

**THE EFFECTS OF INFLUENCER PERSONALITY AND SOCIAL MEDIA
CONTENT TOWARDS CUSTOMER PURCHASE INTENTION IN THE
RESTAURANT INDUSTRY.**



Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka (UTeM)

**THE EFFECTS OF INFLUENCER PERSONALITY AND SOCIAL MEDIA
CONTENT TOWARDS CUSTOMER PURCHASE INTENTION IN THE
RESTAURANT INDUSTRY**

NUR FAIZAH BINTI MOHAMMAD



This thesis is submitted in fulfilment of the requirements for the award of Bachelor
of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)

2024

DECLARATION OF ORIGINAL WORK

“I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with the source clearly.”

SIGNATURE

: 

NAME

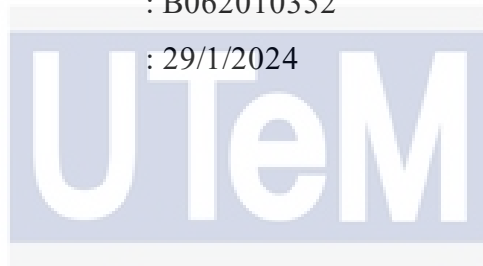
: NUR FAIZAH BINTI MOHAMMAD

MATRIC NO

: B062010352

DATE

: 29/1/2024





اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SUPERVISOR'S APPROVAL

“I hereby declared the work I am submitting for assessment contains no section copied in whole or in part from any other resource unless explicitly identified in quotation marks and with detailed, complete, and accurate referencing.”

Approved by,

Signature	:	
Supervisor's Name	:	DR MOHD AMIN BIN MOHAMAD
Date	:	29/1/2024
Signature	:	
Panel's Name	:	EN. ALBERT FEISAL @ MOHD FEISAL BIN ISMAIL
Date	:	29/1/2024

DEDICATION

I would like to dedicate my appreciation to my beloved parents who supported me spiritually and financially. A special thanks to my supervisor who guided me throughout this research and even thanks to my friend who helped and assisted me through the journey of research. To Allah SWT, the Almighty, and Muhammad SAW, the best teacher, and messenger.

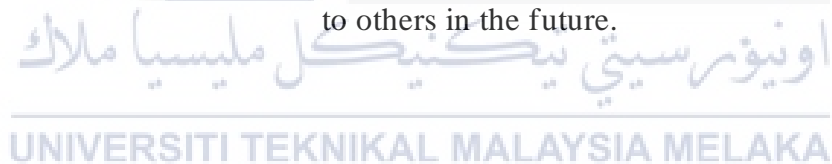


ACKNOWLEDGEMENT

First and foremost, I would like to take this opportunity to express my deepest appreciation to my supervisor, Dr. Mohd Amin bin Mohamad, for his guidance and encouragement while completing this final year project. With his guidance, I successfully managed to finish my final year project. Besides, I am sincerely grateful and appreciate the other lecturers and staff at FPTT who provided valuable information throughout the research.

In addition, I would like to thank the previous researchers who did their research papers. This topic of research papers might be different, but the theory and knowledge provided were helpful and useful.

The appreciation is also extended to the respondents who spent their precious time in answering my questionnaire. Finally, appreciation goes to those who were involved either directly or indirectly in this project. Hopefully, this report will be a reference to others in the future.



ABSTRACT

Businesses are now focusing on social media platforms to promote their products or services. They use social media influencers, who have a large following, to give positive reviews of their products or services and increase sales. The goal of a recent study was to discover the impact of influencer personality and social media content on customer purchase intention in the restaurant industry. Factors such as expertise, attractiveness, entertainment value, informative value, short form video, images, and live video were analyzed using a quantitative technique in the form of a questionnaire survey. The study involved 128 UTeM student respondents who had used social media influencers to find their restaurant preferences. The data collected was analyzed using Pearson Correlation, Multiple Regression analysis, and ANOVA with the help of Statistical Package of Social Science (SPSS) version 27 software. The study found that informative value, short form video, images, and live video positively correlated with customer purchase intention in the restaurant industry. The results indicated that images in social media content have the most significant impact on customer purchase intention in the restaurant industry. The study concluded that the independent variable for social media content had a higher impact on customer purchase intention, with an R square value of 0.728, meaning 72.8% of customers in the restaurant industry were influenced by it. It was suggested that future researchers could carry out their research with a different sample size, population, or a comparative study of two or more states to obtain more impactful results.

Keywords: influencer personality, social media content, customer purchase intention, the restaurant industry

ABSTRAK

Perniagaan kini menumpukan pada platform media sosial untuk mempromosikan produk atau perkhidmatan mereka. Mereka menggunakan pengaruh media sosial, yang mempunyai pengikut yang ramai, untuk memberikan ulasan positif tentang produk atau perkhidmatan mereka dan meningkatkan jualan. Matlamat kajian baru-baru ini adalah untuk menemui kesan personaliti pengaruh dan kandungan media sosial terhadap niat membeli pelanggan dalam industri restoran. Faktor-faktor seperti kepakaran, daya tarikan, nilai hiburan, nilai bermaklumat, video bentuk pendek, imej, dan video langsung telah dianalisis menggunakan teknik kuantitatif dalam bentuk tinjauan soal selidik. Kajian itu melibatkan 128 responden pelajar UTeM yang telah menggunakan pengaruh media sosial untuk mencari pilihan restoran mereka. Data yang dikumpul dianalisis menggunakan Korelasi Pearson, Analisis Regresi Berganda, dan ANOVA dengan bantuan perisian Statistical Package of Social Science (SPSS) versi 27. Kajian mendapati bahawa nilai bermaklumat, video bentuk pendek, imej, dan video langsung berkorelasi positif dengan niat membeli pelanggan dalam industri restoran. Keputusan menunjukkan bahawa imej dalam kandungan media sosial mempunyai kesan paling ketara terhadap niat membeli pelanggan dalam industri restoran. Kajian itu merumuskan bahawa pembolehubah bebas untuk kandungan media sosial mempunyai kesan yang lebih tinggi terhadap niat membeli pelanggan, dengan nilai R persegi 0.728, bermakna 72.8% pelanggan dalam industri restoran dipengaruhi olehnya. Adalah dicadangkan bahawa penyelidik akan datang boleh menjalankan penyelidikan mereka dengan saiz sampel yang berbeza, populasi, atau kajian perbandingan dua atau lebih negeri untuk mendapatkan hasil yang lebih berkesan.

Kata kunci: personaliti influencer, kandungan media sosial, niat membeli pelanggan, industri restoran

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK	i
SUPERVISOR’S APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
ABSTRAK	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction.....	1
1.2 Background of Study.....	1
1.3 Problem Statement.....	3
1.4 Research Questions.....	5
1.5 Research Objectives.....	5
1.6 Scope and Limitation.....	5
1.7 Significance of Study.....	6
1.8 Structure of Research.....	7
1.9 Definition of Term.....	7
2.0 Summary.....	8
CHAPTER 2	9
LITERATURE REVIEW	9
2.1 Introduction.....	9
2.2 Restaurant Industry.....	9
2.3 Customer Purchase Intention.....	10

2.4 Influencer Personality	11
2.5 Social Media Content.....	16
2.6 Proposed Research Framework.....	20
2.7 Hypothesis Development	22
2.8 Summary.....	25
RESEARCH METHODOLOGY.....	26
3.1 Introduction.....	26
3.2 Research design.....	26
3.3 Methodology Choice.....	27
3.4 Data Source.....	28
3.5 Survey Instruments.....	29
3.6 Data Analysis Tools.....	36
3.7 Research Area.....	38
3.8 Time Horizon.....	39
3.9 Summary.....	39
CHAPTER 4.....	40
ANALYSIS AND DISCUSSION.....	40
4.1 Introduction.....	40
4.2 Pilot Test.....	40
4.3 Respondents' Demographic Analysis.....	42
4.4 Descriptive Analysis.....	49
4.5 Reliability Analysis.....	60
4.6 Pearson Correlation Analysis.....	62
4.7 Multilinear Regression Analysis (MRA).....	64
4.8 Hypothesis Testing.....	72
4.9 Summary.....	75
CHAPTER 5.....	76

DISCUSSION AND CONCLUSION	76
5.1 Introduction.....	76
5.2 Summary of Frequency Analysis.....	76
5.3 Scale Measurement.....	77
5.4 Discussion on Research Objectives.....	78
5.5 Implication of the Research.....	80
5.6 Limitations and Recommendations.....	81
5.7 Conclusion	82
REFERENCES	83
APPENDIX	89



LIST OF TABLES

Table 1: Structure of Research.....	7
Table 2 : Likert Scale.....	29
Table 3 Guideline for Coefficient of Cronbach’s Alpha	41
Table 4 Reliability Statistics for Pilot Test	41
Table 5 Summary of the Demographic Details of the Respondents	42
Table 6 Respondents Gender.....	43
Table 7 Respondents Race.....	44
Table 8 Respondents Age.....	45
Table 9 Respondents Faculty.....	46
Table 10 Respondents Years of Study	48
Table 11 Expertise.....	49
Table 12 Entertainment Value.....	50
Table 13 Informative Value.....	51
Table 14 Attractiveness.....	53
Table 15 Short Form Video	54
Table 16 Images	55
Table 17 Live Video.....	57
Table 18 Customer Purchase Intention.....	58
Table 19 Case Processing Summary and Reliability Statistics.....	60
Table 20 Reliability Statistics for all Variable.....	61
Table 21 Relationship Interpreted through R-Value.....	62
Table 22 Pearson Correlation Coefficient Analysis.....	62
Table 23 Model Summary.....	64
Table 24 ANOVA	65
Table 25 Coefficients.....	66
Table 26 Model Summary for Influencer Personality	67
Table 27 ANOVA for Influencer Personality	68
Table 28 Coefficients for Influencer Personality.....	68
Table 29 Model Summary for Social Media Content.....	70
Table 30 ANOVA for Social Media Content.....	70
Table 31 Coefficients for Social Media Content.....	71



LIST OF FIGURES

Figure 1 The 5 Biggest Social Media Challenges Brands are Facing in 2022 (Forsey, 2021) 3	3
Figure 2 Framework developed by Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023, February 2). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis..... 12	12
Figure 3 The most engaging types of social media content in 2023 (Jansasoy, 2023) 17	17
Figure 4 Research Framework of The Effects of Influencer Personality and Social Media Content towards Customer Purchase Intention in the Restaurant Industry.... 21	21
Figure 5 Respondents Gender 44	44
Figure 6 Respondents Race..... 45	45
Figure 7 Respondents Age 46	46
Figure 8 Respondents Faculty 47	47
Figure 9 Respondents Years of Study 48	48

CHAPTER 1

INTRODUCTION

1.1 Introduction

This research aims to examine the effects of two independent variables which include influencer personality and social media content with the dependent variable which is customer purchase intention in the restaurant industry in Melaka. In this chapter, the researcher discussed the background of the study, problem statement, research objective, research questions, the scope and limitation of the study, the significance of the study, structure of the proposal, followed by the overall summary of Chapter One.

1.2 Background of Study

Twenty-five million people in Malaysia are active social media users. In today's digital age, businessmen think a lot about the full use of social media influence on their business. Social media platforms are now the main target for businesses to promote their products or services. Businesses now use social media influencers to increase their sales by paying influencers who have a lot of followers to make good reviews of their products or services. A good influence can give a good response to a business. Not to be missed, the food industry also takes this opportunity to pay social media influencers for food and service reviews in their restaurants.

In Malaysia, the use of social media is increasing day by day proving that marketing through social media can provide many benefits to businesses. An influencer is someone who can influence others in making decisions by using expertise, knowledge, rank, or relationships. Meanwhile, social media influencers are people who use social media to create content that they are experts or knowledgeable about to attract followers. Consistently, upload content about their areas of expertise and provide opinions and insights to establish a close relationship with their followers (Geysler, 2023). Influencer marketing is the result of an agreement between a social media influencer and a brand that wants to promote a product or service (McKinsey & Company, 2023).

Using influencers as a medium to deliver products or services that are carried out to focus on businesses such as cosmetics, clothing, and others because they are well received by social media users or their followers. A mistake in choosing a good influencer will have a deep impact on a business. If the business hires the wrong influencer, it is most likely that the business will not have a positive effect and may cause losses. Businesses need to find out some important personality traits about an influencer such as their characteristics and the type of content they produce before deciding to hire them.

According to Forsey (2021), from his experience, making content is hard. And it seems that most advertisers agree with this. 24% of marketers say their biggest problem in 2022 will be making content that people want to read. Creating good content for social media takes time, so think about how you can get the most for your money by using the same content in different ways. For example, if you take the time to make a 10-minute YouTube video about a topic, you can cut small pieces from it to use on short-form channels like Instagram Stories, Snapchat, or TikTok (Forsey, 2021). As we come out of the worst plague in decades, restaurant owners still must deal with a lot of problems in running their businesses (Occhiogrosso, 2022). Sixty-four percent of people buy something after watching a branded video on social media (Munjal, 2021). Branded videos not only help spread the word about your brand and your delicious food, but they also show how your business works. The careful

customer of today wants to look around your restaurant to see what safety measures you take when cooking or serving food. A simple behind-the-scenes clip can give them the courage to go to your restaurant or order online.

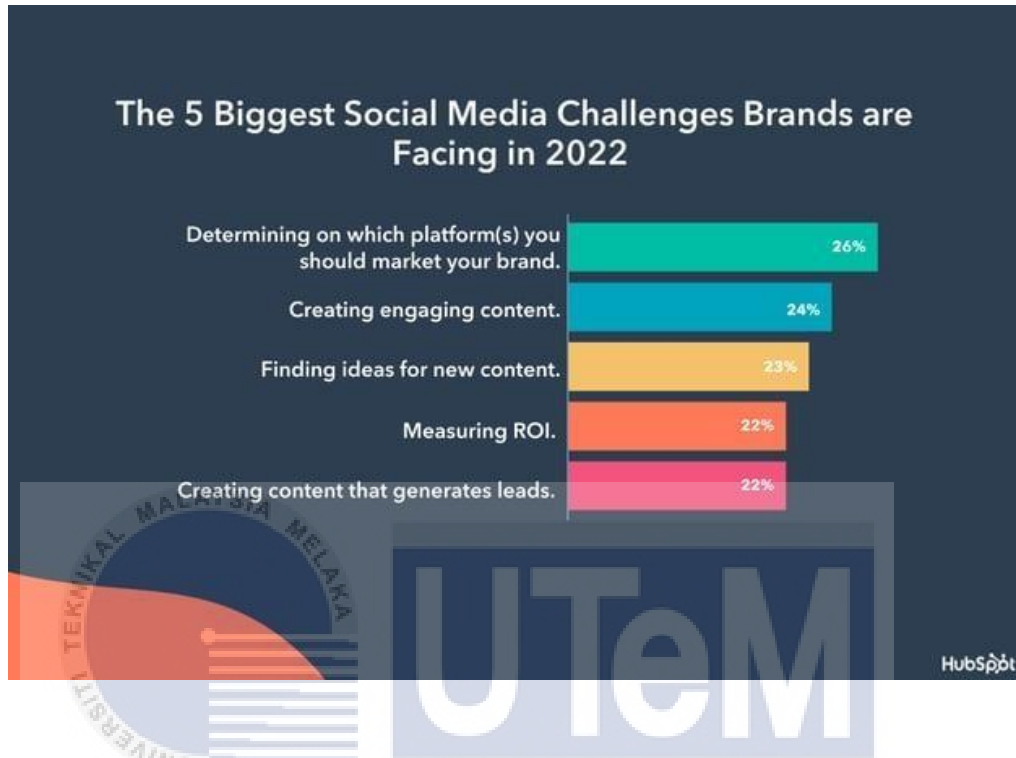


Figure 1 The 5 Biggest Social Media Challenges Brands are Facing in 2022 (Forsey, 2021)

1.3 Problem Statement

Social media is a kind of platform that makes it easy for people to connect, share, and do various activities to fill their free time. The top four social media that are frequently used throughout the country are Facebook, YouTube, WhatsApp, and Instagram (Chaffey, 2023). According to statistics, the population of social media users in the world is as much as 60%. Social media is not only used by ordinary users. In fact, entrepreneurs are now actively using social media to market products or services. This is because the rate of social media users increases from year to year. In Malaysia, Facebook, Instagram and TikTok are frequently using social media applications. As many as 75% of social media users use the platform to find and review items they want to buy online.

Competition in today's business has a great impact on today's business. Various online channels that can be used to market products or services are a big challenge for businesses, especially those that are old and outdated. Business owners make many mistakes when venturing into online marketing and one of them is a wrong understanding (Ghazali, 2020).

