

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS THE EFFECT OF YOUTUBER RECOMMENDATIONS ON ONLINE PURCHASE INTENTION TOWARDS COMMUNITY IN BATAM CITY

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ABSTRACT

The purpose of this research is to understand the behavior of consumers who buy online that are influenced by youtube recommendations for people in Batam. The study analyzed the influence of the variables Trustworthiness, Information Quality, Perceived Benefits, Perceived Usefulness belongs to independent variable, Attitude is the mediating variable and Purchase Intention is the dependent variable.

Samples collected through a google form questionnaire totaling of 412 respondents were obtained from the Batam community. There were 44 respondents who had never made online purchases on youtube's recommendations so they were not used for further research. A total of 368 respondents can be processed for further research.

Purposive sampling method is used as a choice of sample techniques and data processing using the Partial Least Square (PLS) application program. The results of the final study stated that online purchase intention influenced by youtube recommendations, the independent variable which are Trustworthiness, Information Quality, Perceived Benefits, and Perceived Usefulness had a significant effect on Attitude as mediating.

Attitude variable mediating also had a significant effect on Purchase Intention as dependent. Attitude as mediating also has a significant effect on independent Trustworthiness and Perceived Usefulness on online Purchase Intention as in dependent.

Keywords: : youtube recommendation, attitude, purchase intention