

The role of influencer in affecting buying decision process towards F&B start-up businesses in Jakarta



Literature Review:

- Academic Journal Articles such as Sciences Direct
- Books
- Google Scholar



Quantitative Review:

- Questionnaires
- Location: Jakarta, Indonesia



Research Instrument:

- Validated questionnaires carried out by other authors
- Google Forms



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Introduction:

This study is to do research about whether influencers – to do word-of-mouth from their social media - are affecting consumer buying decision to visit Food and Beverage businesses in Jakarta.

Objectives:

- ❖ To review secondary data of marketing in Food and Beverage business and the relationship with influencer through social media.
- ❖ To analyse how consumer behaviour is affected by the influencer.
- ❖ To offer recommendations to F&B start-up businesses at Jakarta on the use of influencer.

This research makes a few contributions:

- ❖ Currently, Food and Beverage Businesses are using influencers do word of mouth marketing or influencer marketing to spread information about brands in food and beverage business on their social media. Advertiser and promotion are parts of product sales, it is a form of communication that is used to persuade an audience, reader or listener to act regarding a product, idea, or service .
- ❖ The growth of the culinary industry, especially restaurants in Indonesia is very rapid, especially in Jakarta. This can be seen from consumer spending on non-alcoholic food and beverages that are recorded to continue to increase year by year. Indonesia's consumer spending on food and non-alcoholic beverages in 2016 was recorded at USD 176.7 billion with estimated annual growth from 2016-2020 to be predicted at 9.4%

Results:

Answer from 115 respondents were received from doing the survey.

Conclusion:

The results shown that people in the range age of 19-28 years old, most of them use Instagram every day and follow local influencers and 99% of them are tempting after seeing and reading influencers' review about food since they like to have a new culinary experience.