Businesses that are not yet good at applying influencer marketing in marketing their products or services are slow to move to compete with businesses that have applied it. This is because using influencer marketing can help give brand awareness to social media users. By marketing the business brand through influencers, it can spread more quickly and easily. Potential customers can find out business details such as store name, location, menu, and operating hours only through influencer marketing (Venea Marketing, 2023).

The restaurant sector needs to understand how diners' restaurant choices are influenced by the use of social media material (Yarış & Aykol, 2021). Eating (out) is thought to have a big influence on people's lives. Examining the possible effects of social media usage in this industry is imperative from this perspective (Fleming- Milici & Harris, 2020). The majority of food and beverage firms are active on social media. Research on social media's role in restaurant choices has been spurred by the platform's rise. Few research has looked at how social media affects consumer issues related to restaurants, such as restaurant choice (Hwang & Park, 2015; Ramos et al., 2020; Tiwari & Richards, 2013), purchase intention, brand equity, and perceived image (Lim et al., 2019), and restaurant experience (Mhlanga & Tichaawa, 2017). While Ramos et al. (2020) looked at social media elements (like restaurant notoriety and digital material created by the organization) that affect restaurant selection, Tiwari and Richards (2013) assessed the effects of peer and anonymous social networks on restaurant demand. Only Hwang and Park (2015) examined the influence of social media use on restaurant selection using qualitative data.

Through this study, businesses that are new to using influencer marketing can find out what elements to look for from influencers based on two aspects, namely the

influencer's personality and social media content. This is so that the business can increase the buying intention of customers, especially in the restaurant industry.

1.4 Research Questions

The research questions for this study are shown below: -

1. What are the effects of influencer personality towards customer purchase intention?
2. What are the effects of social media content towards customer purchase intention?
3. Which factor has more impacts on customer purchase intention?

1.5 Research Objectives

This research targets to gain the effects of influencer personality and social media content towards customer purchase intention in the restaurant industry. The main objectives of the study are shown in the following: -

1. To determine the effects of influencer personality towards customer purchase intention.
2. To examine the effects of social media content towards customer purchase intention.
3. To identify which factor has more impact on customer purchase intention.

1.6 Scope and Limitation

1.6.1 Scope of Study

This study looks into how social media content and influencer personalities effect consumers' intentions to buy in Melaka's restaurant business. This study aids academics in determining which factors in the restaurant industry have a greater

influence on customers' intentions to purchase. Additionally, the focus of this study is on how social media content affects customers' buy intentions in the restaurant business, as well as the influence of influencer personalities.

1.6.2 Limitation of Study

The limitation of this research is it only focuses on customers who use social media platforms to find restaurants and viral food in Melaka based on reviews from influencers. Another limitation when conducting this research is to ensure the data that has been gathered is correct. This is because some respondents may not be truthful or patient when answering the questionnaire. As a result, it will have an impact on the data's accuracy.

1.7 Significance of Study

By doing this research, the researcher can obtain data about the elements that help to gain customer purchase intention in the restaurant industry. Besides, this research can help the researcher to understand more on the effects of influencer personality and social media content towards customer purchase intention are. Not only that, but this research will also benefit restaurants or any food industry that wants to market their business through social media influencers.

The researcher can collect data regarding the variables that contribute to the customer's purchase intention towards the restaurant industry by conducting this research. In addition, this study may be able to help the researcher to understand more the elements that influence the customer's purchase intention towards the restaurant industry. Not only that, but the results of this study will also be useful to the restaurant industry to help them choose elements that suit influencers before marketing their business through social media influencers to be more effective.

1.8 Structure of Research

Table 1: Structure of Research

Chapter	Description
Chapter 1	This chapter discussed the research issue, which included the background of the study, the problem statement, the research objectives and research questions, the scope and limitations, and the importance of the study.
Chapter 2	This chapter focused on identifying the dependent and independent variables to explain and achieve the study objectives.
Chapter 3	This chapter stated the method that the researcher applied in the research
Chapter 4	The data will be evaluated in this chapter to meet the study objectives outlined in Chapter 2.
Chapter 5	The findings of this research will be summarized in this chapter.

1.9 Definition of Term

Social media influencer: Someone who has a sizable fan base, easy access to a broad audience, and the capacity to influence others to heed their counsel (Social Media Marketing, 2021).

Social media content: Any type of communication, knowledge, or artistic expression published and disseminated on social media platforms, including text, photos, videos, audio, and multimedia. This content may be contributed by users or produced by businesses and organizations to interact with their target market, spark debate, disseminate information, and advertise goods and services (Kaplan and Haenlein, 2010).

Restaurant industry: A segment of the economy that prepares and serves food and drinks for on-site consumption or through a variety of services including curbside pickup, catering, or banquets. It includes a variety of establishments like bars, restaurants, and other similar places (Georgiev, 2022).

Customer Purchase Intention: According to Namogoo (2021), customer purchase intent is "one of the most powerful ways to influence online consumer behavior." It entails understanding and measuring customer intent to purchase, which assists businesses in identifying the right customers and fostering their intent to convert into actual purchases.

2.0 Summary

The research background, problem statement, research questions, and research objectives are all covered in this chapter. In addition, this chapter described the research's scope and limitations, as well as the relevance of the study and the structure of the proposal, which aimed to analyze the effects of influencer personality and social media content towards customer purchase behavior in the restaurant industry. In Chapter 2, the literature review will be presented.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A descriptive review of the independent variables and dependent variables was provided in this chapter. This chapter covers the theoretical rationale for the dependent variable (customer purchase intention) and independent variables (influencer personality and social media content). Furthermore, the study framework is designed to explain the relationship between the elements that effects customers' purchase intention in the restaurant industry. Furthermore, hypothesis testing is discussed in this chapter to forecast the predicted outcome.

2.2 Restaurant Industry

In recent years, the restaurant business has seen a few shifts. In 2022, Forbes identified five themes to look out for (Canter, 2022). The rising use of technology in restaurants of all sizes is one noticeable trend. Apps, third-party ordering sites, and direct online ordering methods are all examples of this. The expansion of restaurant delivery services is another noteworthy development that has both enormous importance and particular difficulties. Home delivery depends heavily on trust in the food handling procedure and contactless purchases.

Even as the business recovers from the pandemic, restaurant owners still face several difficulties. The sector has been severely damaged by a lack of labor in a variety of positions, including servers, chefs, and other restaurant employees. Many

restaurants now work fewer hours because of the lack of willing workers (Occhiogrosso, 2022). Concerns about the supply chain have also included shortages and rising costs of necessities like fresh produce, meats, and paper goods (Occhiogrosso, 2022). These difficulties have made running restaurants more challenging and called for innovative solutions from proprietors.

According to research, a restaurant's social media reviews and sales are positively correlated. Revenue can grow by 5–9% with just one additional star in the rating on social media platforms (Ben, 2014). This demonstrates how social media has an impact on how people perceive and make decisions about eateries.

It has been discovered that social media impacts how individuals see food. The prominence of food posts on social media sites like Instagram can change people's eating habits and preferences (Brown, 2021). Social media is flooded with food-related material, which has the potential to influence customer tastes and encourage people to try new foods.

Food and drink brands have realized that social influence is an important part of their marketing tactics. They use owned media, paid media, earned media, and social impact to reach and interact with their target audience (Schwarz, 2020). This award shows how important social media influencers are to building brand knowledge and getting customers to interact with restaurants.

2.3 Customer Purchase Intention

Customer buying intention is a measure of whether a customer is likely to buy a certain product or service. It is an important marketing metric because it helps businesses understand and predict how customers will act, make good choices, and cut costs (MBA Skool Team, 2021; Cuofano, 2023). By measuring purchase intention, businesses can figure out how likely it is that a customer will buy something. This helps them make better marketing plans and increase sales rates.

There are many things to think about when trying to figure out what a customer wants to buy. These factors can include customer segments, buyer personas, and parts of social psychology like attitudes, subjective norms, perceived behavioral control, ease of use, and perceived value (Peña, Gil, Rodríguez, & Siqueira, 2020). Also, things like suitability, self-efficacy, a sudden urge to buy, and the features of a product or service can affect a person's decision to buy (Peña, Gil, Rodríguez, & Siqueira, 2020). There are also psychological factors that can affect a customer's decision to buy, such as how the customer sees the company, how much trust they have in the company, and price cuts (Dangi, Saini, Singh, *et al.*, 2021; Wang, Shahzad, Ahmad, Abdullah, & Hassan, 2022). Also, customers' green information, how they feel about a brand, and their concerns about the environment may affect their decision to buy in certain situations (Hanjani & Widodo, 2019).

Businesses can use different ways to find out how likely customers are to buy something. These could be things like polls, questionnaires, and methods for analysing data like structural equation modeling (SEM) (Ali, Abbass, and Farid, 2020). Purchase intention is often used by marketing managers to help them make decisions about product development, sales forecasting, managing supplies, and optimizing sales (Morwitz, 2012, Wang, Shahzad, Ahmad, Abdullah, & Hassan, 2022).

2.4 Influencer Personality

The term "influencer personality" refers to the set of traits and characteristics typically associated with individuals who have acquired influence and a devoted following in a variety of domains, particularly social media. Influencers are recognized for their ability to influence the opinions, behaviors, and purchasing decisions of their audience (Geysler, 2023). The results of the empirical study that has been done so far are mixed when it comes to how the traits of social media influencers affect buy intent and customer engagement. The strength of the link between the traits of social media influencers and customer engagement and desire to buy is different in each set of results. For example, (Duh, Thabethe, 2021) found that expertise had a low effect on customer engagement, while (AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour, Al-Haddad, 2021) found that expertise had a high effect on customer engagement. In a

similar way, (Shan, Chen, Lin, (Elaine), 2020) found that homophily had a negative effect on purchase intention, while (Shen, Cheng, He, Yang, 2022) found that homophily and purchase intention had a strong positive link. So, even though there have been a lot of studies, researchers still can't agree on how the traits of social media influencers relate to customer involvement and purchase intent.

In this study, researchers planned to study the impact of influencer personality on customer purchase intention in the restaurant industry based on this element, expertise, entertainment value, information value and attractiveness.

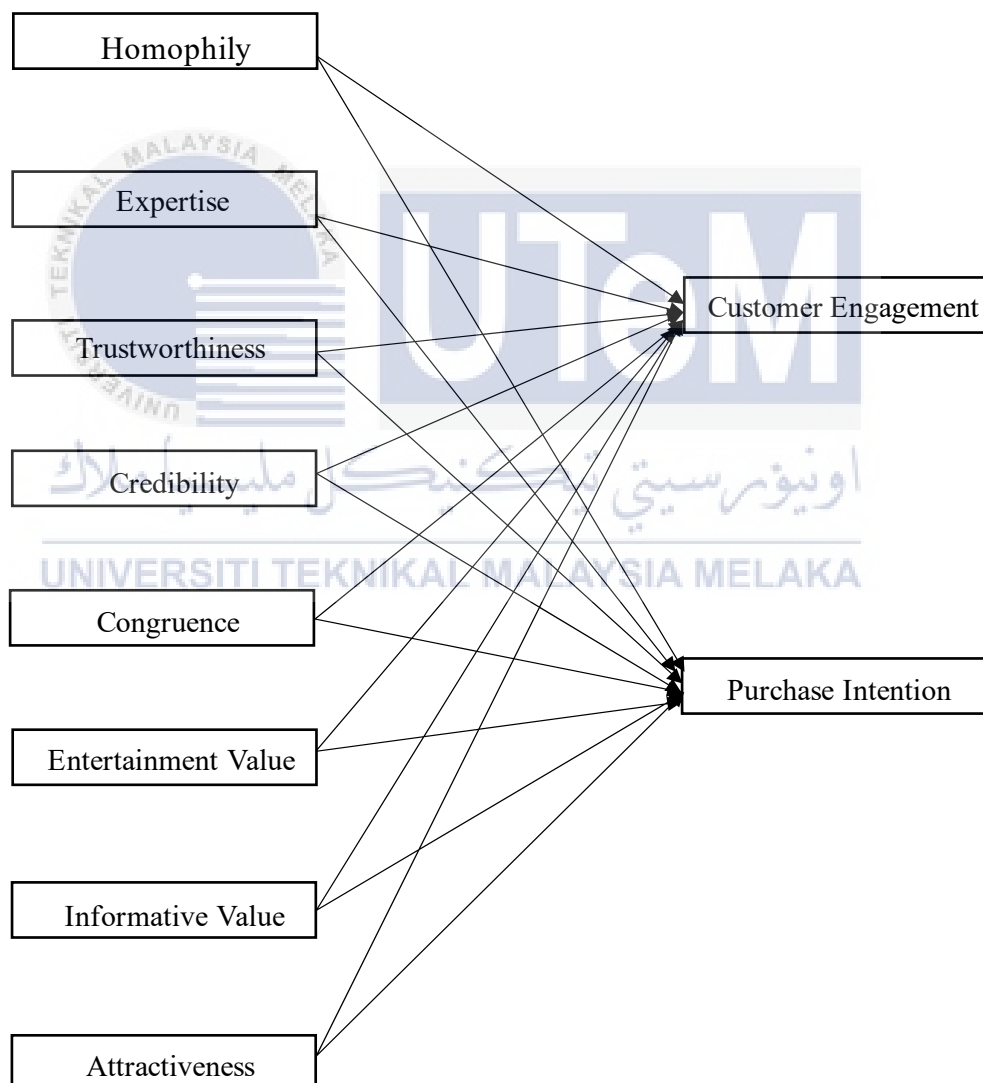


Figure 2 Framework developed by Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023, February 2). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis.

2.4.1 Homophily

Homophily, according to the proverb "birds of a feather flock together," refers to a person's preference for associating and being close to others who share similar characteristics. Accordingly, homophily is the degree to which two individuals who socialize together share the same beliefs, morals, levels of education, and social status. According to (De Bruyn, Lilien, 2008), homophily occurs when two individuals have comparable preferences, dislikes, worldviews, and life experiences. Those who are homophilic typically have traits in common that facilitate communication and the development of close relationships. Many studies have looked at different kinds of homophily and found that it makes people more likely to talk to each other. (Shen et al., 2022) concluded that customer engagement and desire to buy are affected by homophily.

2.4.2 Expertise

Expertise is a vital component that arises from the communicator's professional experience and knowledge (Schouten, Janssen, Verspaget, 2020). Numerous research on digital influencers have taken this into account (Esteban-Santos, García Medina, Carey, Bellido- Pérez, 2018). Furthermore, it was discovered by Jean, Rozaini, Radzol, Hwa, and Wong (2019) that influencer expertise played a significant role in affecting purchase intent. Customers will therefore be more inclined to consider content given by influencers who are thought to be subject matter experts (Yadav, Rahman, 2018). "High levels of expertise and the capacity to make reliable and accurate decisions are generally associated with experts" (Chetioui, Benlafqih, Lebdaoui, 2020). Furthermore, it was shown by Wang and Wong (2021) that customer involvement and purchase intent are influenced by expertise.

2.4.3 Trustworthiness

Trust is seen as a quality of relationships that grows over time as people spend more time together. People can guess and figure out the value of future trades based on how much they trust their partners. So, trust can help relationships stay strong

(Sirdeshmukh, Singh, Sabol, 2002). In a similar way, followers think that they will benefit from their relationship with an influencer if they trust the influencer. As a result, buyers tried to connect with influencers and plan to buy the product they recommended.

2.4.4 Credibility

A person's credibility is the most powerful trait for changing how a customer acts. Because customers trust the experts, they get useful information, which makes the businesses' advertising work better. It's important to point out that the credibility of celebrities helps companies go above and beyond what customers expect. The customer likes the marketing because the celebrity has a good reputation. According to the survey, individuals are more inclined to heed the counsel of an influencer with a high trust rating. As seen in Figure 1, one of the key factors influencing a customer's behavior appears to be the influencer's credibility. The trustworthiness of social media influencers has an impact on customer involvement and the probability that they would make a purchase, according to (Mainolfi, Vergura, 2021).

2.4.5 Congruency

Congruency is a way to talk about how similar or consistent the celebrity and the goods are. (Lynch and Schöler, 1994) say that the promoter and the brand or product must be similar for the meaning to be transferred. The more similar the influencer and the brand are, the more likely it is that the recommendation will make customers more interested in the brand and even make them want to buy it (Ezenwafor, Ayodele, Nwaizugbo, 2021).

2.4.6 Entertainment Value

Users of social networking platforms also use them for amusement. In the words of Chen and Lin (2021), "entertainment encompasses those emotional aspects such as fun, enjoyment, and pleasure that have a direct impact on the probability that followers will express a more intense attachment to the influencer; therefore, it can be considered an antecedent of engagement." Customers' opinions and purchasing

intentions are influenced by social media influencers' entertainment value (Gautam, Sharma, 2017; Kim, Ko, 2012). As such, it is likely that consumers' involvement and purchase intentions are influenced by the perceived entertainment value of influencers.

