

ABSTRACT

Do promotions through food blogger account is the way that is currently being sought after by the culinary business operators to introduce their restaurant. According to a report myYearbook in Hanifati (2015: 149) states that bloggers have a significant impact because 81% of people searching for information through social sites before making a purchase. In other words, the food blogger become a benchmark for people in considering whether or not a restaurant worth visiting. This research aims to determine the impact of social media promotion toward purchase intention on student in Bandung: study from food blogger on instagram.

This research is a quantitative research. The method used is descriptive - causal. The sampling technique used is a non-probability sample of the type of incidental sampling. The data collection was distributed with questionnaires to 400 respondents who are collage students in Bandung was using instagram and recognizing the phenomenon of food bloggers as media promotion. Data analysis technique used is multiple linear regression analysis.

From these research we got the result that the promotion through a food blogger on social media instagram towards purchase simultaneously significantly influence purchase intention of college student in Bandung. It can be seen from $F_{calculate} > F_{table}$ ($229,605 > 2,394$) and the level of significance $0.000 < 0.05$. Promotion through food bloggers in a social media instagram showing sub-variable context (X1) have a significant influence and the greatest. It can be seen from $t_{calculate} (9,400) > t_{table} (1,965973)$ and a significance level of $0.000 < 0.05$.

Based on the research results, it can be concluded that food blogger promotion through social media on instagram be in good category. Purchase intention of college student at Bandung in good categories. Promotion through food bloggers on instagram social media influential either simultaneous or partially on buying interest of college students in Bandung.

Keyword : Food Blogger, Promotion, Purchase Intention, Social Media Marketing