

**THE INFLUENCE OF FOODSTAGRAM ENDORSEMENT TOWARDS CONSUMER  
ATTITUDE AND PURCHASE INTENTION**

**(A STUDY OF JOGJAFOODHUNTER INSTAGRAM ACCOUNT)**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana Manajemen  
(S1) in International Business Management Program Faculty of Business and Economics**

**Universitas Atma Jaya Yogyakarta**



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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, the author of this research, hereby declare that I compiled this research by myself. I am fully consent that the part of my writing does consists of others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

Yogyakarta, 14 July 2021

A handwritten signature in black ink, appearing to read 'Aloysia', is written above a solid horizontal line.

**Aloysia Danni Novena Adi**

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**Aloysia Danni Novena Adi**

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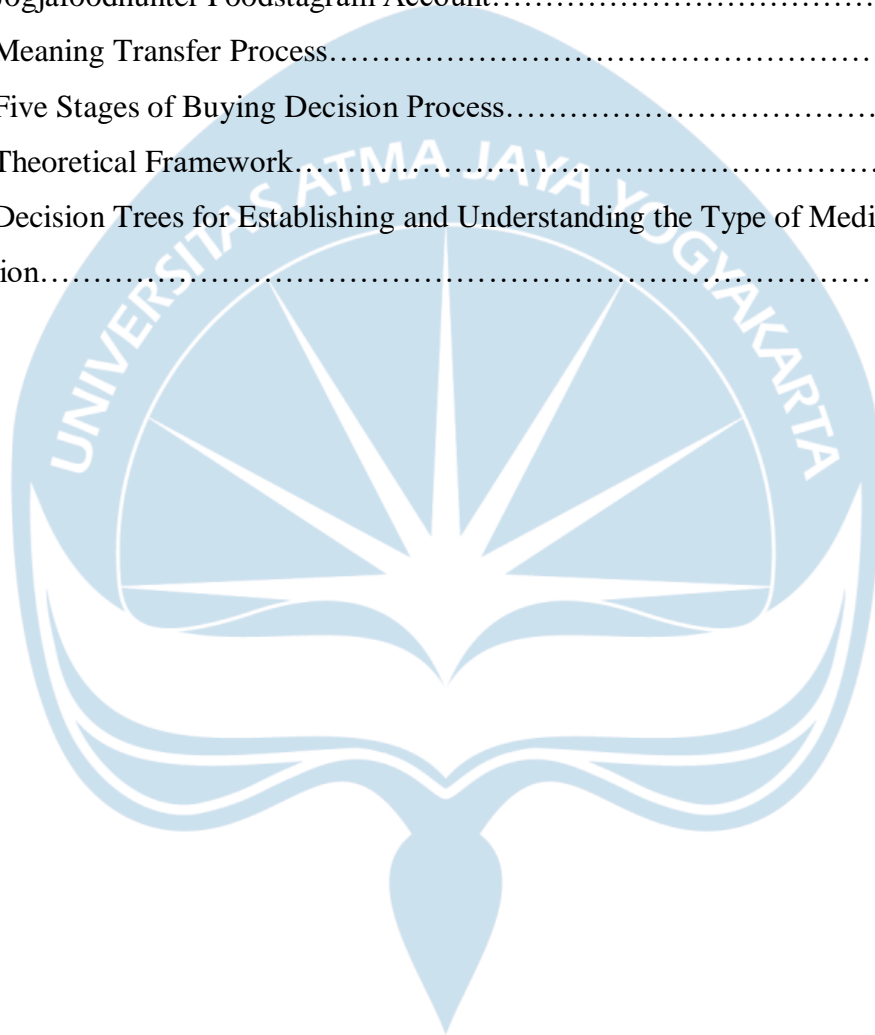
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**Abstract**

The objective of this research is to investigate the influence of foodstagram endorsement towards consumer attitude and purchase intention in Indonesia. The respondent of this research are Indonesian young adult (15 – 40 years old) who owns Instagram and have ever seen culinary advertisements from Jogjafoodhunter Instagram account with the total amount of 153 respondents. This research uses Multiple-Regression, Path Analysis, and descriptive statistics which are analyzed using SPSS.

Based on the analysis done in the current study, the result shows that two of the foodstagram endorsement elements, which are source of attractiveness and source of credibility significantly influence consumer attitude. Other than that, source of attractiveness and consumer attitude significantly influence the purchase intention. Consumer attitude also mediates the relationship of both source of attractiveness and source of credibility towards purchase intention. Meanwhile, source of credibility doesn't have a significant influence

towards purchase intention and product congruency shown to have no significant influence towards both consumer attitude and purchase intention.

**Keywords:** *Source of Attractiveness, Source of Credibility, Product Congruency, Consumer Attitude, Purchase Intention.*