2.4.7 Informative Value

Another important component that impacts whether or not a target audience perceives a person as an influencer is how informational the appeal is. Customers need information from social media influencers that is clear, easy to understand, timely, relevant, and suitable. Because SMIs include details on a product or service's attributes and characteristics in addition to reviews that include data about users' real experiences, peer consumers now regard SMIs as reliable sources of information (Liljander, Gummerus, Söderlund, 2015). How important the material is viewed by the influencer's followers is vital information. Consumer decision-making is more impacted by perceived information value (Fransen, Verlegh, Kirmani, Smit, 2015). Furthermore, Ki and Kim (2019) backed the idea that purchase intent is influenced by knowledgeable influencers.

2.4.8 Attractiveness

In the words of Erdogan (1999), "attractiveness is nothing more than a stereotype of positive connotations attached to a person, and it extends beyond physically attractive attributes to encompass traits like personality and athleticism." Van der Waldt et al. (2006) assert that exceptionally attractive influencers have the power to affect their followers' purchase intentions. Wang and Scheinbaum (2018) reaffirmed and emphasized the role that beauty plays in the communication of important messages. It is more likely for attractive SMIs to draw in and hold the interest of their followers.

2.5 Social Media Content

Social media appeals to our natural need for social connection. They facilitate social networking by enabling dialogue without the need for middlemen, in contrast to traditional monologues where one person speaks for many (Constantinides, 2014; Hahn, Scherer, Basso, & Dos Santos, 2016; Hassan et al., 2015; Peña & Quintanilla, 2015; Saarijärvi, Sutinen, & Harris, 2017; Shareef, Mukerji, Dwivedi, Rana, & Islam, 2017). The term, which dates back to the 1990s, describes a technological platform that facilitates interactive communication between people in organizations, communities, and individually by allowing users to create, share, discuss, and rate content (Zhou & Wang, 2014).

In order to reach new customers, keep hold of current ones, and increase target audience satisfaction, businesses have been using social media as a channel for customer interaction. Many have even integrated this strategy into their marketing plans (Arajo & Zilber, 2016; Constantinides, 2014; Hahn et al., 2016; Kacker & Perrigot, 2016; Pinho & Soares, 2015). Like any other business, restaurants need to strengthen their relationships with the general public. SMEs often still lack clarity regarding the appropriate tools to use and how to convert them into strategic actions (Jiang & Erdem, 2017; Jones et al., 2015).

Since digital marketing initiatives can increase brand equity, social media is commonly seen as a tool for building relationships with customers and encouraging brand loyalty. This is especially true for small and medium-sized businesses (SMEs) that learn how to communicate with their customers (Enginkaya & Ylmaz, 2014; Jones et al., 2015; McCann & Barlow, 2015). Jones et al. (2015) state that a user's social media presence seems to be essential for improving their brand recognition. Research indicates that consumer recommendations of a restaurant brand on social media are more favorable than company self-promotion, and that user interactions can reinforce a brand (Hahn et al., 2016).

In 2022, from Jansasoy (2023) research acquired data from 729 000 public social profiles for this report. Then, they analyzed trends to determine the social media.

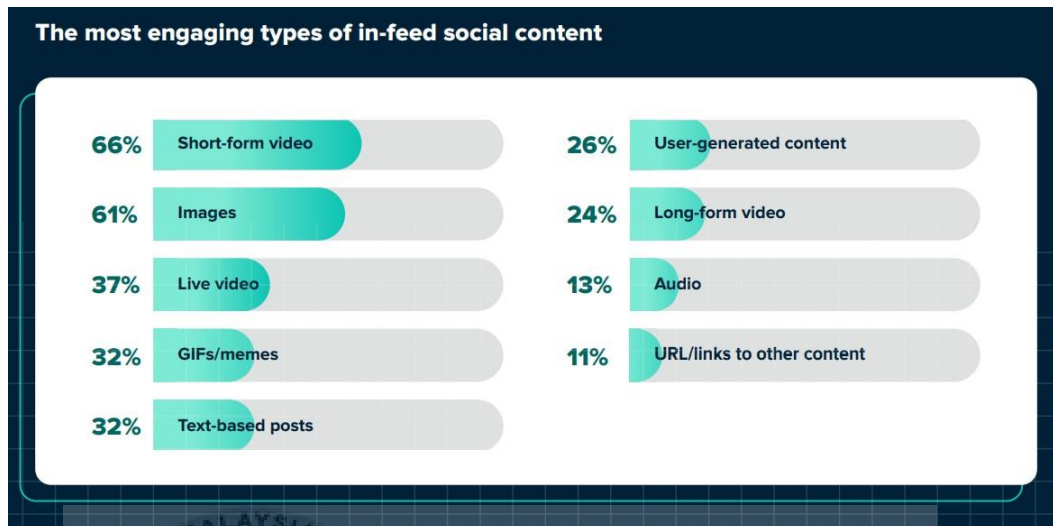


Figure 3 The most engaging types of social media content in 2023 (Jansasoy, 2023)

Short-form video (66%), images (61%), live video (37%), GIFs/memes (32%), text-based posts (32%), user-generated content (26%), long-form content (26%), audio (13%), and the final URL/links to other content (11%) are the nine most engaging types of in-feed social content, according to prior research. The study's researchers selected short-form video, photos, and live video as the top three most engaging forms of in-feed social material to use as components in social media content.

2.5.1 Short Form Video

Short-form video content is characterized by its concise format, which frequently varies in duration based on platform and context. While there is no strict definition, it generally refers to videos that are under one minute in length, although some platforms permit slightly extended durations. The length may differ depending on the platform and the preferences of content creators and viewers. (Oladipo, 2023) The consumption of short-form videos has dramatically increased as their popularity has skyrocketed. Due to their engaging nature and ability to capture viewers' attention

in a short period, they have garnered significant popularity. According to a survey, 85 percent of marketers believe that short-form video is the most effective social media format.

The rise of platforms like YouTube Shorts, Instagram Reels, and TikTok has greatly increased the popularity of short-form video output. These platforms give users specialized areas where they may make and share quick films. Thanks to its creative tools that facilitate the creation of viral content and its algorithmic feed, TikTok has had a major influence on the short-form video environment. (Bretous, 2022) Short-form videos have proven to have a high degree of engagement and return on investment (ROI) for marketers. They offer the chance to efficiently showcase goods or services, entertain, educate, and deliver messages in a clear and concise manner. A survey found that among social media marketing tactics, short-form videos have the highest return on investment (ROI), which has encouraged more marketers to invest in it.

2.5.2 Images

Images are an important part of social media material because they attract and engage users and help brands stand out in the crowded online world. Visual content on social media is any kind of online material that is based on pictures. (Hirose, 2022) To make content that looks good, you must use high-quality pictures. Sites like Pixabay and Pexels have a huge number of free stock photos that can be used on social media.

For social media, it's important to come up with a smart plan for visual material. This means knowing who the target audience is, choosing pictures that will appeal to them, and making sure the images fit with the brand's identity (Hirose, 2022). Each social media site has its guidelines for what size and shape images should be. By staying up to date on the latest picture size guidelines, you can make sure that your images look good and work well on different platforms. Hootsuite has a social media picture-size cheat sheet that is always up to date (Olafson, 2023).

When using images on social media, it's important to follow copyright rules. Understanding image copyright keeps you out of trouble with the law and makes sure the authors get the credit they deserve. To make content on social media interesting, it's important to use different kinds of images. This can include behind-the-scenes pictures, product photos, infographics, user-generated content, quotes, and more (Statler, 2023). Trying out different visual forms keeps people interested and gives them something new to see.

2.5.3 Live Video

Live video for social media content is the act of sharing video content in real-time on different social media sites. In the past few years, it has become very famous because it can give viewers real and interesting experiences. Live video viewing is available on Facebook Live, YouTube Live, Instagram Live, Twitter Live, and LinkedIn Live, among others. Each site has its own set of features and audience, so content creators can choose the one that works best for their audience. There are also tools like Restream and ManyCam (Team, 2023; Gomes, 2020) for live streaming that offer extra features and the ability to send to more than one platform.

Live video lets restaurants interact with their audience in real-time, creating a more interactive and personal relationship (Video, 2023). It lets them show off their food, atmosphere, and behind-the-scenes activities, creating excitement and a feeling of community (Nightingale, 2022). Live video is an honest and open way to show off the restaurant's attitude, staff, and cooking processes. It helps to build trust and credibility among possible customers (Ben, 2023). Social media platforms have billions of active users, which makes live videos an effective way to reach a bigger audience. Viewers can share, comment, and respond to the live stream, which increases its reach and potential effect (Spinoza, 2021). Restaurants can use live video to market limited-time deals, events, or special dishes. By broadcasting these changes in real-time, they create a sense of urgency and encourage viewers to act right away (Wilder, 2022).

Live videos let businesses talk directly with their customers. Viewers can ask questions, leave comments, and give feedback, which allows the restaurant to address concerns and build better relationships (The Benefits of Live Video on social media, n.d.). It lets restaurants make interesting material without spending a lot on production, reaching a large audience with few resources (Spinoza, 2021). By using live video on social media, restaurants can effectively promote their brand, interact with their audience, and eventually get more people to come to their restaurants.

2.6 Proposed Research Framework

The two parameters are independent and dependent variables, respectively. The elements that effect influencer personality such as expertise, entertainment value, information value and attractiveness, and social media content such as short form video, images and live video with the restaurant industry are considered independent variables. Customer purchase intention in the restaurant industry is considered a dependent variable. Figure 2.3 shows the study framework.



IV

DV

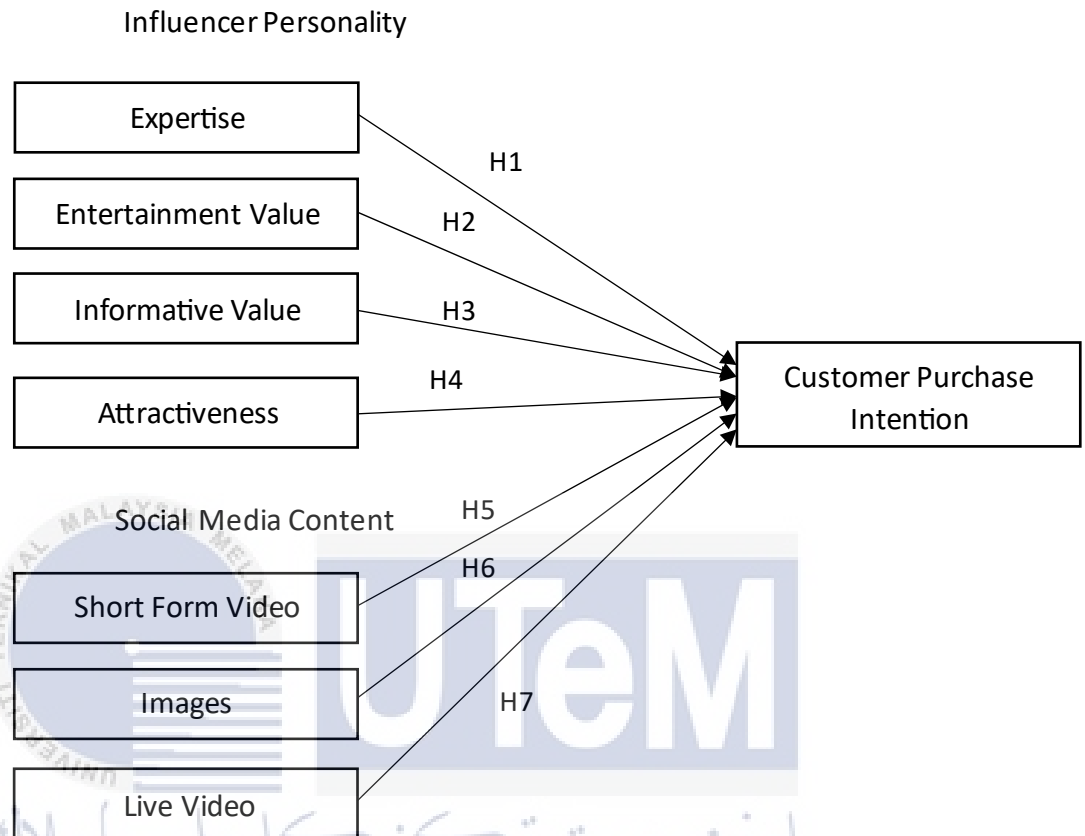


Figure 4 Research Framework of The Effects of Influencer Personality and Social Media Content towards Customer Purchase Intention in the Restaurant Industry.

2.7 Hypothesis Development

According to the factors which were derived from the conceptual framework, the following hypothesis was suggested.

Hypothesis 1

Expertise is essential for influencing purchase intent and consumer engagement because it is the consequence of a communicator's knowledge and professional experience. (Schouten, Janssen, Verspaget, 2020) Studies on digital influencers have demonstrated that influencer expertise is essential for influencing subject matter expertise, resulting in consumers giving more weight to content shared by subject matter experts. (Yadav, Rahman, 2018) Additionally, expertise influences consumer purchase intent and engagement. (Yadav, Rahman, 2018)

H1: There are significant effects of influencer personality expertise towards customer purchase intention in the restaurant industry.

Hypothesis 2

Social media users utilise platforms for amusement, with fun and enjoyment influencing followers' attachment to influencers. (Chen and Lin, 2021) The perceived entertainment value of influencers influences consumer perceptions and purchase intentions, which could influence engagement and purchase intentions. (Gautam, Sharma, 2017; Kim, Ko, 2012)

H2: There are significant effects of influencer personality entertainment value towards customer purchase intention in the restaurant industry.

Hypothesis 3

Informative appeals have a substantial impact on how a target audience perceives an influencer. Influencers on social media must provide concise, understandable, expeditious, relevant, and appropriate information. Peer consumers view SMIs as credible information sources, with higher perceived information value influencing consumer decisions. (Fransen, Verlegh, Kirmani, Smit, 2015). Moreover, Ki and Kim (2019) Additionally, informative influencers affect purchase intent.

H3: There are significant effects of influencer personality informative value towards customer purchase intention in restaurant industry.

Hypothesis 4

Attractiveness is a positive stereotype that encompasses demeanour and athleticism. (Erdogan, 1999) Influencers with enticing characteristics have a greater chance of retaining their followers' attention and influencing their purchasing decisions.

H4: There are significant effects of influencer personality attractiveness towards customer purchase intention in restaurant industry.

Hypothesis 5

The duration of short-form video content varies based on platform and context (Oladipo, 2023). Platforms such as TikTok, Instagram Reels, and YouTube Shorts have increased its popularity, as 85 percent of marketers believe it to be the most effective social media format. These videos provide high engagement and return on investment, making them a popular option among marketers (Bretous, 2022).

H5: There are significant effects of social media content short form video towards customer purchase intention in the restaurant industry.

Hypothesis 6

Images are essential for social media content, as they captivate users and distinguish brands (Hirose, 2022). Visual content requires the use of high-quality images and adherence to copyright guidelines to be effective. Using a variety of images, such as behind-the-scenes, products, infographics, user-generated content, and quotes, keeps content engaging and intriguing (Statler, 2023).

H6: There are significant effects of social media content images towards customer purchase intention in the restaurant industry.

Hypothesis 7

Using live video on social media platforms, restaurants can share real-time content, fostering interactive and personal relationships (Video, 2023). With billions of active users, this is an efficient method for reaching a larger audience (Spinoza, 2021). Using live video, restaurants can promote limited time offers, events, and special dishes, develop customer trust, and address customer concerns. Live video marketing is cost-effective and provides a greater return on investment, allowing restaurants to reach a large audience with minimal resources (Spinoza, 2021).

H7: There are significant effects of social media content live video towards customer purchase intention in the restaurant industry.

2.8 Summary

The literature study that formed the basis for Chapter 2's whole research is discussed in this chapter's conclusion. In addition, this chapter explains how the relationship between the study framework which is the dependent variable, customer purchase intention, and independent variables (influencer personality and social media content).



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will examine specific techniques and methods for obtaining and collecting useful information for each variable. The researcher can choose from a variety of methodologies and combine them to develop a test that is both reliable and accurate. By pursuing research, the researcher can increase their awareness and learn how to solve practical problems. Typically, when conducting a study, researchers employ a combination of qualitative, quantitative, and blended techniques. The researcher can choose the most suitable data collection technique. This chapter concludes with a comprehensive discussion of the data analysis tools the researcher will employ to acquire data for this senior thesis.

