

ABSTRACT

Instagram as a social media with a number of users reaching 89.15 million in Indonesia which also makes Indonesia the 4th most Instagram user in the world, has evolved to provide options for individuals to communicate, search for information and interact with other people through various its features. Many of these individuals gain thousands, hundreds of thousands, even millions of followers who are willing to adapt and engage every day through uploading photos and videos on their Instagram accounts, thereby indirectly influencing their users' choices and behavior.

Digital media users with large followings are called influencers, who are seen by companies as potential brand ambassadors who can convey messages that consumers view as more trustworthy and interesting because of their more closely involved relationships. This research aims to determine the factors that influence consumers' interest in purchasing culinary products in Cirebon City. The data collection tool in this research used a questionnaire distributed in Cirebon City, West Java, with a total of 155 respondents who had looked for culinary product references on Instagram and knew a number of local culinary influencers.

The results of this research indicate that the variables credibility, attractiveness, product suitability, informative value, and trust do not have a significant effect on purchase intentions. Meanwhile, involvement and gender variables cannot mediate the relationship between credibility and purchase intention. The age variable mediates the relationship between credibility and purchase intention. The involvement and gender variables do not mediate the relationship between attractiveness and purchase intention, while the age variable mediates the relationship between attractiveness and purchase intention. The remaining variables involvement, age and gender do not mediate the respective relationships between product suitability, informative value and trust on purchase intentions.

Keywords: Influencer Marketing, Purchase Intention, Influencer Endorsement, Social Media.