

ABSTRACT

Yanuar Danang Ikhsan Dwi Hartono. 16819657

The Influence of Food Vlogger Ken & Grat's Youtube Culinary Review Content on Consumer Purchase Interest in Gacoan Noodles (Study on Adolescents Aged 17-25 Years in Depok City).

Keywords: Youtube Review Content, Ken & Grat, Purchase Intention.

(xii + 97 + attachment)

This research was conducted to measure the Effect of Food Vlogger Culinary Review Youtube Content on Consumer Purchase Interest in Gacoan Noodles (Study on Adolescents Aged 17-25 Years in Depok City). This study uses a positivistic paradigm with a quantitative approach. The theory used in this scientific research is the Uses and Gratification theory with the data testing stages carried out, namely: validity test, reliability test, normality test, heteroscedasticity test, simple linear regression analysis test, hypothesis test, t test, and also coefficient test determination. The calculating tool used in this scientific research is SPSS Version 26. The data used in this study was obtained from the results of distributing questionnaires with a sample of 100 respondents. The final results of this study explain that the Food Vlogger Culinary Review Youtube Content has quite a strong influence on the interest in buying Gacoan Noodles in adolescents aged 17-25 years in Depok City.

Bibliography (2000-2017)