3.2 Research design

The design of the study revealed a distinct connection between the dependent and independent variables. Recognizing and evaluating the nature and strength of the relationship is essential to accomplishing the study's aims. According to Akhtar (2016), research design is the plan, approach, course of action, and structure used to investigate and draw conclusions. According to earlier researchers (Hair et al., 2006), a suitable research design is essential because it identifies the data type, data acquisition techniques, sample methods, timeframe, and budget. In addition, research design is essential because it facilitates the navigation of numerous research methods, the creation of research, and the delivery of the most information with the least amount of effort, expense, and time (Akhtar, 2016).

3.2.1 Explanatory

Explanatory writing is an attempt to link ideas together to figure out cause and effect. This means that the writer looks at how things fit together and what interests them. This study won't be done until enough is known to start making accurate predictions about what will happen. It often happens before the researcher knows enough to make conceptual distinctions or suggest an explanatory relationship. This explains how to choose the best study design, data collection method, and subjects for online service performance and customer satisfaction.

3.3 Methodology Choice

This research falls within the realm of basic research, in which new knowledge is created to comprehend the area of study. This study tests a hypothesis and describes the effects of influencer personality and social media content towards customer purchase intention. This is one of the ways the researcher determines the research methods for this study. Qualitative, quantitative, and mixed methods are the three varieties of methodology. The researcher employs a quantitative method approach for this research.

3.3.1 Quantitative Methods

The focus of quantitative methods is on objective measurements and the statistical, mathematical, or numerical analysis of data obtained through surveys, polls, and questionnaires as well as the use of computer technology to manipulate previously gathered statistical data. This study is quantitative in nature, using the collection and examination of numerical data to understand the phenomenon. Furthermore, the results of quantitative research might be regarded as definitive and utilized to recommend a final course of action. In this investigation, a quantitative study questionnaire served as the primary data source. This correlational study explains the significant variables associated with this issue. This study provides a quantitative and objective method for testing hypotheses and measuring statistical criteria. Because it looks at the

relationship between the variables and frequently uses controls to guarantee the quality of the data, as in an experimental design, this research is best suited to the quantitative research approach.

3.4 Data Source

This research study defines main and secondary data as categories of information that have been gathered. Survey data from a questionnaire is the main source of data used to validate hypotheses, as is the methodology of data collecting. For secondary facts, consult the internet and online resources.

3.4.1 Primary Data

Primary data consists of information obtained through direct investigation. This research study uses a questionnaire to acquire primary data. The purpose of the questionnaire is to generalize from a sample to a population to conclude customer purchase intention. Utilizing a questionnaire, the researcher investigates the effects of influencer personality and social media content towards customer purchase intention in the restaurant industry.

3.4.2 Secondary Data

Secondary data are research that employs primary data to address a research problem; refer to the internet and online resources. The researcher gathered information from a variety of sources, including online resources. The primary objective of this secondary data collection is to obtain information about influencer personality and social media content, as well as their effects on customer purchase intention. In addition, the secondary data used in this study was gathered from the Google Scholar website, and the Emerald Library database was utilized to locate additional secondary data sources that can be used to supplement the primary data.

3.5 Survey Instruments

An instrument used to carry out a scientific procedure for gathering information from respondents is called a survey instrument. The instrument used in the majority of social and behavioral surveys is a questionnaire with a script that presents a predetermined list of questions and possible answers. The major tool for gathering data for this research study will be the survey questionnaire. This portion of the survey determines how social media content and influencer personalities affect consumers' intentions to purchase in the restaurant business. The 5-point Likert scale serves as the foundation for this survey.

Table 2 : Likert Scale

Score	Scale
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Disagree

3.5.1 Questionnaire Design

This study's questionnaire will contain the following three sections:

SECTION A: The demographics of the respondents

In this section, there are questions about gender, age group, race, marital status, work status, and amount of income. The researcher chose to put the most basic questions at the beginning of the survey. The most basic questions are at the top of the form so that people will want to answer more questions in the next section.

SECTION B: The Effects that Effects Influencer Personality towards Customer Purchase Intention.

Questions about variables effects customer purchase intention in the restaurant industry will be covered in this section. These elements include expertise, entertainment value, information value, and attractiveness.

SECTION C: The Effects that Effects Social Media Content towards Customer Purchase Intention.

The questions in this section are related to the effect of social media content towards customer purchase intention in the restaurant industry. Three elements describe social media content, including short form video, images, and live video.

SECTION D: The Factor that More Impacts on Customer Purchase Intention.

The questions in this section are related to the factor that has more impact on customer purchase intention in the restaurant industry.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

3.5.2 Survey Item Development

SECTION B: The Factors that Effects Influencer Personality towards Customer Purchase Intention.

I. Expertise

No Item	Questions	Sources
E1	The social media influencer I follow is/are experts in their field.	

E2	The social media influencers I follow have great knowledge about their field.	Ana & Zahid, 2021
E3	The social media influencers I follow provide references based on their expertise	

II. Entertainment Value

No Item	Questions	Sources
EV1	The social media influencer had entertainment value with the restaurant	Amber & Julia, 2017
EV2	The social media influencer had a well-grounded, objective, argument for the restaurant	
EV3	I can relate to the social media influencer entertainment value	

III. Informative Value

No Item	Questions	Sources
IV 1	The information shared by social media influencers is convincing.	Márcia, 2018
IV 2	The information shared by social media influencers is supported by strong arguments.	
IV 3	The information shared by social media influencers is not persuasive.	

IV 4	The information shared by social media influencers is good.
------	---

IV. Attractiveness

No Item	Questions	Sources
A1	The social media influencer(s) I follow is/are attractive.	Ana & Zahid, 2021
A2	The social media influencer(s) I follow is/are charismatic.	
A3	The social media influencer(s) I follow is/are good-looking	
A4	The social media influencer(s) I follow is/are beautiful/handsome.	
A5	The lifestyle of social media influencer(s) I follow is/are attractive.	

SECTION C: The Factors that Effects Social Media Content towards Customer Purchase Intention

I. Short Form Video

No Item	Questions	Sources
SFV1	After seeing the short form video content post with the product shown by the social media influencer, I became interested in trying the product	Amber & Julia, 2017
SFV2	After seeing the short form video content with the product shown by the social media influencer, I was willing to	

	purchase the product	
SFV3	If the short form video content is liked by many people, it affects my attention to buy/try	Márcia, 2018
SFV4	If many people comment the short form video content, it affects my attention to buy/try	

II. Images

No Item	Questions	Sources
I1	After seeing the images content post with the product shown by the social media influencer, I became interested in trying the product	Amber & Julia, 2017
I2	After seeing the images content with the product shown by the social media influencer, I was willing to purchase the product	
I3	If the images content is liked by many people, it affects my attention to buy/try	Márcia, 2018
I4	If many people comment the images content, it affects my attention to buy/try.	

III. Live Video

No Item	Questions	Sources
LV1	After seeing the live video content post with the product shown by the social media influencer, I became interested in trying the product	

LV2	After seeing the live video content with the product shown by the social media influencer, I was willing to purchase the product	Amber & Julia, 2017
LV3	If the live video content is liked by many people, it affects my attention to buy/try	Márcia, 2018
LV4	If many people comment the live video content, it affects my attention to buy/try	

SECTION D: The Factor that More Impacts on Customer Purchase Intention.

No Item	Questions	Sources
CPI1	I most frequently have intentions to purchase products advertised by the social media influencers I follow.	Ana & Zahid, 2021
CPI 2	I generally recommend products and/or services advertised by the social media influencers I follow.	
CPI3	I am likely to purchase the products and/or services advertised by social media influencers I follow.	Chun, et al., 2018
CPI4	I will buy the products and/or services advertised by social media influencer I follow in the future.	
CPI5	I am interested in making a purchase product and/or services advertised by social media influencers I follow.	

3.5.3 Sampling Technique

Choosing a representative selection of people or instances from a wider population is known as sampling, and it's an essential part of quantitative research. Techniques for sampling are frequently based on probability theory (Alele, 2023). Getting a sample that is both sufficiently large and representative of the target population is the aim of sampling. Simple random sampling, stratified random sampling, systematic random sampling, and cluster sampling are a few probability sampling strategies. The fundamental characteristic of probability approaches is their use of randomization. Two primary features of probability sampling exist. There is an equal possibility that every member of a population will be selected to be a part of the study sample, and every member of the population is theoretically accessible to the researcher. Certain non-probability procedures may occasionally be used in healthcare research, even though sampling strategies based on probability theory are frequently used in quantitative research. Methods of non-probability sampling are frequently employed in qualitative studies.

A method for this quantitative research sampling is stratified random sampling. With this approach, the population is separated into discrete subgroups, or strata, according to specific traits. After that, random samples are taken from every stratum. This guarantees that different demographic segments are represented, enabling more precise and thorough research, particularly when specific subgroups are particularly relevant to the study (Blackstone, 2012). This method improves the accuracy of the results, decreases sampling bias, and boosts sample representativeness.

3.6 Data Analysis Tools

3.6.1 Pilot Test

An approach used to ensure that the questionnaires collect the necessary data as indicated by the research is a pilot test. According to Zailinawati et al. (2014), a pilot test is a small study carried out in advance of a larger study to examine research methodologies, data gathering tools, sample recruitment processes, and other research practices. Additionally, they said that doing a pilot study before a full study is one of the most important steps in a research project since it enables researchers to spot any potential issues or gaps in their technique. Making surveys simpler for respondents to complete and respond to is the primary objective of the pilot test. The pilot test can evaluate the reliability and validity of the research questions developed for this study as a preliminary report.

3.6.2 IBM Statistical Package for the Social Science (SPSS)

IBM SPSS Statistics is an effective platform for statistical software developed by IBM. It provides organizations with an intuitive interface and a comprehensive set of capabilities for extracting actionable insights from data. SPSS Statistics ensures high accuracy and supports quality decision making throughout the analytics lifecycle, including data preparation, administration, analysis, and reporting (SPSS, 2023) by utilizing advanced statistical procedures.

Numerous functions are available with the software, such as data management, business intelligence, multivariate analysis, advanced analytics, statistical analysis, and criminal investigation (IBM SPSS Statistics | IBM, 2021). To generate the findings, the SPSS system receives the data gathered via the questionnaire survey. The expected association between the variables is ascertained using the observed result.

3.6.3 Descriptive Statistics

Descriptive analysis is the process of systematically describing and summarizing data to obtain insights about a population, situation, or phenomenon. It emphasizes providing a comprehensive overview of the data, including its characteristics, frequencies, trends, and categories. The objective of descriptive analysis is to present a clear and concise picture of the data at hand, not to explain why something occurs or to make predictions about the future. Numerous disciplines, including research, business analytics, data science, and daily life, rely heavily on descriptive analysis. It facilitates the organization and comprehension of data, the recognition of patterns and trends, the making of well-informed decisions, and the effective communication of findings (Ferreira, 2020). Typically, descriptive research and descriptive analysis go together. Descriptive research seeks to describe a population, situation, or phenomenon precisely and systematically. It focuses on answering what, where, when, and how queries and provides a thorough description of the subject of the research. This research type does not entail manipulating variables, but rather observes and measures them (McCombes, 2022).

3.6.4 Pearson's Correlation Coefficient

The Pearson product-moment correlation coefficient, often known as Pearson's r , is a statistical measure used to quantify the strength and direction of a linear relationship between two variables. It ranges from -1 to 1 and is denoted by the sign " r ". Strong positive correlations exist when r is close to 1, meaning that as one variable rises, the other variable also tends to rise. On the other hand, a significant negative correlation—that is, the tendency for one variable to drop as the other increases—is indicated when r is close to -1. There is either no correlation or a weak correlation when r is near to 0, suggesting that the variables do not have a linear relationship. The covariance of two variables is divided by the product of their standard deviations to obtain the Pearson's correlation coefficient. This normalization makes sure that the coefficient stays between -1 and 1, regardless of the scale or units of the variables.

3.6.5 Multiple Regression Analysis

A statistical technique for determining the link between one dependent variable and two or more independent variables is multiple regression analysis. It enables us to understand how changes in the independent factors affect the dependent variable (Bevans, 2022). In order to forecast or derive inferences about the relationship between variables, multiple regression analysis seeks to determine the regression coefficients $(0, 1, 2, \dots, p)$ that best fit the observed data (Multiple Regression Analysis: Definition, Formula and Uses, 2022). It is frequently used for predictive modeling and analyzing the impact of factors on outcomes in a range of fields, including the social sciences, economics, and business. It helps researchers understand how the dependent variable responds to changes in the independent variables.

3.7 Research Area

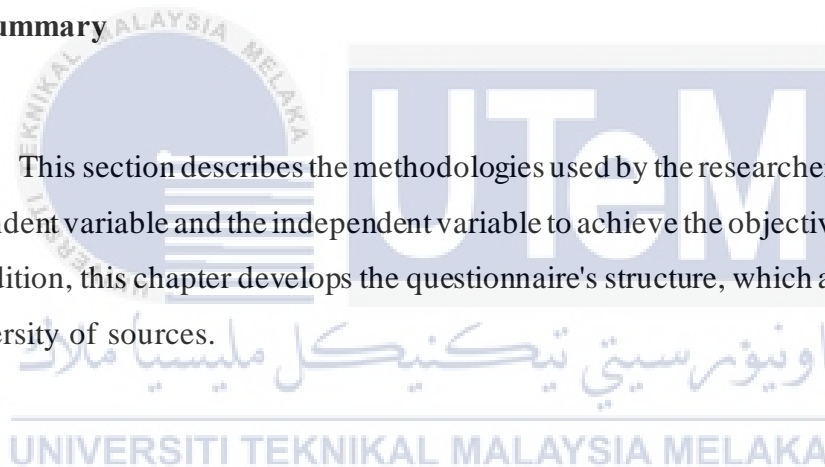
The Department of Statistics Malaysia (2021) estimated that the total population of Malaysia in 2022 would be 32,7 million. According to CityPopulation.de (2020), Melaka (Malacca) had a population of 998,428 as of the 2020 census. According to the information provided, Universiti Teknikal Malaysia Melaka (UTeM) population in 2023 is not specified. The most recent population data available is from April 2020, when UTeM had 12,852 students, including 11,470 undergraduates and 1,382 postgraduates (Universiti Teknikal Malaysia Melaka, 2023). This study will be conducted among customers who use social media platforms to find restaurants and viral food in Melaka. This research will be focused at UTeM.

3.8 Time Horizon

One kind of research design where data is gathered from numerous people at one time is the cross-sectional study. Variables are observed in cross-sectional study without being altered (Thomas, 2022). Finding the prevalence of health outcomes, understanding the causes of health, and characterizing a population's features at a specific moment are the main goals of a cross-sectional study (Wang & Cheng, 2020). These investigations are helpful in formulating theories, organizing subsequent studies, and creating preliminary data (Wang & Cheng, 2020). A cross-sectional study is the most suitable approach because the researcher only has eight months to finish the investigation.

3.9 Summary

This section describes the methodologies used by the researcher to evaluate the dependent variable and the independent variable to achieve the objectives of the study. In addition, this chapter develops the questionnaire's structure, which also draws from a diversity of sources.



CHAPTER 4

ANALYSIS AND DISCUSSION

4.1 Introduction

The results of the survey about the effects of influencer personality and social media content towards customer purchase intention in the restaurant industry are addressed in this chapter. A total of 128 UTeM students were involved in this survey. IBM SPSS Statistics version 27 is used in this instance to analyze the data collected. The questionnaire consists of FOUR (4) sections which are, Section A, B, C, and D. Section A is about the details of the respondents, while Section B is about the influencer personality factors. Section C is about the social media content factors followed by the customer purchase intention elements in Section D.

4.2 Pilot Test

The researcher had chosen 30 people to participate in this pilot test before distributing the questionnaire. The acquired data from the pilot test were analyzed using the IBM SPSS Statistics version 27. The goal of the pilot test is to ensure that the respondents comprehend all the questions of the questionnaires. Its purpose is to assess the questionnaire's dependability. Before distributing the questionnaire, the researcher selected 30 individuals for a pilot test. The data collected from the pilot test were analyzed using IBM SPSS Statistics version 27. The main objective of the pilot

test was to ensure that the respondents understood all the questions in the questionnaire. Its purpose was to evaluate the reliability of the questionnaire.

Table 3 Guideline for Coefficient of Cronbach's Alpha

Coefficient of Cronbach's Alpha	Reliability Level
More than 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
Less than 0.59	Unacceptable

Cronbach's Alpha is a statistical test used to assess the reliability of data collected from a questionnaire. A score of less than 0.70 indicates poor reliability, while a score between 0.70 and 0.80 is considered acceptable. Scores greater than 0.80 indicate strong reliability. The purpose of this test is to ensure that the data collected is trustworthy and can be used for further analysis.

