

ABSTRACT

THE INFLUENCE OF IPHONE 13 UNBOXING CONTENT ON THE PURCHASE INTEREST OF YOUNG ADULT CONSUMERS (Study Quantitative on Video on YouTube Social Media Account @Gadgetin)

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This study aims to determine whether the iPhone 13 Unboxing Content has an effect on the Buying Interest of Young Adult Consumers. This research uses a quantitative methods. The sample in this study was taken using a survey method with non-probability sampling technique, with a sample of 400 respondents, and data collection techniques using a questionnaire. In this study, the researcher uses the concept of unboxing (online customer review) which consists of six dimensions proposed by Flanagan & Metzger (2007) in Megawati (2018: 16), namely, Trustworthiness, Honest, Professional, Useful, Likeable and Interesting. Then on Variable Y, the researcher uses the concept of Buying Interest with dimensions according to Ferdinand (2014) namely Transactional Interest, Preference Interest, Reference Interest and Explorative Interest. Based on the results of simple linear regression analysis, it can be concluded that there is a positive influence between Unboxing Content on Buying Interest. The magnitude of the influence of iPhone 13 Unboxing Content on Buying Interest is 0.750, which means it is quite strong. This shows that the contribution of iPhone 13 unboxing content to young adult consumers' buying interest is 56.2%. While the other 43.8% are influenced by other factors outside the research variables which can be explained by factors not examined in this study.

Keywords : Unboxing Content, Online Customer Reviews, Buying Interest, Gadgetin

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