

ABSTRAK

Pertumbuhan dan penggunaan internet membuat informasi sangat mudah diakses oleh siapapun dan kapanpun, hal ini dimanfaatkan oleh pemasar untuk mengembangkan metode iklan dengan memanfaatkan *platform* media sosial, serta menggunakan *influencer* untuk memperkenalkan produknya kepada konsumen. Instagram menjadi salah satu *platform* yang banyak digunakan oleh *influencer*, seperti *food influencer* yang banyak dipercaya oleh pemasar untuk memperkenalkan produk makanan dan minuman. Penelitian ini bertujuan untuk mengetahui niat membeli produk makanan berdasarkan ulasan *influencer* di Instagram, dengan melakukan uji pengaruh pada variabel *information adoption model* terhadap variabel *theory of planned behaviour*.

Analisis data penelitian ini menggunakan SmartPLS3 dengan metode survei dan teknik *non probability sampling* yaitu *purposive sampling*. penyebaran kuisioner dilakukan secara langsung kepada responden, dengan responden sebanyak 303 orang.

Berdasarkan hasil penelitian yang dilakukan, dapat disimpulkan bahwa terdapat hubungan antara *argument quality* dan *source credibility* terhadap *attitude toward information*. Terdapat hubungan antara *social norms* terhadap *subjective norms*. Terdapat hubungan antara *attitude toward information* dan *subjective norms* terhadap *purchase intention*. Tetapi tidak terdapat hubungan antara *perceived risk* terhadap *purchase intention*.

Kata Kunci : *information adoption model, theory of planned behaviour, argument quality, source credibility, attitude toward information, subjective norms, social norms, perceived risk, purchase intention, Instagram, influencer.*

ABSTRACT

The growth and use of the internet makes information very accessible to anyone and at any time, this is used by marketers to develop advertising methods by utilizing social media platforms, as well as using influencers to introduce their products to consumers. Instagram becomes one of the platforms that are widely used by influencers, such as food influencers, which are widely trusted by marketers to introduce food and beverage products. This study aims to determine the intention to buy food products based on influencer reviews on Instagram, studi base on the theory of planned behavior.

The data analysis of this study used SmartPLS3 with survey methods and non propability sampling technique, namely purposive sampling. the distribution of questionnaires was done directly to respondents, with respondents totaling 303 people.

Based on the results of research conducted, it can be concluded that there is a relationship between argument quality and source credibility of attitude toward information. There is a relationship between social norms and subjective norms. There is a relationship between attitude toward information and subjective norms on purchase intention. But there is no relationship between perceived risk and purchase intention.

Keywords: *information adoption model, theory of planned behaviour, argument quality, source credibility, attitude toward information, subjective norms, social norms, perceived risk, purchase intention, Instagram, influencer.*