

## ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui hubungan antara faktor personal followers dari selebgram @nexcarlos terhadap minat beli kuliner Indonesia. Hipotesis dalam penelitian ini adalah adanya hubungan positif antara faktor personal seperti sikap, persepsi kontrol dan norma objektif dengan kecenderungan minat pembelian kuliner khas Indonesia. Subjek penelitian ini berjumlah 168. Penelitian ini menggunakan metode penelitian kuantitatif dengan desain korelasional. Hasil penelitian ini didapatkan data yang menunjukkan hasil bahwa  $t$ -hitung >  $t$ -tabel yaitu 8,028 > 1,654 sehingga dinyatakan bahwa terdapat hubungan positif antara faktor personal followers dengan minat beli kuliner Indonesia.

**Kata Kunci:** *faktor personal, selebgram, remaja, intensi minat beli, kuliner Indonesia*

### Abstract

The observation aims to determine the relationship between personal factors of the followers @nexcarlos on buying interest in Indonesian culinary. The hypothesis in this study is that there is a positive relationship between personal factors such as attitudes, perceptions of control and objective norms with the tendency to buy Indonesian culinary. The subjects of this study amounted to 168 student from hig school 66 Jakarta. This study used a quantitative research method with a correlational design. The results of this study obtained showing that  $t$ -count >  $t$ -table is 8.028 > 1.654 so it is stated that there is a positive relationship between personal factors of personal followers and interest in buying Indonesian culinary.

**Key Words:** *personal factors, celebrities, teenagers, intention to buy, Indonesian culinary*