

ABSTRACT

With its various features, the price of the smartphone itself is not cheap and is included in the High Involvement Product. So that when making a purchasing decision, consumers will first go through various considerations from many alternatives, so consumers will be motivated to search for extensive information and use central line processing. David Gadgetin, as one of the technology influencers on the YouTube platform, is here to provide information about technology, one of which is creating review content through a video entitled "BEST cellphone recommendations for late 2023/early 2024!". David's central channel persuasion in conveying information is able to elaborate and encourage consumers who watch the video to make smartphone purchasing decisions. This research aims to find out how the influence of David Gadgetin's central route persuasion as a technology influencer has on smartphone purchasing decisions. The data collection technique was carried out by distributing questionnaires online to 400 respondents who met the required sample criteria. The research results show that there is a significant positive influence of central route persuasion on smartphone purchasing decisions of 76.3% so that the other 23.7% is influenced by other factors that are not known in this research. This shows that the presence of David Gadgetin as a technology influencer in conveying messages through a central route, which includes elements such as motivation and ability, encourages consumers to make smartphone purchasing decisions.

Keywords: smartphone, technology influencer, persuasion, central route, purchasing decision