Table 4 Reliability Statistics for Pilot Test

Case Processing Summary			
		N	%
Case	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.892	32

(Source: Output of SPSS)

The results of the pilot test are presented in table 4. The Cronbach's Alpha result for the pilot test is 0.891, which indicates that the questionnaire developed by the researcher is valid since the value is greater than 0.70. This also demonstrates that most of the respondents understood the questionnaire well, and it can be used in a full-scale study.

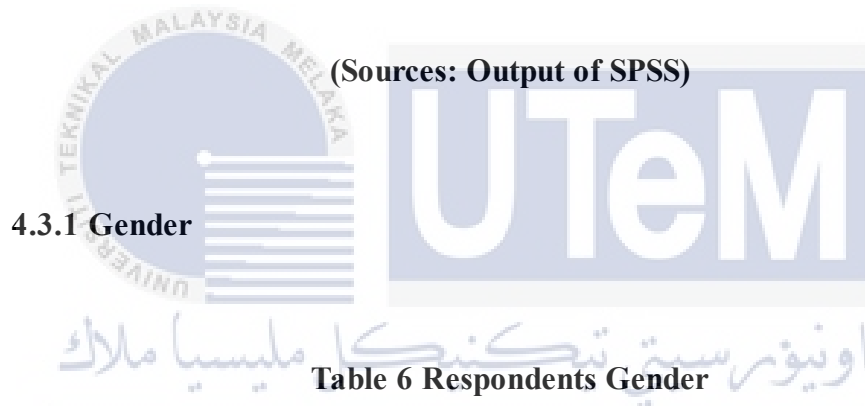
4.3 Respondents' Demographic Analysis

There are a total number of 128 respondents to be analyzed. All available questionnaires were collected from online questionnaires. A summary of the descriptive analysis is shown in the table below.

Table 5 Summary of the Demographic Details of the Respondents

Demographic	Demographic Details	Frequency	Percentage (%)
Gender	Male	57	44.5
	Female	71	55.5
Race	Malay	117	91.4
	Chinese	5	3.9
	Indian	3	2.3
	Other	3	2.3
Age	18-20	6	4.7

	21-25	117	91.4
	26-30	5	3.9
Faculty	FTKEK	18	14.1
	FTKE	10	7.8
	FTKM	10	7.8
	FTKIP	5	3.9
	FTMK	10	7.8
	FPTT	75	58.6
Year	YEAR 1	10	7.8
	YEAR 2	9	7.0
	YEAR 3	33	25.8
	YEAR 4	76	59.4



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	44.5	44.5	44.5
	Female	71	55.5	55.5	100.0
	Total	128	100.0	100.0	

(Source: Output of SPSS)

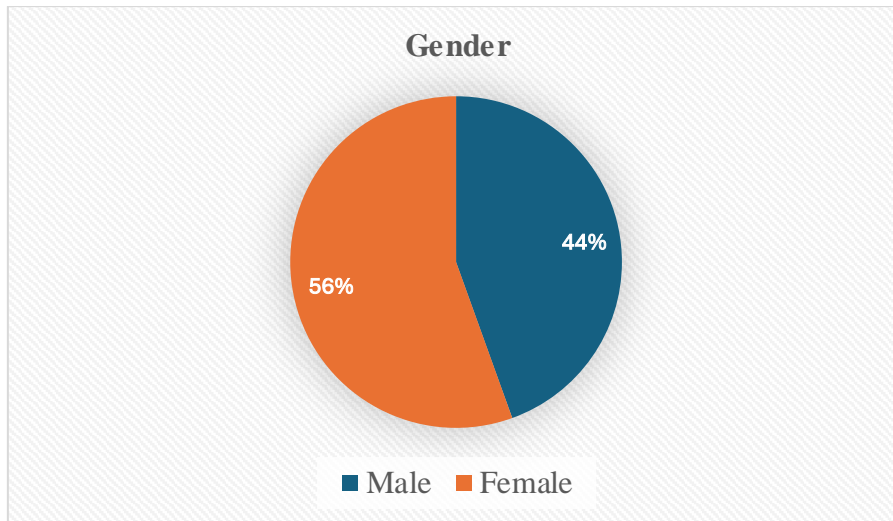


Figure 5 Respondents Gender

(Source: Output of SPSS)

Table 6 and Figure 5 exposed the gender of the respondents. About 44.5% (57 respondents) are male and about 55.5% (71 respondents) are female. The results show that female respondents are dominant in this research.

4.3.2 Race

Table 7 Respondents Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	117	91.4	91.4	91.4
	Chinese	5	3.9	3.9	95.3
	Indian	3	2.3	2.3	97.7
	Other	3	2.3	2.3	100.0
	Total	128	100.0	100.0	

(Source: Output of SPSS)

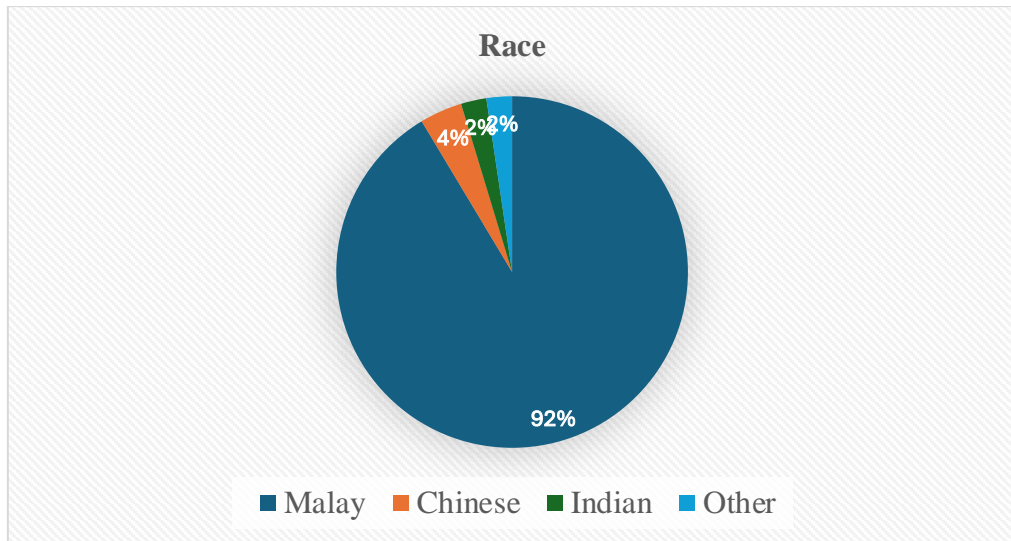


Figure 6 Respondents Race

(Source: Output of SPSS)

Table 7 and Figure 6 indicate the race of the respondents. The highest race is Malay which is 91.4% (117 respondents). The second highest race is Chinese which is 3.9% (5 respondents). Indian and other races have the same percentage of 2.3% (3 respondents).

4.3.3 Age

Table 8 Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	6	4.7	4.7	4.7
	21-25	117	91.4	91.4	96.1
	26-30	5	3.9	3.9	100.0
	Total	128	100.0	100.0	

(Source: Output of SPSS)

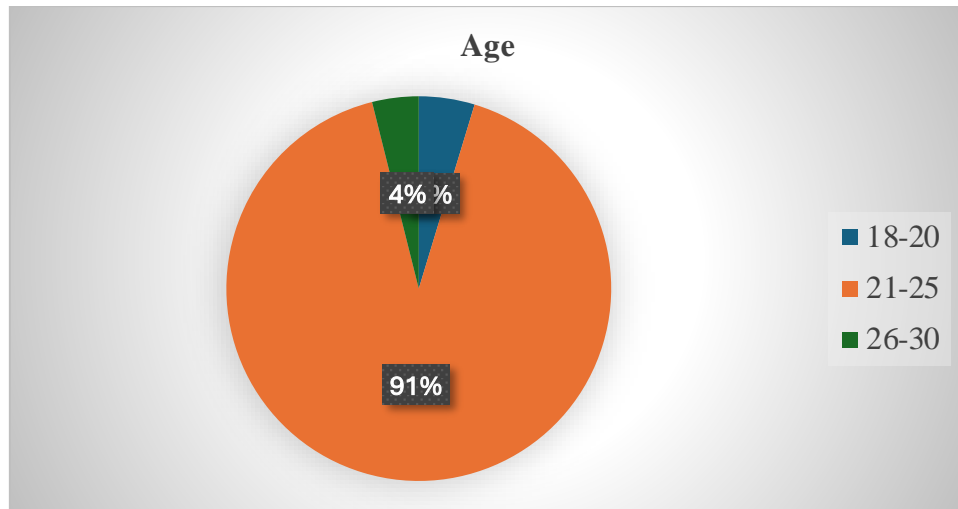


Figure 7 Respondents Age

(Source: Output of SPSS)

Table 8 and Figure 7 show the age group of the respondents. For age 18 to 20 years old, there are 4.7% (6 respondents). The highest percentage age respondents are 91.4% (117 respondents) which is from ages 21 to 25 years old. Last is respondents from 26 to 30 years old which is 3.9% (5 respondents).

4.3.4 Faculty

Table 9 Respondents Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FTKEK	18	14.1	14.1	14.1
	FTKE	10	7.8	7.8	21.9
	FTKM	10	7.8	7.8	29.7
	FTKIP	5	3.9	3.9	33.6
	FTMK	10	7.8	7.8	41.4
	FPTT	75	58.6	58.6	100.0
	Total	128	100.0	100.0	

(Source: Output of SPSS)

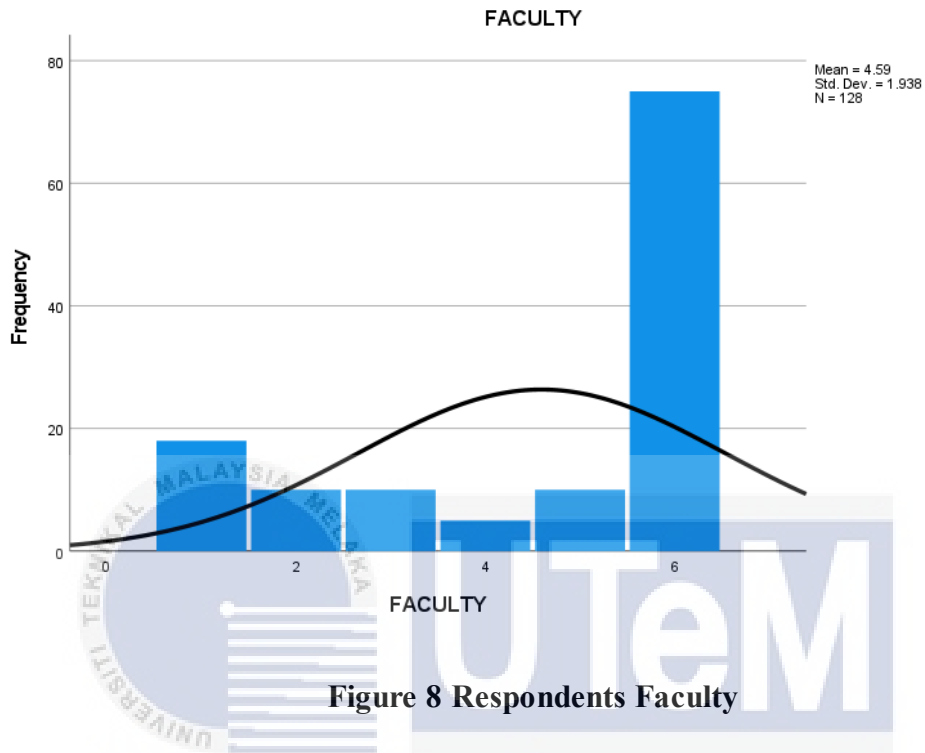


Figure 8 Respondents Faculty

(Source: Output of SPSS)

Table 9 and Figure 8 show the faculty group of the respondents. The highest number of respondents are from the faculty FPTT which is 58.6% (75 respondents) and the second highest are from the faculty FTKEK which is 14.1% (18 respondents). For faculty FTKE, FTKM, and FTMK, they have the same number of respondents which is 7.8% (10 respondents). Lastly, faculty FTKIP has had a small number of respondents which is 3.9% (5 respondents).

4.3.5 Year

Table 10 Respondents Years of Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YEAR 1	10	7.8	7.8	7.8
	YEAR 2	9	7.0	7.0	14.8
	YEAR 3	33	25.8	25.8	40.6
	YEAR 4	76	59.4	59.4	100.0
	Total	128	100.0	100.0	

(Source: Output of SPSS)

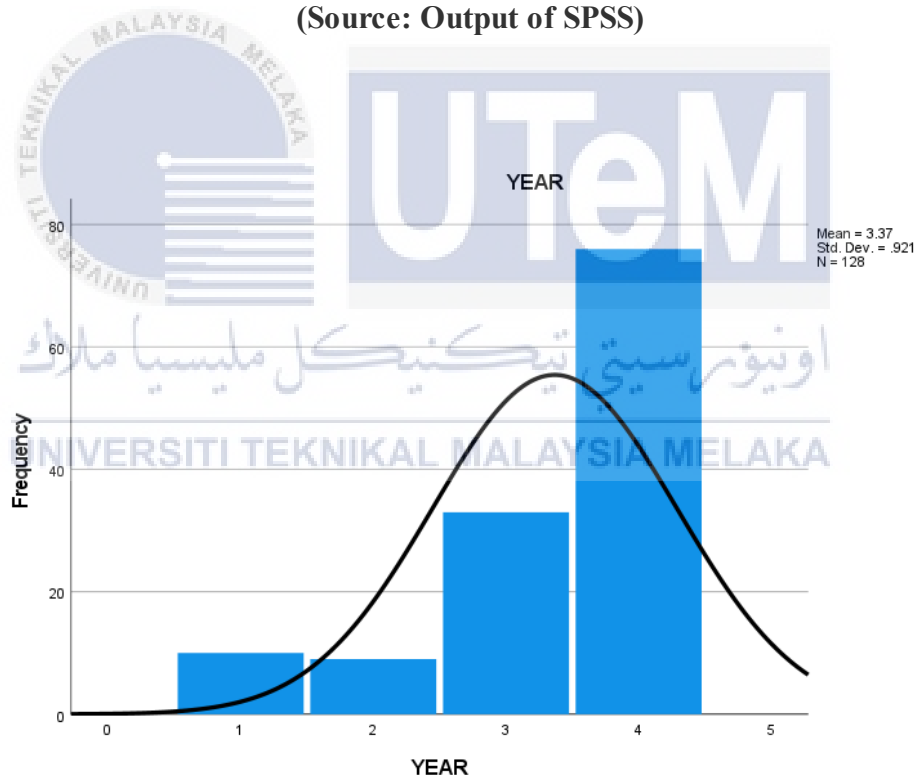


Figure 9 Respondents Years of Study

(Source: Output of SPSS)

Table 10 and Figure 9 show the year of study of the respondents. The highest number of respondents are from students in Year 4 which is 59.4% (76 respondents). The next respondents are students from Year 3 which is 25.8% (33 respondents). There are 7.8% (10 respondents) from student Year 1 and 7.0% (9 respondents) from student Year 2.

4.4 Descriptive Analysis

The respondents' opinions of the variables in the conceptual framework are analyzed and interpreted using the descriptive statistics for variables. The assessment employed in this study is a 5-point Likert scale with the following options: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree. 3.68–5.0 is the high mean score, 2.34–3.67) is the moderate mean score, and 1.0–2.33 is the low mean score. The percentage of respondents who finished the survey is displayed in the table below along with the data for each variable.

4.4.1 The Factors that Effects Influencer Personality towards Customer Purchase Intention

4.4.1.1 Expertise

Table 11 Expertise

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The social media influencer(s) I follow is/are experts in their field.	128	2	5	4.02	.846
2. The social media influencer(s) I follow have	128	1	5	4.05	.812

great knowledge about their field.					
3. The social media influencer(s) I follow provide references based on their expertise	128	2	5	3.98	.846
Valid N (listwise)	128				

(Source: Output of SPSS)

Table 11 above shows the statistics of all items in Expertise among 128 respondents. From the table, the respondents agreed that the social media influencer(s) they follow is/are experts in their field with a mean of 4.02 and a standard deviation is 0.846. Next respondents agreed that the social media influencer(s) they follow have great knowledge about their field with a mean of 4.05 and a standard deviation is 0.812. Other than that, the respondents agreed that the social media influencer(s) they follow provide references based on their expertise with a mean of 3.98 and a standard deviation of 0.846.

