807			
Expertise	EXP1	0,844	0,910	0,931	0,694
	EXP2	0,852			
	EXP3	0,896			
	EXP4	0,678			
	EXP5	0,863			
	EXP6	0,850			
Trustworthiness	TRU1	0,874	0,937	0,952	0,799
	TRU2	0,919			
	TRU3	0,904			
	TRU4	0,877			
	TRU5	0,894			
Social Attractiveness	SOC1	0,849	0,966	0,970	0,766
	SOC2	0,872			
	SOC3	0,887			
	SOC4	0,881			
	SOC5	0,923			
	SOC6	0,905			
	SOC7	0,900			
	SOC8	0,848			
	SOC9	0,844			
	SOC10	0,839			
Attitude Toward Products	ATT1	0,888	0,955	0,965	0,847
	ATT2	0,919			
	ATT3	0,938			
	ATT4	0,926			
	ATT5	0,930			
Content Sharing Intention	CON1	0,869	0,918	0,938	0,753
	CON2	0,915			
	CON3	0,873			
	CON4	0,878			
	CON5	0,799			
Purchase Intention	PUR1	0,910	0,934	0,953	0,834
	PUR2	0,929			
	PUR3	0,907			
	PUR4	0,908			

**Table 4. Discriminant Validity**

Variables	ATT	CON	EXP	PHY	PUR	SOC	TRU
Attitude Toward Products	0,921						
Content Sharing Intention	0,802	0,868					
Expertise	0,665	0,644	0,833				
Physical Attractiveness	0,555	0,653	0,723	0,838			
Purchase Intention	0,834	0,822	0,660	0,614	0,913		
Social Attractiveness	0,600	0,718	0,610	0,718	0,696	0,875	
Trustworthiness	0,790	0,739	0,683	0,633	0,763	0,615	0,894

**Hypothesis Testing**

In conducting hypothesis testing, we must assess the relationship between each variable in the Testing Model that we have previously presented. To assess this, this study was also conducted using the Smart PLS 3 data processing software according to (Ringle, Wende, & Becker, 2015). Of the 287 responses that were entered into the data, then engineering was carried out in the form of a bootstrapping method as if the calculations were used using 5000 samples that were normally distributed. The method chosen to test the hypothesis is by looking at the p-value of the relationship being measured. The null hypothesis is rejected if the p-value is > 0.05 (Filho, et al., 2013). Complete details of the results of testing the hypotheses built and the correlation between variables are presented in Figure 2



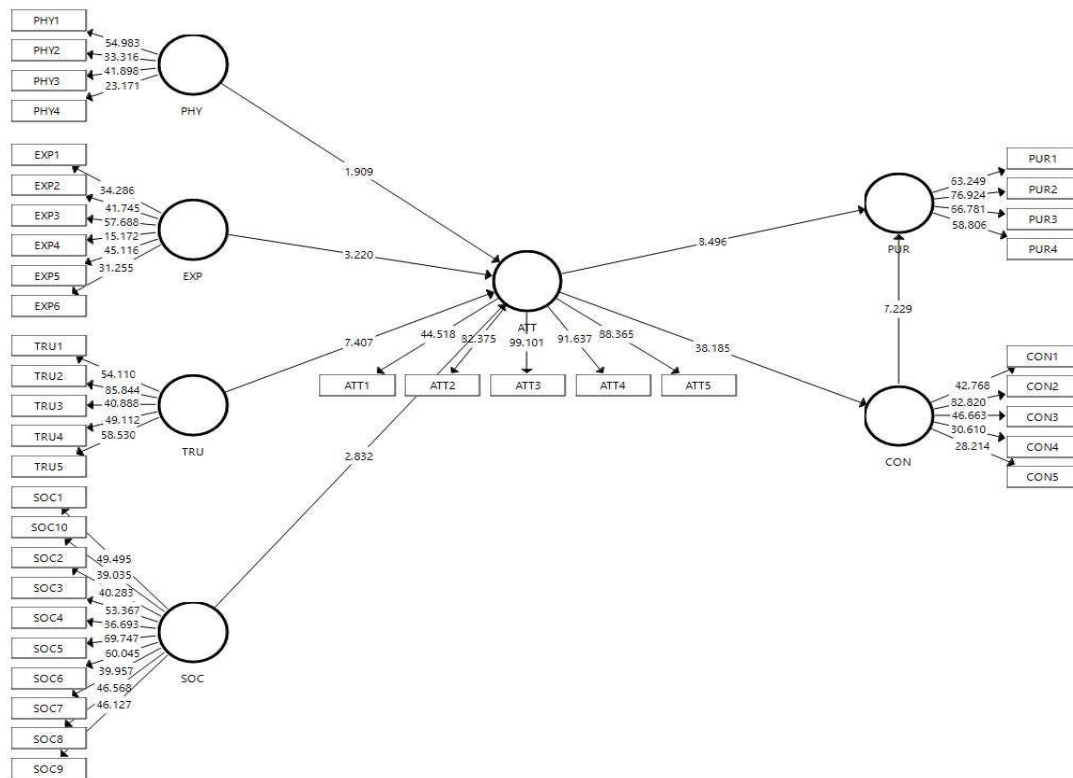


Figure 2. Result of Testing Model

Table 5. Summary of Statistical Hypothesis Test

Hypothesis	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Conclusion
H1	PHY -> ATT	-0,119	-0,114	0,062	1,909	0,028	Accepted
H2	EXP -> ATT	0,238	0,246	0,074	3,220	0,001	Accepted
H3	TRU -> ATT	0,596	0,586	0,080	7,407	0,000	Accepted
H4	SOC -> ATT	0,174	0,175	0,061	2,832	0,002	Accepted
H5	ATT -> CON	0,802	0,803	0,021	38,185	0,000	Accepted
H6	ATT -> PUR	0,491	0,490	0,058	8,496	0,000	Accepted
H7	CON -> PUR	0,428	0,429	0,059	7,229	0,000	Accepted

