

ABSTRACT

The rise of social media in recent years, with YouTube as the most frequently used social media platform, which is about 93.8% in Indonesia, has changed and expanded the way individuals communicate, exchange information, and interact with others. Many of these individuals has gain millions of subscribers who are willing to adapt and engage every day through their content uploads on their YouTube channels, effectively causing them to be influenced in terms of choices and behavior. These digital media users with thousands of followers are referred to as influencers, who are seen by organizations as potential brand ambassadors who deliver messages that consumers find more trustworthy and engaging because of their more engaged relationships.

This study aims to determine the factors that influence consumer's purchase intention in gadget products in Indonesia. The data collection tool used in this study is questionnaire that has been distributed to five major cities in Indonesia, with a total of 450 respondents who had looked for gadget product references on YouTube and knew and had watched the GadgetIn YouTube channel.

To achieve the research objectives, the data analysis technique used in this study is descriptive analysis using the SEM-PLS approach to estimate hypotheses in the model used with the help of SmartPLS software to analyze the four proposed constructs, such as Informative Value, Expertise, Trustworthiness, and Attractiveness.

The results shows that the factors that influenced consumer's purchase intention in Indonesia for gadget products from the highest to the lowest are Attractiveness, Informative Value, and Trustworthiness. Based on the R-Square results obtained, the GadgetIn has been influenced consumer's purchase intention in Indonesia for gadget products by 23.6% and is influenced by other factors that not examined in this study. The effect of the moderator variables of age and gender does not affect consumer's purchase intention for gadget products. Involvement, as a moderator variable shows result to moderate the influence of Informative Value on Purchase Intention.

Keywords: Influencer Marketing, Purchase Intention, Influencer Endorsement, PLS modelling