4.4.1.2 Entertainment Value

Table 12 Entertainment Value

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The social media influencer(s) had entertainment value with the restaurant	128	1	5	3.91	.827

2. The social media influencer(s) had a well-grounded, objective, argument for the restaurant	128	1	5	3.92	.819
3. I can relate to the social media influencer(s) entertainment value	128	2	5	4.02	.778
Valid N (listwise)	128				

(Source: Output of SPSS)

Table 12 shows the statistics of all items of Entertainment Value among 128 respondents. From the table, most of the respondents agreed that the social media influencer(s) had entertainment value with the restaurant with a mean 3.91 and a standard deviation of 0.827. Next, the respondents agreed that the social media influencer(s) had a well-grounded, objective, argument for the restaurant with a mean of 3.92 and a standard deviation of 0.819. Lastly, respondents can relate to the social media influencer(s) entertainment value with a mean of 4.02 and a standard deviation of 0.778.

4.4.1.3 Informative Value

Table 13 Informative Value

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The information shared by social media influencer(s) is convincing	128	2	5	3.88	.896

2. The information shared by social media influencer(s) is supported by strong arguments.	128	2	5	3.88	.794
3. The information shared by social media influencer(s) is not persuasive	128	1	5	3.00	1.050
4. The information shared by social media influencer(s) is good	128	2	5	3.91	.846
Valid N (listwise)	128				

(Source: Output of SPSS)

Table 13 shows the statistics of all items of Informative Value among 128 respondents. From the table, respondents agreed that the information shared by the social media influencer(s) is convincing with a mean of 3.88 and a standard deviation of 0.896. Next, respondents agreed that the information shared by social media influencer(s) is supported by strong arguments with a mean of 3.88 and a standard deviation of 0.794. Other than that, respondents agreed the information shared by social media influencer(s) is not persuasive with a mean of 3.00 and a standard deviation of 1.050. Lastly, respondents agreed that the information shared by the social media influencer(s) is good with a mean of 3.91 and a standard deviation is 0.846.

4.4.1.4 Attractiveness

Table 14 Attractiveness

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. The social media influencer(s) I follow is/are attractive.	128	1	5	4.21	.749
2. The social media influencer(s) I follow is/are charismatic.	128	1	5	3.98	.887
3. The social media influencer(s) I follow is/are good-looking	128	2	5	3.89	.941
4. The social media influencer(s) I follow is/are beautiful/handsome.	128	1	5	3.95	.987
Valid N (listwise)	128				

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

(Source: Output of SPSS)

Table 14 shows the mean and standard deviation of all items under Attractiveness among 128 respondents. Based on the data the respondents stated previously, the social media influencer(s) I follow is/are attractive with a mean of 4.21 and a standard deviation is 0.749. next, the social media influencer(s) I follow is/are charismatic with a mean of 3.98 and a standard deviation is 0.887. Other than that, the social media influencer(s) I follow is/are good-looking with a mean of 3.89 and a standard deviation is 0.941. Lastly, the social media influencer(s) I follow is/are beautiful/handsome with a mean of 3.95 and a standard deviation of 0.987.

4.4.2 The Factors that Effect Social Media Content towards Customer Purchase Intention

4.4.2.1 Short Form Video

Table 15 Short Form Video

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. After seeing the short form video content post with the product shown by the social media influencer, I became interested in trying the product	128	1	5	4.01	.918
2. After seeing the short form video content with the product shown by the social media influencer, I was willing to purchase the product	128	1	5	3.62	1.080
3. If the short form video content is liked by many people, it affects my attention to buy/try	128	1	5	3.96	.991
4. If many people comment the short form video content, it affects my attention to buy/try	128	1	5	4.05	.886
	128				

(Source: Output of SPSS)

Table 15 shows the mean and standard deviation of all items under Short Form Video among 128 respondents. Based on the data the respondents stated previously, after seeing the short form video content post with the product shown by the social media influencer, I became interested in trying the product with a mean of 4.01 and a standard deviation is 0.918. Next, after seeing the short form video content with the product shown by the social media influencer, I was willing to purchase the product with a mean of 3.62 and a standard deviation is 1.080. Other than that, if the short form video content is liked by many people, it affects my attention to buy/try with a mean of 3.96 and a standard deviation is 0.991. Lastly, if many people comment on the short form video content, it affects my attention to buy/try with a mean of 4.05 and a standard deviation is 0.886.

4.4.2.2 Images

Table 16 Images

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. After seeing the images content post with the product shown by the social media influencer, I became interested in trying the product	128	1	5	3.89	.916
2. After seeing the images content with the product shown by the social media influencer, I was willing to purchase the product	128	1	5	3.66	1.037
3. If the images content is liked by many people, it	128	1	5	3.95	.936

affects my attention to buy/try					
4. If many people comment the images content, it affects my attention to buy/try	128	1	5	4.00	.896
Valid N (listwise)	128				

(Source: Output of SPSS)

Table 16 shows the mean and standard deviation of all items under Images among 128 respondents. Based on the data the respondents stated previously, after seeing the images content post with the product shown by the social media influencer, I became interested in trying the product with a mean of 3.89 and a standard deviation is 0.916. Next, after seeing the images content with the product shown by the social media influencer, I was willing to purchase the product with a mean of 3.66 and a standard deviation is 1.037. Other than that, if the image content is liked by many people, it affects my attention to buy/try with a mean of 3.95 and a standard deviation is 0.936. Lastly, if many people comment on the images content, it affects my attention to buy/try with a mean of 4.00 and a standard deviation is 0.896.

4.4.2.3 Live Video

Table 17 Live Video

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. After seeing the live video content post with the product shown by the social media influencer, I became interested in trying the product	128	2	5	4.02	.842
2. After seeing the live video content with the product shown by the social media influencer, I was willing to purchase the product	128	1	5	3.84	.967
3. If the live video content is liked by many people, it affects my attention to buy/try	128	1	5	3.90	.987
4. If many people comment the live video content, it affects my attention to buy/try	128	1	5	3.86	.937
Valid N (listwise)					

(Source: Output of SPSS)

Table 17 shows the mean and standard deviation of all items under Live Video among 128 respondents. Based on the data the respondents stated previously, after seeing the live video content post with the product shown by the social media influencer, I became interested in trying the product with a mean of 4.02 and a standard deviation is 0.842. Next, after seeing the live video content with the product shown by the social media influencer, I was willing to purchase the product with a mean of 3.84 and a standard deviation is 0.967. Other than that, if the live video content is liked by many people, it affects my attention to buy/try with a mean of 3.90 and a standard deviation is 0.987. Lastly, if many people comment on the live video content, it affects my attention to buy/try with a mean of 3.86 and a standard deviation is 0.937.

4.4.3 The Factor that More Impacts on Customer Purchase Intention.

Table 18 Customer Purchase Intention

Descriptive statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I most frequently have intentions to purchase products advertised by the social media influencers I follow.	128	1	5	3.79	1.084
2. I generally recommend products and/or services advertised by the social media influencers I follow.	128	1	5	3.63	.912
3. I am likely to purchase the products and/or services advertised by social media influencers I follow.	128	1	5	3.81	1.002
4. I will buy the products and/or services advertised	128	1	5	3.80	1.038

by social media influencer I follow in the future.					
5. I am interested in making a purchase product and/or services advertised by social media influencers I follow.	128	1	5	3.92	.944
Valid N (listwise)	128				

(Source: Output of SPSS)

Table 18 shows the mean and standard deviation of all items under Customer Purchase Intention among 128 respondents. Based on the data the respondents stated previously, I most frequently have intentions to purchase products advertised by the social media influencers I follow with a mean of 3.79 and a standard deviation is 1.084. Next, I generally recommend products and/or services advertised by the social media influencers I follow with a mean of 3.63 and a standard deviation is 0.912. Other than that, I am likely to purchase the products and/or services advertised by social media influencers I follow with a mean of 3.81 and a standard deviation is 1.002. Furthermore, I will buy the products and/or services advertised by social media influencer I follow in the future with a mean of 3.80 and a standard deviation is 1.038. Lastly, I am interested in making a purchase product and/or services advertised by social media influencers I follow with a mean of 3.92 and a standard deviation is 0.944.

4.5 Reliability Analysis

The reliability test included the observational test, the questionnaire consistency test, and any other measurement method. The analysis shouldn't contain any bias that would persuade respondents to choose a specific answer. The reliability test apparatus can employ Cronbach's Alpha. If the instrument has a high degree of reliability, the Cronbach's Alpha value should look like this.

- If Cronbach's Alpha > 0.80 – 1.00 = Very Reliable
- If Cronbach's Alpha > 0.60 – 0.80 = Somewhat Reliable
- If Cronbach's Alpha > 0.40 – 0.60 = Reliable Enough
- If Cronbach's Alpha > 0.20 – 0.40 = Reliable
- If Cronbach's Alpha 0.0 – 0.20 = Less Reliable

The following Table 19 shows the study's Cronbach's Alpha:

Table 19 Case Processing Summary and Reliability Statistics

Case Processing Summary			
		N	%
Case	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0
a. Listwise deletion based on all variables in the procedure			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.967	.968	32

(Source: Output of SPSS)

From the table above, the researcher used Cronbach's Alpha Coefficient to examine the reliability of independent variables and dependent variables, totalling 32 number of items in the questionnaire that were delivered to 128 respondents. Cronbach's Alpha of reliability statistics for all variables is 0.967, which is very reliable.

Table 20 Reliability Statistics for all Variable

Variable	Cronbach's Alpha	N of Items
Independent Variables:		
Influencer Personality	0.915	15
Social Media Content	0.961	12
Dependent Variable		
Customer Purchase Intention	0.926	5
Overall	0.967	32

(Source: Output of SPSS)

Based on the result of Reliability Statistics above, the Cronbach's Alpha value for influencer personality is 0.915 and social media content is 0.961 which is both values are very reliable because the value was among 0.80 to 1.00. This proof that majority of the respondents understood the questionnaire developed by the researcher. Therefore, it can be concluded that the overall reliability test of all items in the questionnaires is valid and acceptable.

4.6 Pearson Correlation Analysis

In this section, the researcher would like to examine the relationship between the dependent variable (Customer Purchase Intention) and independent variables (Expertise, Entertainment Value, Informative Value, Attractiveness, Short Form Video, Images, and Live Video). Pearson ratio has a range of 0.00 to 1.00 as a maximum estimate. Correlation, r that falls between 0.91 to 1.00 is considered very strong while the ratio between 0.00 to 0.20 is considered slight and almost negligible.

Table 21 Relationship Interpreted through R-Value (Rumsey, 2023)

R-Value	Relationship
+0.70 or higher	Very Strong Positive Relationship
+0.40 to +0.69	Strong Positive Relationship
+0.30 to +0.39	Moderate Positive Relationship
+0.20 to +0.29	Weak Positive Relationship
+0.01 to +0.19	No or Negligible Relationship
0	No Relationship
-0.01 to -0.19	No or Negligible Relationship
-0.20 to -0.29	Weak Negative Relationship
-0.30 to -0.39	Moderate Negative Relationship
-0.40 to -0.69	Strong Negative Relationship
-0.70 or higher	Very Strong Negative Relationship

Table 22 Pearson Correlation Coefficient Analysis

		Correlation							
		E	EV	IV	A	SFV	I	LV	CPI
E	Pearson correlation	1	.645**	.499**	.665**	.467**	.466**	.492**	.498**
	Sig (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	128	128	128	128	128	128	128	128
EV	Pearson correlation	.645**	1	.670**	.662**	.641**	.613**	.557**	.568**

	Sig (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	128	128	128	128	128	128	128	128
IV	Pearson correlation	.499**	.670**	1	.643**	.537**	.526**	.509**	.578**
	Sig (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	128	128	128	128	128	128	128	128
A	Pearson correlation	.665**	.662**	.643**	1	.648**	.627**	.627**	.663**
	Sig (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	128	128	128	128	128	128	128	128
SFV	Pearson correlation	.467**	.641**	.537**	.648**	1	.859**	.838**	.802**
	Sig (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	128	128	128	128	128	128	128	128
I	Pearson correlation	.466**	.613**	.526**	.627**	.859**	1	.855*	.823**
	Sig (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	128	128	128	128	128	128	128	128
LV	Pearson correlation	.492**	.557**	.509**	.627**	.838**	.855**	1	.803**
	Sig (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	128	128	128	128	128	128	128	128
CPI	Pearson correlation	.498**	.568**	.578**	.663**	.802**	.823**	.803**	1
	Sig (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	128	128	128	128	128	128	128	128
**. Correlation is significant at the 0.01 level (2-tailed)									

(Source: Output of SPSS)

Table 22 shows the results of the Pearson Correlation that was analyzed by using SPSS. Based on the table above, there are significant relationships between all the variables including dependent and independent variables as the significant output between the variables is 0.001. This is because when the p-value is 0.05 and below, it can be considered statistically significant. Independent variables included expertise, entertainment value, informative value, attractiveness, short form video, images, and live video with the dependent variable which is customer purchase intention.

According to the table, an R-value of more than 0.7 indicates a very strong positive relationship between independent and dependent variables. Hence, short form video, images, and live video can be concluded to have a very strong positive significant relationship with customer purchase intention as the R-values are more than 0.7. Additionally, expertise, entertainment value, informative value, and attractiveness can be concluded to have a strong positive significant relationship with customer purchase intention as the R-values are between 0.40 to 0.69 and the sig. (2-tailed) between these variables are 0.001.

4.7 Multilinear Regression Analysis (MRA)

This research is using Multiple Regression Analysis (MRA) to analyze all the eight variables. Eight of the variables are independent variables that consist of expertise, entertainment value, informative value, attractiveness, short form video, images, and live video, while the remaining variable is customer purchase intention as a dependent variable of this research.

4.7.1 Multilinear Regression Analysis for Overall

Table 23 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869	.755	.741	.44641
a. Predictors: (Constant), LV, E, IV, EV, A, SFV, I				
b. Dependent Variable: CPI				

(Source: Output of SPSS)

Based on the research analysis by Multiple Regression Analysis (MRA) above, the correlation coefficient (R) value is 0.869 which indicates that the seven independent variables (expertise, entertainment value, informative value, attractiveness, short form video, images, and live video) are highly correlate to a dependent variable. This means that the respondents are positive on customer purchase intention. Furthermore, the result of the coefficient of determination, R square in this research shows a total variation of 75.5%. So, this means that the remaining 24.5% of the variation are indirect factor which means other variables have been used for this study to effect customer purchase intention.

Table 24 ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.835	7	10.548	52.931	<.001
	Residual	23.913	120	.199		
	Total	97.749	127			
a. Dependent Variable: CPI						
b. Predictors: (Constant), LV, E, IV, EV, A, SEV, I						

(Source: Output of SPSS)

The one-way analysis of variance (ANOVA) is used to examine whether there are any significant differences between the means of independent variable groups. In the ANOVA table above, the F value generated is 52.931 with a significant level of 0.001. Since the significance level (p-value) is 0.001 is below than alpha value of 0.05 which is a significant relationship between a dependent variable (customer purchase intention) and independent variables (expertise, entertainment value, informative value, attractiveness, short form video, images, and live video).

Table 25 Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.488	.285		-1.715	.089
	E	.060	.076	.052	.788	.432
	EV	-.137	.094	-.111	-1.460	.147
	IV	.227	.105	.141	2.161	.033
	A	.142	.091	.118	1.563	.121
	SFV	.228	.105	.220	2.176	.031
	I	.370	.107	.353	3.453	<.001
	LV	.219	.103	.207	2.128	.035
a. Dependent Variable: CPI						

(Source: Output of SPSS)

Based on Model 1 in the table above, it is indicated to determine the result of the coefficient between independent variables and dependent variables. The independent variable of expertise towards customer purchase intention has not significant because their alpha value is more than 0.05 which is 0.432. For entertainment value, results show no significant effects on customer purchase intention because the p-value is 0.147 which is higher than the alpha value of 0.05.

Meanwhile, for the independent variable of informative value, it is significant to effect the customer purchase intention because the p-value is 0.033 which is less than the alpha value of 0.05. However, attractiveness shows the p-value is more than the alpha value of 0.05 which is 0.121. This proves that attractiveness has no significant effect on customer purchase intention.

Besides that, for the independent variable of short form video, it is significant to effect customer purchase intention because the p-value is 0.031 which is less than the alpha value of 0.05. For the images, it is also significant to effect customer purchase

intention because the p-value is 0.001 which is less than the alpha value of 0.05. Lastly, the independent variable for live video is significant in effecting customer purchase intention with a p-value is 0.035 less than the alpha value of 0.05.

4.7.2 Multilinear Regression Analysis for Influencer Personality

Multilinear regression analysis is a method for estimating a value based on independent and dependent variables. This method is used to examine the impact of the independent factors on the dependent variables. In this study, the researcher wanted to examine the impact of influencer personality factors which are expertise, entertainment value, informative value, and attractiveness on customer purchase intention.

