

ABSTRACT

Subway, one of the international fast food chains, has opened their branch in Indonesia after a few years ago they decided to close their outlets in Indonesia. Of course, this is a topic of conversation for most Indonesians because some of them only know Subway from movies, the internet, or when they are abroad. Subway's return to Indonesia indicates a demand from Indonesian citizens for food and beverages from Subway. Even so, there are still many residents who are still unfamiliar with Subway products in Indonesia, so it is important for Subway Indonesia to determine a strategy so that their products can sell well in the market. To increase the output of this strategy, they have done various ways so that many people decide to buy products from Subway. This study aims to analyze the impact of social media food influencers as well as electronic word of mouth on purchasing decisions for Subway products with purchase intention as an intervening variable.

To achieve the objectives of this study, the authors conducted an empirical study by distributing questionnaires on the internet as a method for collecting data through respondents who met the sample criteria. The sample obtained in this study were 115 people who met the criteria, namely those who had purchased Subway products, were active on Instagram and YouTube, and knew and had interacted with content belonging to well-known food influencers, namely Tasyi Athasyia, Ken and Grat, and Dims the Meat Guy. The relationships between latent variables are measured using the Partial Least Square Structural Equation Modeling (PLS-SEM) method.

This research led to the discovery that Social Media Influencers have no influence on Subway consumer purchase intentions. On the other hand, Electronic Word of Mouth has a positive impact on consumer purchase intentions. Another finding from the analysis of variables in this study is that purchase intention has a significant positive relationship to purchase decisions.

Keywords: Social media influencer, electronic word of mouth, purchase intention, purchase decision, international fast food, Subway.