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ANALYSIS THE EFFECT OF FOOD PHOTOGRAPHY WITH PURCHASE INTENTION AT UNIVERSITAS INTERNASIONAL BATAM

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Abstract

Social media has grown into a tool that is widely used by companies to promote their product. Instagram is one of a choice for many companies including culinary company. By utilizing Instagram and food photography with the help of social influence, we are interested in researching whether food photography has an influence in increasing student's buying interest along with other factors such as Instagram and Social Influence. This research was conducted by using survey method and was distributed at Universitas Internasional Batam. The result of this research is social influence brings more influence to student's buying interest compared to other factors such as Instagram and Social Influence.

Keyword: Purchase Intention, Instagram, Food Photography, Social Influence, Research