Table 26 Model Summary for Influencer Personality

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699	.489	.472	.63731
a. Predictors: (Constant), E, IV, EV, A				

(Source: Output of SPSS)

Table 26 shows the results of the model summary of multilinear regression analysis for influencer personality. According to the table, the value of the correlation coefficient (R) is 0.699. This result indicated that there is a strong correlation between dependent variables (customer purchase intention) and independent variables (influencer personality). The value of R square is 0.489 representing that the customer purchase intention in the restaurant industry is 48.9% influenced by the factors which

is expertise, entertainment value, informative value, and attractiveness whereas the remaining 51.1% are explained by other factors that are not involved in this research.

Table 27 ANOVA for Influencer Personality

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.790	4	11.948	29.415	<.001
	Residual	49.959	123	.406		
	Total	97.749	127			
a. Dependent Variable: CPI						
b. Predictors: (Constant), E, IV, EV, A						

(Source: Output of SPSS)

ANOVA is used to examine whether there are any significant differences between the means of independent variables. In Table 27, the F value generated is 29.415 with a significant level of 0.001. Since the p-value is 0.001 is lower than 0.05, it represents a significant relationship between the dependent variable (customer purchase intention) and the independent variable (influencer personality).

Table 28 Coefficients for Influencer Personality

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.236	.405		-.582	.561
	E	.032	.107	.028	.303	.762
	EV	.162	.125	.132	1.298	.197
	IV	.321	.149	.200	2.151	.033
	A	.515	.121	.429	4.260	<.001

(Source: Output of SPSS)

The result of the coefficients enables the researchers to find out which independent variables have the strongest association with the dependent variable. Table 28 shows that the beta value of attractiveness is 0.429 and has the strongest relationship with customer purchase intention. This is because the higher beta value of 1 or -1 indicated a stronger influence carrying the independent variable to the dependent variable. Thus, attractiveness is the most significant factor that influences customer purchase intention in the restaurant industry.

To determine the strongest relationship between which independent variable (influencer personality) and with dependent variable (customer purchase intention), the researcher compares the standardized beta value gained in Table 28 above. The table showed that the beta value of attractiveness is 0.429 has the strongest relationship with customer purchase intention. Then it is followed by an informative value with a beta value is 0.200, entertainment value with a beta value is 0.132, and expertise with a beta value is 0.028. The higher beta value of 1 or -1 indicated the stronger influence of carrying the independent variable to the dependent variable. Thus, attractiveness is the most significant factor in the influencer personality that influences customer purchase intention in the restaurant industry.

4.7.3 Multilinear Regression Analysis for Social Media Content

Table 29 Model Summary for Social Media Content

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853	.728	.721	.46310
a. Predictors: (Constant), E, IV, EV, A				

(Source: Output of SPSS)

Table 29 displays the results of the model summary for multilinear regression analysis on social media content. The table shows that the correlation coefficient (R) has a value of 0.853. This implies that there is a strong correlation between the dependent variable (customer purchase intention) and the independent variables (social media content). The value of R square is 0.728 which means that 72.8% of customer purchase intention in the restaurant industry is influenced by factors such as short form video, images, and live video. The remaining 27.2% can be attributed to other factors not included in this research.

Table 30 ANOVA for Social Media Content

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.156	3	23.719	110.598	<.001
	Residual	26.593	124	.214		
	Total	97.749	127			
a. Dependent Variable: CPI						
b. Predictors: (Constant), LV, SFV, I						

(Source: Output of SPSS)

ANOVA is a valuable statistical method utilized to investigate whether there are noteworthy variances between the means of independent variables. Notably, in Table 29, the produced F value is 110.598, accompanied by a significant level of 0.001. Given that the p-value of 0.001 is less than the set significance level of 0.05, this suggests a meaningful correlation between the dependent variable (customer purchase intention) and the independent variable (social media content).

Table 31 Coefficients for Social Media Content

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.131	.206		.639	.524
	SFV	.264	.103	.255	2.567	.011
	I	.392	.109	.374	3.580	<.001
	LV	.284	.104	.269	2.739	.007
a. Dependent Variable: CPI						

(Source: Output of SPSS)

In this study, the researchers analyzed coefficients to identify the independent variables that are most closely associated with the dependent variable. Table 31 shows that images have the highest beta value of 0.374, indicating the strongest relationship with customer purchase intention. A beta value closer to 1 or -1 indicates a more influential independent variable. Thus, images are the most significant factor impacting customer purchase intention within the restaurant industry.

To further explore the relationship between social media content and customer purchase intention, the researcher compared standardized beta values. The beta values for short form video were 0.255 and live video was 0.269, respectively, with images having the strongest association. Therefore, within social media content, images appear to be the most important factor impacting customer purchase intention.

4.8 Hypothesis Testing

Hypothesis 1: Expertise (p-value = 0.432)

H1: There are significant effects of influencer personality expertise towards customer purchase intention in the restaurant industry.

From the table above, expertise has a significant value of 0.432. As a significant value is more than 0.05, it represents that expertise has no significant effects towards customer purchase intention. Therefore, alternative hypothesis H1 is not supported.

Hypothesis 2: Entertainment Value (p-value = 0.147)

H2: There are significant effects of influencer personality entertainment value towards customer purchase intention in the restaurant industry.

From the table above, the entertainment value has a significant value of 0.147. As a significant value is more than 0.05, it represents that entertainment value has no significant effects towards customer purchase intention. Therefore, alternative hypothesis H2 is not supported.

Hypothesis 3: Informative Value (p-value = 0.033)

H3: There are significant effects of influencer personality informative value towards customer purchase intention in the restaurant industry.

From the table above, the informative value has a significant value of 0.033. As the significant value is under 0.05, it represents that informative value has significant effects towards customer purchase intention. Hence the hypothesis H3 is accepted.

Hypothesis 4: Attractiveness (p-value = 0.121)

H4: There are significant effects of influencer personality attractiveness towards customer purchase intention in the restaurant industry.

From the table above, attractiveness has a significant value of 0.121. As a significant value is more than 0.05, it represents that attractiveness has no significant effects towards customer purchase intention. Therefore, alternative hypothesis H1 is not supported.

Hypothesis 5: Short Form Video (p-value = 0.031)

H5: There are significant effects of social media content short form video towards customer purchase intention in the restaurant industry.

From the table above, the short form video has a significant value of 0.031. As the significant value is under 0.05, it represents that short form video has significant effects towards customer purchase intention. Hence the hypothesis H5 is accepted.

Hypothesis 6: Images (p-value = 0.001)

H6: There are significant effects of social media content images towards customer purchase intention in the restaurant industry.

From the table above, the images have a significant value of 0.001. As the significant value is under 0.05, it represents those images have significant

effects towards customer purchase intention. Hence the hypothesis H6 is accepted.

Hypothesis 7: Live Video (p-value = 0.035)

H7: There are significant effects of social media content live video towards customer purchase intention in the restaurant industry.

From the table above, the live video has a significant value of 0.035. As the significant value is under 0.05, it represents that live video has significant effects towards customer purchase intention. Hence the hypothesis H7 is accepted.

Table 32 Outcome of Hypothesis Testing

Independent Variables	P-value	Results
Expertise	0.432	Accept Ho, Reject H1
Entertainment Value	0.147	Accept Ho, Reject H2
Informative Value	0.033	Reject Ho, Accept H3
Attractiveness	0.121	Accept Ho, Reject H4
Short Form Video	0.031	Reject Ho, Accept H5
Images	0.001	Reject Ho, Accept H6
Live Video	0.035	Reject Ho, Accept H7

(Source: Analysis from SPSS Output)

Table 4.23 illustrates the outcome of hypothesis testing. The variable is accepted when the p-value is under 0.05. Only four independent variables have p-values less than 0.05. Thus, H3, H5, H6 and H7 are accepted.

4.9 Summary

The entire set of data gathered from 128 respondents was examined by the researcher using SPSS software. To analyze the data and look at the link between independent and dependent variables, reliability, multiple regression, descriptive, and Pearson's correlation coefficient analyses are performed. In addition, the investigator ascertained the importance of the hypothesis that was earlier referenced in Chapter 2. Just four of the seven hypotheses in this study are accepted.



CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter covered the findings from the previous chapter's data as well as recommendations for increasing customer purchase intention in the restaurant industry. Thus, the research objectives and research questions that were formulated in Chapter One will be addressed in this chapter. This chapter is divided into several sections including the summary of findings, the research limitations, the research significance, the recommendations, the conclusion, and the summary of this chapter.

5.2 Summary of Frequency Analysis

According to the data analysis in Chapter 4, the number of respondents to this survey is 128. There were 57 male respondents (44.5%) and 71 female respondents (55.5%), who participated in this survey. Most respondents are Malay which is 117 respondents (91.4%) and aged between 21 to 25 years old (117 or 91.4%). The researcher can conclude that the most frequent respondents that participated in this survey are from FPTT faculty (75 or 58.6%) who studied in Year 4 (76 or 59.4%).

5.3 Scale Measurement

5.3.1 Research Validity

Pearson Correlation is used to determine the research validity for this study. As a result, it is done to determine the validity of the link between the independent factors of expertise, entertainment value, informative value, attractiveness, live video, short form video, and images with the dependent variable of customer purchase intention. In comparison to other independent factors, images had the greatest Pearson Correlation of 0.823, followed by live video, which had a score of 0.803. Besides that, short form video had a Person Correlation of 0.802 while attractiveness had a score of 0.663, and informative value had a score of 0.578. On the other hand, entertainment value had a Pearson Correlation of 0.568, and expertise had the lowest Pearson Correlation score which was 0.498. According to Table 4.22, informative value, short form video, images, and live video have a positive association with the dependent variable whereas expertise, entertainment value, and attractiveness have a moderate positive link with the dependent variable. This is because the significant outputs for informative value, short form video, images, and live video are 0.033, 0.031, 0.001, and 0.035, respectively, which are less than 0.05 and it is possible to conclude that there is a significant relationship. Meanwhile, the expertise, entertainment value, and attractiveness have values more than 0.05 which means that each one has 0.432, 0.147, and 0.121, it is possible to conclude that there is no significant relationship.

5.3.2 Research Reliability

The reliability test was first done during the pilot test to figure out the reliability of the questionnaire. After that, the reliability test was also done on the data collected from the 128 respondents to find out the reliability of this research. The Cronbach's Alpha values for influencer personality and social media content are 0.915 and 0.961. The Cronbach's Alpha value for overall output is 0.967. Cronbach's Alpha value shows that the research can be concluded as acceptable reliability and very reliable.

5.4 Discussion on Research Objectives

In this study, three objectives must be met after the data from the questionnaire has been analyzed, and almost 128 respondents participated in this survey to provide the findings for the researcher to meet the research objectives listed.

5.4.1 Research Objective 1 (To determine the effects of influencer personality towards customer purchase intention.)

In this research, four influencer personality factors effects customer purchase intentions in the restaurant industry that is expertise, entertainment value, informative value, and attractiveness. After conducting the data analysis of Multiple Regression Analysis overall, the results were used to prove the hypothesis. Hence, the results show that only informative value has a significant relationship with customer purchase intention as the p-value is 0.033 respectively which is less than 0.05. However, the results of Multilinear Regression Analysis overall show that the p-value of expertise, entertainment value, and attractiveness has no significant relationship with customer purchase intention. In short, this research figured out that the influencer personality factors that may affect customer purchase intention in the restaurant industry are informative value.

Based on the data presented in Table 4.23, the model summary of multilinear regression analysis for influencer personality shows that the R square value is 0.489. This indicates that 48.9% of the customers' purchase intention in the restaurant is influenced by the personality factors of the influencer.

5.4.2 Research Objective 2 (To examine the effects of social media content towards customer purchase intention.)

This study examined how three social media content elements impact customer purchase intentions in the restaurant industry: short-form video, images, and live video. Through Multiple Regression Analysis, the findings supported the hypothesis that all three factors had a significant relationship with customer purchase intention. The p-values for short-form video, images, and live video were 0.031, 0.001, and 0.035, respectively, which are all less than 0.05. Based on the research, it can be concluded that images have the most significant effect on customer purchase intention in the restaurant industry because their p-value is the lowest at 0.001.

The data presented in Table 4.26 show that the model summary of multilinear regression analysis for social media content indicates an R square value of 0.728. This suggests that 72.8% of customers' restaurant purchase intention is influenced by social media content factors.

5.4.3 Research Objective 3 (To identify which factor has more impact on customer purchase intention.)

To achieve research objective 3, the researcher has carried out Multilinear Regression Analysis Coefficients overall to get the p-value for each factor in the independent variables. Table 4.22 shows the most significant p-value for influencer personality received is an informative value with a p-value of 0.033. Furthermore, based on table 4.22 also shows the p-value for the social media content factors. The factor that has the most significant p-value is images which is 0.001 the lowest among all factors.

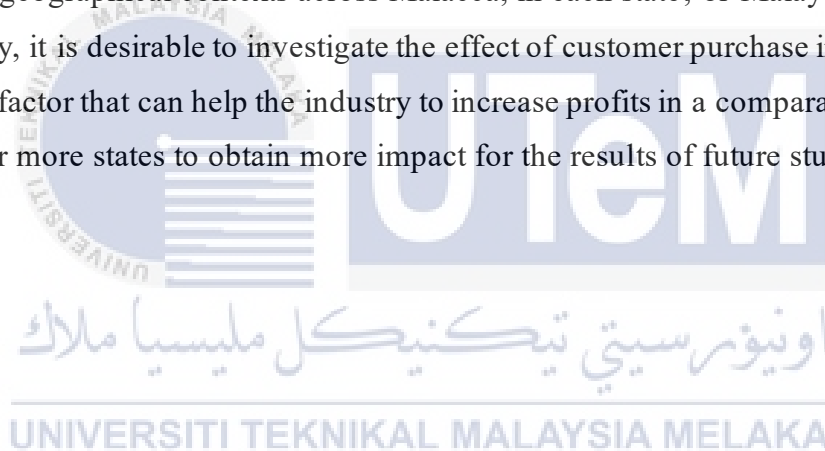
Based on the Model Summary in the Multilinear Regression Analysis, the researcher can conclude that the independent variable for social media content has more impact on customer purchase intention with an R square value is 0.728 which means that 72.8% of customer purchase intention in the restaurant industry were influenced. Meanwhile, the R square value for influencer personality is 0.489 representing that only 48.9% of the customer purchase intention in the industry is influenced by the factors. Furthermore, the result of the coefficient of determination, R in this research shows a total variation of 75.5%. So, this means that the remaining 24.5% of the variation are indirect factor which means other variables have been used for this study to effect customer purchase intention.

5.5 Implication of the Research

The results of this research can be interpreted in a few different ways. To begin, the informative value of the influencer personality factors has a significant role in effecting customer purchase intention in the restaurant industry. From this study, informative value is important for the restaurant industry to evaluate the influencer's personality before hiring them to promote their business. Informative value delivered by influencers can increase the impact on customer purchase intentions. As a result, the expenditure released to pay for store promotion to influencers will be more effective and increase the number of customers. In addition, social media content has more effect on customer purchase intentions. The results of this study show that customers are very interested in content from social media such as short form videos, images, and live videos. The results of the study proved that images have the highest impact on the customer's purchase intention. To reduce wasteful production, traders from the restaurant industry can focus on social media content such as increasing the posting of interesting food pictures on social media accounts. As a result, apart from being promoted by influencers, traders from the restaurant industry can increase the intention of patronizing customers by using social media content.

5.6 Limitations and Recommendations

There are a few limitations on this study. First off, rather than measuring actual purchasing behavior, this study evaluates intention to purchase. The model will be expanded by further study to incorporate real behavioral evaluations. Other features that can benefit the restaurant business are also being considered and may be introduced. These elements include membership promotion, social media feedback, tales on Facebook, Instagram, and WhatsApp, and other elements that are currently trendy. To have a deeper understanding of consumer intent, it is also beneficial to investigate other industries, including fashion, manufacturing, handicrafts, and other service sectors like banking, cleaning, and laundry. Furthermore, this study is specifically focused on UTeM students; future research will examine the model in other geographical contexts across Malacca, in each state, or Malaysia as a whole. Finally, it is desirable to investigate the effect of customer purchase intention or any other factor that can help the industry to increase profits in a comparative study with two or more states to obtain more impact for the results of future studies.