## V. DISCUSSION

A person's appearance is very important because it can make other people interested in relating to that person. Because humans are social beings, of course humans often relate to other people, and usually choose other people to relate to base on what they have in common. Physical appearance is often the first attraction (if not the main one) of someone wanting to connect with other people. Of course, before deciding to have a relationship or purchase in the end, physical attraction appears first. This is what is measured in H1 which has been accepted. Even in the world of Food Vlogger(s), we will first be interested in the vlogger before being interested in the product reviewed in the video produced by the Vlogger(s). Even though it has the smallest measurement result, it is 1.909; but still physical appearance is important. This can be different if the product being offered is a beauty product, of course this figure will be much higher.

Furthermore, the positive relationship between Expertise and Attitude toward Products has a number of 3.220, which also means supporting this positive influence. Expertise will certainly have a higher authoritative level so if a company wants to use social influencer services it should be in accordance with the company's product niche and it will be even more effective to use a vlogger (s) who are very experts in the fields that are related to these products.

Trustworthiness measurement of Attitude toward Products has the highest value (7.407) because indeed in the online world in Indonesia there are still many people who have not been properly educated to shop online safely. There are still many people who are deceived by the online buying and selling mode which in the end can cause this level of trustworthiness to become the most dominant for Attitude toward Products.



Social Attractiveness is also a thing that has a positive effect on Attitude toward Products (2.382) because it measures the similarity that Vlogger (s) has with the respondent. People who have similarities in many ways tend to want to follow what other people who have similarities say or do.

Someone who already has a positive Attitude Toward Products, of course, has the desire to share this experience with his/her peers (Content Sharing Intention). The push proved to be so strong with the number 38.185 which is the largest number from the study. Sharing this content can be done with various kinds of digital media channels that are owned or it can be telling directly to other people which of course provides positive news about a product.

Positive Attitude toward Products will ultimately make people have the desire to buy the products reviewed by Food Vlogger(s). The relationship between Attitude toward Products and Purchase Intention of 8.496 is sufficient to prove this. People who in their mind have a positive impression on a product will have the intention to buy. Meanwhile, purchases that will actually be made have many other factors that influence such as availability of resources and adequate access to products that are reviewed by the Food Vlogger(s).

Someone who has the value to spread positive information about a product, of course, also has a tendency to buy the product if other things allow the purchase of the product. This is evidenced by the positive relationship between Content Sharing Intention and Purchase Intention with a value of 7.229.

## **VI. CONCLUSION**

### **Implication of the Study**

After this research is done, of course the results of the research will directly contribute both theoretically and empirically to prove that marketing using influencers is indeed important. In addition, specifically this research is valid evidence that there is a direct or indirect relationship between social media influencers and audience purchase intentions to determine the effectiveness of an online marketing system using influencers. Although of course the activities carried out in the study did not specifically measure video content that was blatantly as an advertisement or paid content, in general the video content produced by the food vlogger(s). The results of this study also theoretically support that social media influencers are closely related to purchase intentions as in previous studies that have been conducted by (Choi & Lee, 2019), (Hermenda, Sumarwan, & Tinaprillia, 2019), (Lim, Radzol, Cheah, & Wong, 2017), and (Kudeshia & Kumar, 2017).

Therefore, the results of this study have a practical impact that can be considered in relation to the world of advertising carried out using social media influencers, specifically the Food Vlogger (s) for products that are close to the food or culinary world. This research can also be useful to be used as a guide for business owners when they are about to create new products, especially if they have a target market in Jabodetabek or a target market in accordance with the Food Vlogger (s) audience to be able to focus first on forming consumer responses by inviting Food Vlogger (s). to try to experience the product before marketing it massively. Food Vlogger (s) that already have a good reputation and can be trusted by the public can be the right marketing channel.

### **Limitation and Future Research**

This research was conducted to prove the generally accepted theory and provide a clearer picture of how the system using social media influencers works. The results of this study are expected to be used as reference material for further research with different demographics, so that they can be more enriching and prove that the generally accepted theory can still be proven at different conditions and times. However, this research was only conducted with respondents who live or spend most of their time on activities in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). It could be that different social arrangements in different areas will have different effects, because there are not too many Food Vlogger(s) taking settings outside of Jabodetabek/Greater Jakarta.

This research also only uses Youtube, because at the time this research was conducted, it was a medium for sharing videos with short to long duration that was very popular in the world. If on another occasion there are social changes in society which result in a larger alternative media than Youtube, then further research needs to be done on this media.

In general, there are limitations to the demographic classification of study participants as it is possible that different regions (even countries) and certain categories of consumers may provide different insights. It is also necessary to do further research in this regard.

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