

**ANALYZING THE IMPACT OF FOOD BLOGGER REVIEWS AND BRAND
IMAGE TOWARDS CUSTOMERS' PURCHASE INTENTION IN JAKARTA,
INDONESIA**

By

Stephanie Danella Dwianthy

11303063

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION

HOTEL AND TOURISM MANAGEMENT CONCENTRATION

FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

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The Prominence Tower

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Revision after the Thesis Defense on July 18th 2017

Stephanie Danella Dwianthy

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYZING THE IMPACT OF FOOD BLOGGER REVIEWS AND BRAND IMAGE TOWARDS CUSTOMERS' PURCHASE INTENTION IN JAKARTA, INDONESIA

By

Stephanie Danella Dwianthy

Irma Martlani Nawangwulan, B.Sc., MBA, Advisor

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The growth of information technologies allows the potential customers to easily accessed the information regarding the product. Restaurant owners are forces the establishment to be aware of the needs of the customers and to give a detailed information regarding their product in order to receive a positive response from the customers. In order to survive within the restaurant competition, a good marketing strategy are needed, one of them is to give an information regarding the products through advertising. By using food blogger to make a positive review regarding the restaurant, it is hoped to attract the customers and increased their purchase intention.

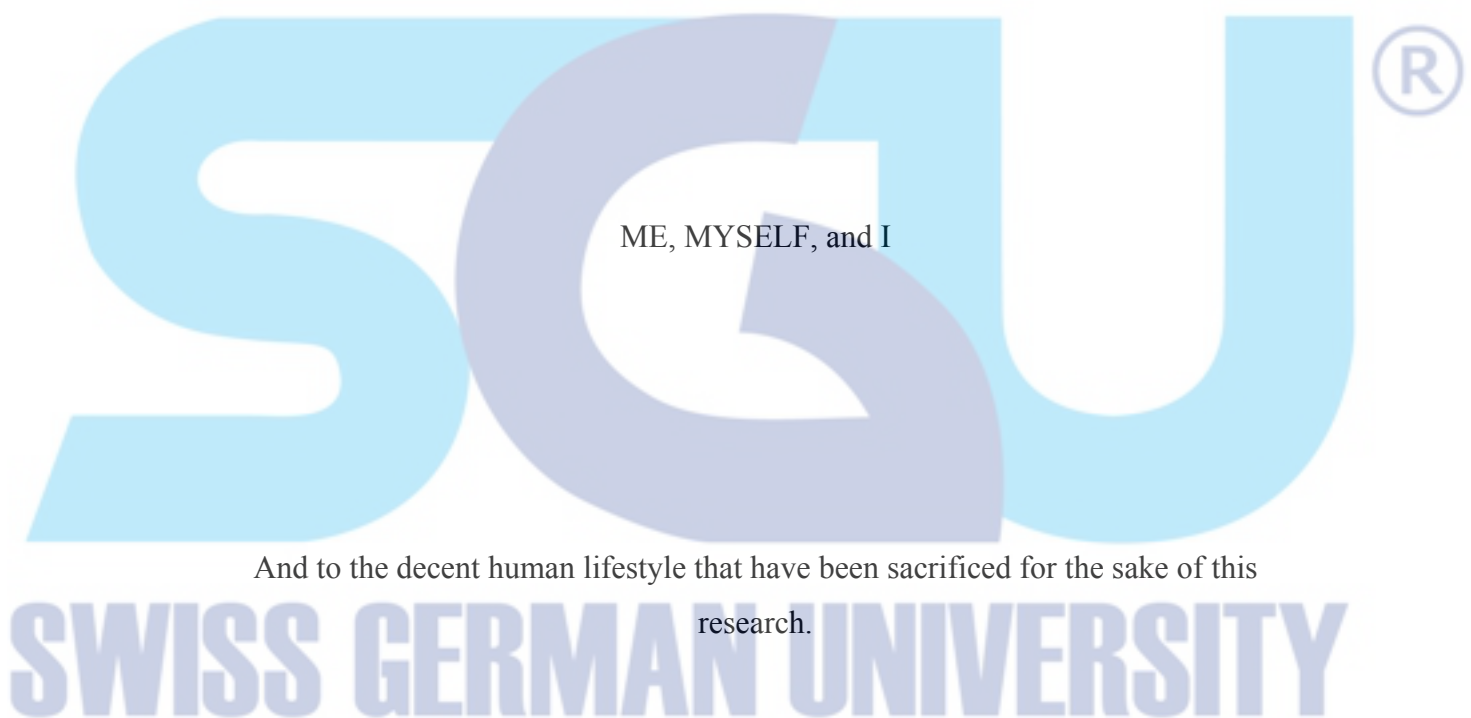
The main goal of this research is to analyze the impact of food blogger reviews and brand image towards customers' purchase intention. Samples are being gathered from the people who uses the review and/or follow the food blogger on their social media within Jakarta area, with the total of 130 respondents. The result of the multiple linear regression analysis shows that food blogger's credibility and brand image have a positive and significant impact towards customers' purchase intention.

Keywords : Food Blogger Review, Food Blogger Credibility, Brand Image, Purchase Intention



DEDICATION

I dedicate this works for the future of the love of my life who have always been there
for me, and the one that I love the most



Last but not least, to all the Soju, Whiskey, Vodka, Tequila, Gin and Beers during those depressing nights. Sincere apology to my most vital organ, my liver, because of the damage I caused. So here's a toast to you, liver, my most loyal companion. You have truly been the MVP of this research.

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I would like to give my sincere gratitude and appreciation to the following people without whom this thesis would be impossible to complete:

- ❖ My Papi and Mami, thank you for everything, especially giving birth to this super awesome human being, you guys rock!. Thank you for the emotional, physical, and financial supports that you guys gave to me. P.S.: raise my monthly allowance please. Just kidding. But serious.
- ❖ My one and only super annoying brother whose name is extremely long so lets just call him Dery. Pffft I beat you brother. 9 years vs. 4 years. Whops! See that 5 years gap? I still love you tho, well I have no choice I don't have other siblings. My Babies, Kimo, Loco, Ulil, and Koski who always pee on my bed, or took ¾ of my bed and my blanket away when we sleep.
- ❖ Mrs. Irma M. Nawangwulan, B.Sc., MBA, my deepest appreciation and loudest shout out goes to our beloved thesis advisor. Thank you for your time, guidance and patience on facing this "always late on submission" student. Thank you for not getting tired of me and to support me to **FINALLY** finish this thesis. And not to forget, my beloved Bingung Berjamaah/Anak Asuh Ibu Wulan Team; Everline, Syasya and Rivaldi.
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- ❖ My beloved ciwiks-ciwiks + 1 pria nyempil Adel, Agna, Bea, Iren, Acin, Monic, and Bebeb Niko without you guys, uni life would be as bland as a food without micin in it.
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And at last, for those who I cannot mention one by one, I am honored to be in your surrounding. Thank you. Ketjup tjiun, Kakak Darling.

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