5.7 Conclusion

This report builds on earlier usage studies but differs in relevance as it investigates the effects of influencer personality and social media content towards customer purchase intention in the restaurant industry. A sample of 128 respondents from UTeM students was studied for this purpose. This study was conducted using the influencer personality framework by Ao et al., 2023, and the social media content framework by Jansasoy, 2023, which was established based on previous studies. In many respects, this study adds to the growing body of knowledge for entrepreneurs in the restaurant industry. First, this study adds and expands the understanding of social media as a medium for business use in the market. Effective use of social media content can reduce spending money to promote an industry. This study proves that images have a more significant impact than short form video and live video on industrial restaurants. In addition, this study identifies influencer personality factors that can have a greater impact on customers' purchase intentions in the restaurant industry. Paying influencers to promote something on social media uses high capital. Choosing the right influencer can have a greater impact on customer purchase intentions. This study has identified that informative value has a significant impact on the restaurant industry. In summary, this study provides better knowledge about the factors that have a greater impact on the restaurant industry about personality influencers and social media content. Those interested in promoting restaurants may find these findings useful in making their efforts a success.

REFERENCES

- Ali, A. B., Abbass, A., & Farid, N. (2020, September 1). *FACTORS INFLUENCING CUSTOMERS' PURCHASE INTENTION IN SOCIAL COMMERCE*. International Review of Management and Marketing; EconJournals. <https://doi.org/10.32479/irmm.10097>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023, February 2). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Alele, F. (2023, February 22). *An Introduction to Research Methods for Undergraduate Health Profession Students*. Pressbooks. <https://jcu.pressbooks.pub/intro-res-methods-health/>
- Ben, J. (2023, January 13). *Social Media's Influence on the Restaurant Industry in 2023*. Vesta. <https://www.vesta-go.com/advocacy-ugc/social-media-influence-on-the-restaurant-industry/>
- Bevans, R. (2022, November 15). *Multiple Linear Regression | A Quick Guide (Examples)*. Scribbr. <https://www.scribbr.com/statistics/multiple-linear-regression/>
- Blackstone, A. (2012, January 1). *Principles of Sociological Inquiry : Qualitative and Quantitative Methods*. http://books.google.ie/books?id=QWYwzWEACAAJ&dq=Principles+of+Sociological+Inquiry:+Qualitative+and+Quantitative+Methods&hl=&cd=2&source=gbs_api
- Chetioui, Y.; Benlafqih, H.; Lebdaoui, H. (2020). How Fashion Influencers Contribute to Consumers' Purchase Intention. *J. Fash. Mark. Manag. Int. J.* <https://doi.org/10.1108/JFMM-08-2019-0157>.

Contributor, T. (2018, October 11). *SPSS (Statistical Package for the Social Sciences)*. WhatIs.com. <https://www.techtarget.com/whatis/definition/SPSS-Statistical-Package-for-the-Social-Sciences>

D. (2022). *Department of Statistics Malaysia*. <https://dev.dosm.gov.my/portal-main/release-content/current-population-estimates-malaysia-2022>

Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J. V., & Goodman, S. (2019, October 7). *Social media engagement behavior*. *European Journal of Marketing*; Emerald Publishing Limited. <https://doi.org/10.1108/ejm-03-2017-0182>

Esteban-Santos, L.; García Medina, I.; Carey, L.; Bellido-Pérez, E. (2018). Fashion Bloggers: Communication Tools for the Fashion Industry. *J. Fash. Mark. Manag. Int. J.* <https://doi.org/10.1108/JFMM-10-2017-0101>.

Ferreira, L. R. S. (2020, January 1). *The importance of descriptive analysis*. *Revista Do Colégio Brasileiro De Cirurgiões; Brazilian College of Surgeons*. <https://doi.org/10.1590/0100-6991e-20202682>

Geysler, W. (2023, March 24). *What is an Influencer? – Social Media Influencers Defined [Updated 2023]*. *Influencer Marketing Hub*. <https://influencermarketinghub.com/what-is-an-influencer/>

Gomes, M. (2020, August 19). *30 Live Streaming Content Ideas for your Next Live Videos - ManyCam Blog*. *ManyCam Blog*. <https://manycam.com/blog/30-live-streaming-content-ideas/>

Honkanen. (2018, April 8). *MAXIMISING INFLUENCER MARKETING ON INSTAGRAM*. *Library*. Retrieved January 25, 2024, from <https://1library.net/document/ye3o937q-drivers-customer-purchase-intention-outcomes-influencer-marketing-activities.html>

Lima, M. M. de, Mainardes, E., & Cavalcanti, A. L. (2019). *Influence of social media on restaurant consumers: A case study of Crab island restaurant*. *Journal of Foodservice Business Research*, 1–20.
<https://doi.org/10.1080/15378020.2019.1631657>

Martins Botelho. (2018). *THE IMPACT OF INFLUENCERS IN THE CONSUMER'S PURCHASE INTENTION: THE COSMETIC INDUSTRY*. Retrieved July 2, 2023, from https://repositorio.iscte-iul.pt/bitstream/10071/19346/4/master_marcia_martins_botelho.pdf

McCombes, S. (2022, October 10). *Descriptive Research | Definition, Types, Methods & Examples*. Scribbr. <https://www.scribbr.com/methodology/descriptive-research/>

Melaka (State, Malaysia) - Population Statistics, Charts, Map and Location . (2022). https://citypopulation.de/en/malaysia/admin/04_melaka/

Morwitz, V. G. (2012, January 1). *Consumers' Purchase Intentions and their Behavior*. Foundations and Trends in Marketing; Now Publishers. <https://doi.org/10.1561/17000000036>

Multiple Regression Analysis: Definition, Formula and Uses. (2022, December 27). Indeed.com. <https://www.indeed.com/career-advice/career-development/multiple-regression-analysis-definition>

Nadja Enke & Nils S. Borchers (2019) Social Media Influencers in Strategic Communication: A Conceptual Framework for Strategic Social Media Influencer Communication, *International Journal of Strategic Communication*, 13:4, 261- 277, DOI: [10.1080/1553118X.2019.1620234](https://doi.org/10.1080/1553118X.2019.1620234)

Nightingale, J. (2022, June 2). *Social Media and Restaurants: The 6 Reasons Why You Need it*. Restaurant Engine. <https://restaurantengine.com/social-media-and-restaurants-the-6-reasons-why-you-need-it/>

Olafson, K. (2023, June 5). *2023 Social Media Image Sizes for All Networks [CHEATSHEET]*. Social Media Marketing & Management Dashboard. <https://blog.hootsuite.com/social-media-image-sizes-guide/>

Schouten, A. P., Janssen, L., & Verspaget, M. (2019, July 2). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>

Spinoza, J. (2021, August 2). *5 Benefits That Restaurants Can Have from Video Marketing*. Zoomshift. <https://www.zoomshift.com/blog/restaurant-video-marketing/>

SPSS Statistics - Overview. (2021). <https://www.ibm.com/products/spss-statistics>

Statler, J. (2023, May 11). *23 Types of Social Media Content You NEED to Post*. Post Planner. <https://www.postplanner.com/blog/types-of-social-media-content>

Stoldt, R., Wellman, M., Ekdale, B., & Tully, M. (2019). Professionalizing and Profiting: The Rise of Intermediaries in the Social Media Influencer Industry. *Social Media + Society*, 5(1). <https://doi.org/10.1177/2056305119832587>

Team, R. (2023, May 15). *The 15 Best Live Streaming Platforms in 2023: Overview and Comparison – Restream Blog*. Ultimate Live Streaming Hub – Restream Blog. <https://restream.io/blog/best-live-streaming-platforms/>

The Benefits of Live Video on Social Media. (2023). Corporate Communications, Inc. <https://www.corporatecomm.com/blog/the-benefits-of-live-video-on-social-media>

The Restaurant Industry: What Is the Restaurant Industry? (2023). The Restaurant Industry: What Is the Restaurant Industry? <https://www.bluecart.com/blog/the-restaurant-industry>

The Social Media Influencer and Brand Switching. (2017).
<https://1library.net/document/y90nowvy-the-social-media-influencer-and-brand-switching.html>

Thomas, L. (2022, July 21). *Cross-Sectional Study | Definition, Uses & Examples.* Scribbr. <https://www.scribbr.com/methodology/cross-sectional-study/>

Universiti Teknikal Malaysia Melaka. (2023, June 9). Wikipedia.
https://en.wikipedia.org/wiki/Universiti_Teknikal_Malaysia_Melaka

Video, E. (2023, February 20). *10 benefits of live streaming for brands.* Epiphan Video. <https://www.epiphan.com/blog/benefits-of-live-streaming/>

Wang, X. F., & Cheng, Z. S. (2020, July 1). *Cross-Sectional Studies.* Chest; Elsevier BV. <https://doi.org/10.1016/j.chest.2020.03.012>

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). *Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media.* *Australasian Marketing Journal (AMJ).* <https://doi.org/10.1016/j.ausmj.2020.03.002>

Wilder, A. (2022, June 16). *Restaurant Social Media Marketing in 2022 (Ideas + Strategies).* Lunchbox. <https://lunchbox.io/learn/restaurant-marketing/restaurant-social-media>

Wu, L., Mattila, A. S., Wang, C.-Y., & Hanks, L. (2016). *The Impact of Power on Service Customers' Willingness to Post Online Reviews.* *Journal of Service Research,* 19(2), 224–238. <https://doi.org/10.1177/1094670516630623>

Yadav, M.; Rahman, Z. (2018). *The Influence of Social Media Marketing Activities on Customer Loyalty: A Study of e-Commerce Industry.* *Benchmarking Int. J.* <https://doi.org/10.1108/BIJ-05-2017-0092>.

Zhang, Y., Trusov, M., Stephen, A. T., & Jamal, Z. (2017). *Online Shopping and Social Media: Friends or Foes?* *Journal of Marketing*, 81(6), 24 – 41. <https://doi.org/10.1509/jm.14.0344>

Zwicker, S., Tarabashkina, L., Proksch, M., & Hardiman, M. (2023, February 19). How Micro-Influencers' Personality Influences the Personality of Novice and Established Brands. *Australasian Marketing Journal*, 144135822311531. <https://doi.org/10.1177/1441358223115319>



APPENDIX

APPENDIX 1: GANTT CHART FINAL YEAR PROJECT 1

TASKS	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Journal Article Reading	■	■												
Selection of Research Title		■	■											
Determine RQ and RO			■	■	■									
Explore more on Journal Article			■	■	■	■	■	■	■	■	■			
Construct Chapter 1			■	■	■	■	■	■	■	■	■			
Revise Chapter 1			■	■	■	■	■	■	■	■	■			
Construct Chapter 2			■	■	■	■	■	■	■	■	■			
Revise Chapter 2			■	■	■	■	■	■	■	■	■			
Construct Chapter 3			■	■	■	■	■	■	■	■	■			
Revise Chapter 1 - 3											■	■	■	
Complete FYP 1 Report													■	■
Final Correction on FYP 1 Report													■	■
Presentation and Submission of FYP 1 Report														■

APPENDIX 2: GANTT CHART FINAL YEAR PROJECT 2

TASKS	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Create and Distribute questionnaire														
Data Collection														
Data Analyze														
Construct Chapter 4														
Revise Chapter 4														
Construct Chapter 5														
Revise Chapter 5														
Submission of Draft (Final Report)														
Finalize Report														
Viva Presentation and Submission of Final Report														

APPENDIX 3: QUESTIONNAIRE

Greeting to all respondents,

I am Nur Faizah Binti Mohammad, a final year student who is currently pursuing Degree in Bachelor of Technology Management and Technopreneurship with Honours (BTEC) from Universiti Teknikal Malaysia Melaka (UTeM). I am currently conducting a survey for my research paper on "**THE EFFECTS OF INFLUENCER PERSONALITY AND SOCIAL MEDIA CONTENT TOWARDS CUSTOMER PURCHASE INTENTION IN THE RESTAURANT INDUSTRY**". The target respondent of this survey is UTeM students that using influencers personality and social media content to find interesting restaurant industry.

The survey is consisting of FOUR (4) sections which are, Section A, B, C and D. The entire process can be completed in just a few minutes. We would sincerely appreciate your time and consideration in taking part in this survey. The content of this questionnaire will be strictly confidential and will only be used for academic purposes.

I would like to invite you to participate in my research by answering the questionnaire. Your honesty and cooperation are greatly appreciated in aiding the success of this study.

Thank you.

Salam sejahtera kepada semua responden,

*Saya Nur Faizah Binti Mohammad, pelajar tahun akhir yang sedang mengikuti Ijazah Sarjana Muda Pengurusan Teknologi dan Teknpusahawan dengan Kepujian (BTEC) dari Universiti Teknikal Malaysia Melaka (UTeM). Saya sedang menjalankan tinjauan untuk kertas penyelidikan saya tentang "**KESAN PERSONALITI PENGARUH DAN KANDUNGAN MEDIA SOSIAL TERHADAP NIAT PEMBELIAN PELANGGAN DALAM INDUSTRI RESTORAN**". Sasaran responden kajian ini ialah pelajar UTeM yang menggunakan personaliti influencer dan kandungan media sosial untuk mencari industri restoran yang menarik.*

Tinjauan ini terdiri daripada EMPAT (4) bahagian iaitu, Bahagian A, B, C dan D. Keseluruhan proses boleh disiapkan dalam beberapa minit sahaja. Kami amat menghargai masa dan pertimbangan anda dalam mengambil bahagian dalam tinjauan ini. Kandungan soal selidik ini adalah sulit dan hanya akan digunakan untuk tujuan akademik.

Saya ingin menjemput anda untuk mengambil bahagian dalam penyelidikan saya dengan menjawab soal selidik. Kejujuran dan kerjasama tuan/puan amatlah dihargai dalam membantu kejayaan kajian ini.

Terima kasih.

SECTION A: The demographics of the respondents.

- Gender Male Female
- Race Malay Chinese
 Indian Others:- _____
- Age 18-20 years old 21-25 years old
 26-30 years old 31 years old and above
- Faculty FTKEK FTKIP
 FTKE FTMK
 FTKM FPTT
- Year Year 1 Year 3
 Year 2 Year 4

SECTION B: The Factors that Effects Influencer Personality towards Customer Purchase Intention.

For each statement, please indicate your answer using the following scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

No	Questions	1	2	3	4	5
1	The social media influencer(s) I follow is/are experts in their field.					
2	The social media influencer(s) I follow have great knowledge about their field.					
3	The social media influencer(s) I follow provide references based on their expertise.					
4	The social media influencer(s) had entertainment value with the restaurant.					
5	The social media influencer(s) had a well-grounded, objective, argument for the restaurant.					
6	I can relate to the social media influencer(s) entertainment value.					
7	The information shared by social media influencer is convincing					
8	The information shared by social media influencer(s) is supported by strong arguments.					

9	The information shared by social media influencer(s) is not persuasive.					
10	The information shared by social media influencer(s) is good.					
11	The social media influencer(s) I follow is/are attractive.					
12	The social media influencer(s) I follow is/are charismatic.					
13	The social media influencer(s) I follow is/are good-looking.					
14	The social media influencer(s) I follow is/are beautiful/handsome.					
15	The lifestyle of social media influencer(s) I follow is/are attractive.					

SECTION C: The Factors that Effects Social Media Content towards Customer Purchase Intention.

For each statement, please indicate your answer using the following scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

No	Questions	1	2	3	4	5
16	After seeing the short form video content post with the product shown by the social media influencer, I became interested in trying the product.					
17	After seeing the short form video content with the product shown by the social media influencer, I was willing to purchase the product.					
18	If the short form video content is liked by many people, it affects my attention to buy/try.					
19	If many people comment the short form video content, it affects my attention to buy/try.					
20	After seeing the images content post with the product shown by the social media influencer, I became interested in trying the product.					
21	After seeing the images content with the product shown by the social media influencer, I was willing to purchase the product.					
22	If the images content is liked by many people, it affects my attention to buy/try.					
23	If many people comment the images content, it affects my attention to buy/try.					
24	After seeing the live video content post with the product shown by the social media influencer, I became interested in trying the product.					
25	After seeing the live video content with the product shown by the social media influencer, I was willing to purchase the product.					

26	If the live video content is liked by many people, it affects my attention to buy/try.					
27	If many people comment the live video content, it affects my attention to buy/try.					

SECTION D: The Factor that More Impacts on Customer Purchase Intention.

For each statement, please indicate your answer using the following scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

No	Questions	1	2	3	4	5
28	I most frequently have intentions to purchase products advertised by the social media influencers I follow.					
29	I generally recommend products and/or services advertised by the social media influencers I follow.					
30	I am likely to purchase the products and/or services advertised by social media influencers I follow.					
31	I will buy the products and/or services advertised by social media influencer I follow in the future.					
32	I am interested in making a purchase product and/or services advertised by social media influencers I follow.					



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA