

## Identity and Interaction of Youtuber in Building User Curiosity and Satisfaction Regarding the Effectiveness of Street Food Promotions

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### ABSTRACT

Food is one of the main reasons domestic and foreign tourists travel from one city to another, not only to five-star restaurants but also to street vendors. This development is also supported by social media, which accelerates the process of disseminating information. In this quantitative research, researchers took samples from customers who were fans of street food reviewed by "Nex Carlos" (a food blogger with 4.6 million subscribers). By surveying and using stratified random sampling of 230 samples (Slovin's formula) from a population of 77,000, there are several variables that will be tested, namely: identity (X1), interaction (X2), curiosity (Y1), user satisfaction (Y2), and effectiveness promotion (Z). All dimensions and indicators of each variable that have been declared valid and reliable are then continued to the next stage, namely measuring the influence of one of the videos as a research object, which was released on May 17, 2022. The author applies the Theory of Uses and Gratifications which emphasizes the human approach in viewing social media. This means that humans have the right and authority to treat media, where media users have the freedom to determine how to use the media, and how the use of the media can have an impact on themselves. Therefore, the results of research using SPSS 25.0 show the relationship between variables. From all variables, however, only the 'interaction' variable does not influence the audience to seek deeper information about Nex Carlos and generate user satisfaction but is driven by curiosity.

### ABSTRAK

Makanan menjadi salah satu alasan utama wisatawan domestik dan mancanegara melakukan perjalanan dari satu kota ke kota lain, tidak hanya ke restoran bintang lima tetapi juga ke pedagang kaki lima. Perkembangan ini juga didukung oleh media sosial yang mempercepat proses penyebaran informasi. Dalam penelitian kuantitatif ini, peneliti mengambil sampel dari pelanggan yang merupakan penggemar makanan jalanan yang ditinjau oleh "Nex Carlos" (seorang food blogger dengan 4,6 juta subscriber). Dengan survei dan menggunakan stratified random sampling terhadap 230 sampel (rumus Slovin) dari 77.000 populasi, terdapat beberapa variabel yang akan diuji yaitu: Identitas (X1), Interaksi (X2), Rasa Ingin Tahu (Y1), Kepuasan Pengguna (Y2) dan Efektivitas Promosi (Z). Keseluruhan dimensi dan indikator dari setiap variabel yang telah dinyatakan valid dan reliabel kemudian diteruskan ke tahap selanjutnya yakni pengukuran pengaruh terhadap salah satu video sebagai objek penelitian yang dirilis pada 17 Mei 2022 lampau. Penulis menerapkan Teori Kegunaan dan Pemuasan yang menekankan pendekatan manusia dalam melihat media sosial.

Artinya, manusia memiliki hak dan kewenangan dalam memperlakukan media, dimana pengguna media memiliki kebebasan untuk menentukan bagaimana cara menggunakan media tersebut, dan bagaimana cara penggunaan media tersebut dapat memberikan dampak pada dirinya sendiri. Sehingga dari hasil penelitian menggunakan SPSS 25.0 ini, terdapat hubungan di antara variabel. Dari keseluruhan variabel, hanya variabel 'interaksi' yang tidak mempengaruhi penonton untuk mencari informasi lebih dalam tentang Nex Carlos dan menimbulkan kepuasan pengguna, melainkan didorong oleh rasa ingin tahu.

**DOI:**

**Keywords:** Identity, Interaction, Curiosity, Satisfaction, Street food.

**Kata kunci:** Identitas, Interaksi, Keingintahuan, Kepuasan, Makanan jalanan.

## INTRODUCTION

The growing street food phenomenon in Indonesia is adding culinary alternatives and becoming a business 'field', especially in the tourism sector. Food is one of the main reasons domestic and foreign tourists travel from one city to another, not only to five-star restaurants but also to street food vendors (Lasmana, 2020). As for the development of street food in Indonesia, one of them cannot be separated from promotional efforts considering the tight competition in the food and beverage (F&B) sector. Several food and beverage industries have also made YouTube a mainstay in attracting consumers. The most important part of making YouTube social media a tool for promoting food is to build the curiosity and satisfaction of social media users. Building curiosity and user satisfaction is a crucial part of social media. This is because user curiosity and satisfaction determine the effectiveness of promotions carried out by social media.

By relying on promotions, of course, it also refers to choosing social media as an effective means of communication. Social media—such as YouTube, Instagram, Facebook, Twitter, TikTok, Whatsapp, and Telegram—has become a mainstay for accelerating the dissemination of information to the public. From year to year, social media continues to experience an increase in active users. In 2022, social media users will number 191 million people in Indonesia, including data on active users of other media (Mahdi, 2022). With the availability of various features, the popularity and development of YouTube have made it one of the video platforms spread across the internet (Junawan & Laugu, 2020). YouTube is still the most social media used by Indonesian people, at 94% (higher than Instagram users, which are at 93%). The number of YouTube users in Indonesia is 139.0 million (Nuryama, 2022). YouTube is also a website that is visited quite a lot by Indonesian people in 2022, placing second (Riyanto, 2022). Thus, researchers chose YouTube as a social media platform for this research (Anam, 2022).

This research will examine content from one YouTuber, namely "Nex Carlos," with 4.6 million subscribers and 548 videos uploaded, which is an information channel for culinary places in Indonesia, including street food. The "Nex Carlos" channel reviews interesting food places and provides labels from "Next Carlos" himself for the food places he visits (Fazizah & Alfianto, 2019). Since its release in 2016 until now, the Nex Carlos channel has had 4.59 million subscribers compared to other competitors, as shown in Table 1.

**Table 1.** Comparison among food bloggers

Youtuber's name	Year	Subscribers
Nex Carlos	2016	4.59M
MGDALENAF	2017	4.08M
Ria SW	2016	3.99M
Tanboy Kun	2016	16.2M
Ken & Grat	2016	2.61M

**Source:** primary data

Researchers will choose Nex Carlos' video content entitled "ORDERING MEAL HERE, THE FOOD HAS TO BE REMOVED FIRST WITH A BUCKET!!" because there is quite a lot of enthusiasm from Nex Carlos subscribers towards this content and its uniqueness in serving the food. In selecting Nex Carlos content, researchers limited videos uploaded within a period of 3 weeks from May 10 to May 29, and researchers found

that content with this title had quite a lot of enthusiasm compared to other content with the following data in Table 2.

**Table 2.** Nex Carlos video comparison

Video Title	Release Date	Views	Like	Comments
“16 YEARS AS A CHEF AT SOL*RIA, ISN'T THE COOKING SIMILAR TO YOU??”	May 10, 2022	1,475,518	39,000	2,533
“EAT HERE AUTO DANCE DAH MEN!!”	May 13, 2022	1,123,532	26,000	1,078
“ORDERING TO EAT HERE THE FOOD HAS TO BE REMOVED FIRST WITH A BUCKET!!”	May 17, 2022	4,283,788	77,000	4,487
“EATING CHICKEN BUT NOT CHICKEN, IS IT CONFUSING?”	May 20, 2022	1,210,113	26,000	1,664
“There's ONLY ONE MENU BUT HOW CAN IT BE RUAMEEEEE???”	May 24, 2022	1,289,331	26,000	2,079
"When queuing, use the queue number, even though it's not yet open!!!"	May 27, 2022	1,714,934	33,000	2,131
“CLOSE AT 5, ONLY STOP COOKING AT 8”	May 29, 2022	972,413	29,000	1,552

**Source:** primary data

The curiosity and satisfaction of users become important factors in why YouTube users watch the channel. User satisfaction arises due to the interaction between the YouTuber and the information conveyed. The identity of the YouTuber also influences the user's curiosity about watching the YouTube channel. The curiosity of users watching this channel is due to their own satisfaction and the identity of "Nex Carlos," which is often the reason for the user's satisfaction (Sukajie et al., 2019).

Based on those backgrounds, the authors identify some factors in seeing this reality. Hence, the authors formulate the problem as follows:

1. Does the identity of the YouTube channel "Nex Carlos" build user curiosity regarding promotional effectiveness?
2. Does the identity of the YouTube channel "Nex Carlos" build user satisfaction regarding promotional effectiveness?
3. Does the interaction of the "Nex Carlos" YouTube channel build user curiosity regarding promotional effectiveness?
4. Does the interaction of the "Nex Carlos" YouTube channel build user satisfaction regarding promotional effectiveness?
5. Does the identity and interaction of the "Nex Carlos" YouTube channel build user curiosity regarding promotional effectiveness?
6. Does the identity and interaction of the "Nex Carlos" YouTube channel build user satisfaction regarding promotional effectiveness?

Furthermore, the authors assign the hypothesis from all the variables above as follows:

H1: Identity has a positive and significant influence on building curiosity and promotional effectiveness.

H2: Identity has a positive and significant influence on building user satisfaction and promotional effectiveness.

H3: The interaction has a positive and significant influence on building curiosity and promotional effectiveness.

H4: Interaction has a positive and significant influence on building user satisfaction and promotional effectiveness.

H5: Identity and interaction have a positive and significant influence on building curiosity and promotional effectiveness.

H6: Identity and interaction have a positive and significant influence on building user satisfaction and promotional effectiveness.

### **Social media**

Social media is a media platform that focuses on user efficiency and facilitates them in activities or collaboration; therefore, social media is referred to as an online-based facilitator medium that strengthens relationships between users in interacting (Nasrullah, 2015). Social media can enable individuals to communicate and can produce works such as content by its users (Setiadi, 2016). According to Carr and Hayes, social media is included in the new media category, which offers content creators creativity, flexibility, and convergence. Its ability to interact allows users to select the information they need and control the information they release. Social media.

Users can also easily participate and create content through blogs, social networks, and forums. Social media also has the power to influence public opinion, which is developing today. Mass movements can be formed because of the great power that is formed in social media, which is proven to be able to shape people's opinions, attitudes, and behaviors regarding certain things (Watie, 2011).

### **Digital Marketing**

The concept of digital marketing is the widespread use of media using media devices, where the media provides information about products marketed by an agency. Digital marketing is the most widespread means of introducing products. Digital marketing can reach all groups, wherever and whenever, and using any method. Social media is the most appropriate media to choose as a digital marketing medium because it is popular with many people. This is supported by increasingly developing communication technology, meaning access to information is also growing and has a wide reach (Oktaviani & Rustandi, 2018). According to Järvinen et al. (2013) in Sari and Utami (2021), digital marketing is a fairly new marketing approach, not only adding digital elements to conventional marketing. Digital marketing provides benefits in the form of the ability to reach more consumers through a global approach, namely the use of media. The digital marketing approach has its own characteristics and dynamics but provides great benefits. In this case, it is necessary to pay attention to the marketing strategy framework to plan an action.

### **Uses and Gratification Theory**

This research uses the Uses and Gratifications theory, which was invented by Elihu Katz, Jay G. Blumler, and Michael Gurevitch. This theory emphasizes a human approach to viewing social media. This means that humans have the right and authority to treat media, where media users have the freedom to decide how to use the media, and how to use the media can have an impact on itself (Retnaningtyas et al., 2021). The theory of uses and gratification was proposed by Katz, G. Blumler, and Michael Gurevitch, namely, to examine the origins of psychological and social needs, which produce certain expectations from social media or other sources.

Besides that, UGT focuses on the social and psychological origins of needs that generate expectations from mass media or other sources, leading to different media exposure patterns, resulting in satisfaction, conditions, and other consequences that may be largely unintended. UGT research focuses on audience motivation and consumption. Rohmah also stated that UGT sees communication's influence as socially and psychologically limited and influenced by individual differences and choices (in Wibowo & Irwansyah, 2023).

Elihu Katz, Jay G. Blumler, and Michael Gurevitch stated that there are four motives that encourage the fulfilment of everyone's needs; these four motives are (Arifin, 2013):

1. Personal identity motive, namely the individual's motive to understand oneself and know personal identity.
2. The motive for integration and social interaction or personal relationship, namely the motive that encourages individuals to use social media to establish personal relationships with other people.
3. Supervision or surveillance motives, namely motives that encourage individuals to seek information.

4. Diversion Motive, namely an individual's motive for consuming media as a form of escape from routine and problems, as well as a release of emotions.

### **Identity**

Identity is the unification of the relationship between an individual and society, and the role of communication is an important component that allows a relationship to occur. A person's identity is a sign that defines membership in various communities. This sign consists of symbols, a way of dressing, a way of speaking, such as describing oneself or objects that are usually said, and the meaning that is said to other people who are associated with these objects (Fitrya et al., 2018). As described by Erikson in Fitrya et al. (2018), identity is a subject's feelings about an individual that are consistent and develop over time. In various social situations and places, an individual still has the feeling of being the same person. Until now, society has recognized the individual's character and responded correctly and appropriately. Social media is the most concrete example of multi-personality, allowing users to use the identity they want according to their personal desires.

According to Erikson (in Sunuhadi et al., 2013), identity involves seven dimensions, namely:

1. Genetics, namely providing differences between one individual and another individual.
2. Adaptive, namely being able to adapt to the surrounding community and the extent to which his skills or abilities can be accepted by society.
3. Structural, namely preparing everything so that it is well planned and can be realized as desired.
4. Dynamic, namely forming an identity that is influential and plays a role in society.
5. Subjective, in which individuals who already have previous experience will give rise to a certainty that arises within them, resulting in anticipation in doing various things, such as:
  - a) Psychosocial reciprocity emphasizes the reciprocal relationship between individuals and society. Identity development is not only formed by the individual but also by the role of other people in it.
  - b) Existential status, namely the recognition of existence by society or individuals with the social roles implemented and the skills possessed by an individual.

### **Interaction**

In carrying out social life, an individual needs facilities or assistance to make it easier for himself to enter the social realm. Interaction is reciprocal behavior, where individual behavior is in the process of mutually guessing and adapting to the next action to be taken (Norhabiba & Ragil Putri, 2018). The interaction dimensions are derived as follows (Abraham, 2014): conversation; providing information; openness; empathy; support; and motivation.

### **Curiosity**

Curiosity is an attitude to know and continue to find out about a problem. Curiosity is a way of thinking, attitude, and behavior that reflects curiosity and curiosity about everything that is seen, heard, and studied in more depth (Diana et al. 2020). As for the dimension of curiosity (Wandansari & Hernawati, 2021), it is:

1. React positively to new elements, that is, when there is something new, an individual will respond to the new thing and start exploring it.
2. Curiosity is more related to something, when an individual is interested in something that he considers appropriate to what he needs then the process of more curiosity will emerge.
3. Full attention to the existing stimuli, that is, when the individual finds something he wants, the individual will pay full attention to that desire.

### **Understanding User Satisfaction**

Certain satisfaction is the main reason for every individual to fulfill their desires through media selection, one of which is the use and selection of social media. The needs and desires of everyone are different, as is the satisfaction they obtain. Audiences also tend to abandon or replace media that they deem less appropriate to their needs. (N. A. Sari et al., 2019). Here, satisfaction is obtained after someone consumes a type of media. User satisfaction is obtained when a user feels his needs are met in the media (Innova, 2016) are several concepts for measuring satisfaction, namely:

1. Gratification Sought (satisfaction sought) is the satisfaction sought and desired by media users when consuming a certain type of media. Therefore, audiences will use certain media which are influenced

by certain factors, namely based on the motive of fulfilling needs. In this case, gratification sought is formed based on a person's beliefs about gifts provided by the media and a person's evaluation of the media content (Pradita & Rummyeni, 2017).

2. Gratification obtained (satisfaction obtained) is several real satisfactions that a person gets from fulfilling a need and response after someone consumes media by specifically mentioning the type of media or certain things that are obtained when using that media (Pradita & Rummyeni, 2017).

Clearly, the first is the cognitive area, which is the area where consumers realize the truth regarding something. Continuing to the second step, consumers begin to understand the functions offered.

### Promotion Effectiveness

An accurate selection of promotional media will provide support to consumers in their purchasing decisions. The effectiveness of promotions really depends on the selection of the form of promotion required by a product. Not all forms of promotion are suitable and guarantee the success of a product. The form of promotion must be appropriate to the conditions or type of product to be promoted (Rifa'i & Hamidi, 2017). The following are the dimensions of promotional effectiveness (Azis, 2013):

1. The use of the concept of goal optimization in the effectiveness process makes it possible that different promotional programs pursue different goals. So, optimization is a means of balancing various goals so that each goal receives attention and resources that are in line with the goals it has. Effectiveness is assessed by which goals can be implemented, which means to what extent promotional goals can be achieved.
2. The use of a systems perspective, namely emphasizing interaction and focusing attention on the relationships between the components involved so that these components influence the success of a promotional program.
3. The behavior of promotional targets is a determining factor in effectiveness that must be observed, because the success of a promotional program can be said to be successful if the promotional message reaches the promotional targets. Promotional goals and objectives need to look at the behavior of promotional targets so that the promotional messages conveyed are not biased.

## METHODS

This research with a quantitative approach is based on a positivist paradigm, which includes a systematic approach. Empirically, the positivist paradigm is definite, and the data obtained is scientific. It uses absolute methods and guarantees the unity of the methods used (Irwan, 2018). Using survey analysis, which is descriptive and associative causal relationships, Ghozali (in Susilowati, 2015) quotes that the survey research method is a method of quantitative approach that aims to obtain data that occurred in the past or present, with aspects of beliefs, opinions, characteristics, behavior, and variable relationships, and to test several hypotheses about sociological variables. and psychology from samples taken from certain populations. Furthermore, the population in this research are subscribers to the YouTube channel "Nex Carlos" who commented on the video "ORDERING MEALS HERE THE FOOD HAS TO BE REMOVED FIRST WITH A BUCKET!!" which was released on May 17, 2022. There were 77,000 likes on the video ([https://www.youtube.com/results?search\\_query=nex+carlos](https://www.youtube.com/results?search_query=nex+carlos)). YouTube has a unique algorithm, namely that you cannot like one video twice; therefore, the author chose likers as the population. Also, a sampling technique using stratified random sampling (within a period of three weeks from May 10, 2022, and selecting videos with the most viewers) resulted in 203, as follows:

$$n = \frac{N}{1 + N(e)^2} = \frac{77.000}{1 + 77.000 (0,07)^2} = \frac{77.000}{378,3} = 203,5 \approx 203$$

After that, the validity test is obtained by correlating the item score with the total score of the items in that variable. If  $R_{count} > R_{table}$  and the correlation value is above 0.361, then it is said that the item provides a sufficient level of validity; conversely, if the correlation value is below 0.361, then it is said to be an item. It is less valid



(Susilowati, 2015). Meanwhile, the reliability test is measured by the Cronbach Alpha statistical test, where a variable is said to be reliable if it provides a Cronbach Alpha value > 0.5 (Susilowati, 2015).

## RESULTS AND DISCUSSION

### Results

This section consists of a descriptive analysis of respondent data. It will describe the characteristics of the respondents. Consisting of 55.7% men and 44.3% women, with a distribution of 21.18% aged 21 years and the majority who filled out the questionnaire, apart from the age range of 24 years. Next, the validity analysis is based on the results of the previous pre-test for all variables that are said to be valid because they are more than 0.361, as follows in Table 3.

**Table 3.** Validity Test Results

<b>Variable X1 (Identity)</b>			
<b>No</b>	<b>Statement</b>	<b>Corrected Item-total Correlation</b>	<b>Information</b>
1	Nex Carlos has his own characteristics from other YouTubers	0.588	Valid
2	Nex Carlos' skills are acceptable to you	0.704	Valid
3	The identity of Nex Carlos has an influence on you	0.777	Valid
<b>Variable X2 (Interaction)</b>			
4	Nex Carlos has polite conversational manners	0.649	Valid
5	Nex Carlos provides clear information regarding Street Food	0.794	Valid
6	Nex Carlos interacts with characters that invite interest	0.700	Valid
<b>Variable Y1 (Curiosity)</b>			
7	After watching Nex Carlos' content, you will be curious about the uniqueness of this street food	0.875	Valid
8	After watching Nex Carlos' content, I felt more curious about street food.	0.839	Valid
9	You captured the detailed information message conveyed by Nex Carlos	0.815	Valid
<b>Variable Y2 (User Satisfaction)</b>			
10	The Nex Carlos content is exactly what you want	0.933	Valid
11	Nex Carlos content gets the satisfaction you need	0.931	Valid
<b>Variable Z (Promotional Effectiveness)</b>			
12	You know the Nex Carlos YouTube Channel is a food vlogger	0.378	Valid
13	Nex Carlos' YouTube e channel is all about street food	0.391	Valid
14	You like Nex Carlos YouTube Channel	0.817	Valid
15	Compared to other food vlogger YouTube channels, you prefer Nex Carlos	0.777	Valid
16	You have enough confidence in Nex Carlos	0.910	Valid
17	You visit street food introduced by Nex Carlos	0.795	Valid

Source: SPSS 25.0

Likewise with the results of the reliability test, all the variables show the alpha value above (0.5), can be checked in the following Table 4.

**Tabel 4.** Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Identity	0.598	Reliable
2	Interaction	0.519	Reliable
3	Curiosity	0.796	Reliable
4	User Satisfaction	0.849	Reliable
5	Promotion Effectiveness	0.787	Reliable

Source: SPSS 25.0

The next stage of analysis is to carry out a path analysis test to see the influence between variables. The results of the multiple regression coefficient test were obtained:

For the F test, the sig value obtained is  $0.000 < \text{sig } 0.05$ , and the calculated F value is  $10.724 > F \text{ table } 3.04$ . It can be concluded that in the Path 1 sub-cultural analysis test, there is a simultaneous influence between the identity (X1) and interaction (X2) variables on curiosity (Y1). After that, continue with the T test to determine the influence of each independent variable, namely identity (X1) and interaction (X2). The T-table value is 1.972.

For the identity variable (X1), it has a T count of  $3.970 > T \text{ table } 1.972$  and a sig value of  $0.000 > \text{sig } 0.05$ , so it can be concluded that H0 is rejected and H1 is accepted. This means that variable X1 (identity) is partially considered to have a significant effect on variable Y1 (curiosity). Thus, the identity aspect influences the respondent's curiosity. The interaction variable (X2) has a T count of  $0.752 < T \text{ table } 1.972$  and a sig value of  $0.453 > \text{sig } 0.05$ . So, it can be concluded that H0 is accepted and H1 is rejected. This means that variable X2 (interaction) is spatially considered to have no significant effect on variable Y1 (curiosity).

A similar analysis was also carried out on the influence of X1 (identity) and X2 (interaction) on Y2 (user satisfaction), with the following results: Obtained an R square (R<sup>2</sup>) of 0.245. This shows that the contribution of the coefficient of determination from the identity variable and interaction variable to the curiosity variable is 24.5% and 75.5%, respectively, influenced by other factors outside of this research. Including the F test or simultaneous test in sub-culture path analysis 2, the calculated F value was  $32.579 > F \text{ table } 3.04$ . Based on these results, it can be concluded that in the Path 2 sub-cultural analysis test, there is a simultaneous influence between the identity (X1) and interaction (X2) variables on user satisfaction (Y2). Then, the T table value is 1.972. For the identity variable (X1), it has a T count of  $6.286 > T \text{ table } 1.972$  and a sig value of  $0.000 < \text{sig } 0.05$ , so it can be concluded that H0 is rejected and H1 is accepted. This means that variable X1 (identity) is partially considered to have a significant effect on variable Y2 (user satisfaction). Thus, the identity aspect influences the respondent's user satisfaction. The interaction variable (X2) has a T count of  $0.209 < T \text{ table } 1.972$  and a sig value of  $0.835 \text{ sig } 0.05$ , so it can be concluded that H0 is accepted and H1 is rejected. This means that variable X2 (interaction) is spatially considered to have no significant effect on variable Y2 (user satisfaction). Thus, the interaction variable does not affect the respondent's user satisfaction.

Continue with path analysis to see the influence of X1 (identity), X2 (interaction) through Y1 (curiosity), and Y2 (user satisfaction) on variable Z (promotional effectiveness). The following results were obtained: R<sup>2</sup> is 0.125. This shows that the contribution of the coefficient of determination from the Identity variable and Interaction variable as well as the Curiosity and User Satisfaction variables is 12.5% and 87.5% is influenced by other factors. The calculated F value is  $7.113 > F \text{ table } 3.04$ . Based on these results, it can be concluded that there is a simultaneous influence between identity variables (X1) and interaction (X2) through curiosity (Y1) and user satisfaction (Y2) on promotional effectiveness (Z). Meanwhile, the T test is 1.972. The identity variable (X1) has a T count of  $0.725 < T \text{ table } 1.972$  and a sig value of  $0.469 > \text{sig } 0.05$ , so it can be concluded that H0 is accepted and H1 is rejected. This means that variable X1 (identity) is partially considered to have no significant effect on variable Z (promotion effectiveness). The interaction variable (X2) has a T count of  $1.357 < T \text{ table } 1.972$  and a sig value of  $0.176 > \text{sig } 0.05$ , so it can be concluded that H0 is accepted and H1 is rejected. This means that variable X2 (interaction) is spatially considered to have no significant effect on variable Z (promotion effectiveness). Meanwhile, the curiosity variable (Y1) has a calculated T of  $4.535 > T \text{ table } 1.972$ , which means that H0 is rejected and H1 is accepted. This means that variable Y1 (curiosity) is spatially considered to have a significant effect on variable Z (promotion effectiveness). Also, the variable User Satisfaction (Y2) has a calculated T of  $1.357 < T \text{ table } 1.972$ , where the variable Y2 (User Satisfaction) is spatially assessed as not having a significant effect on the variable Z (Promotional Effectiveness).



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### **Discussion**

#### *Identity towards the curiosity variable.*

Through the path coefficient analysis test, researchers found the T test to have a value of 3.970. T count is 3.970 > T table 1.972, and the sig value is 0.000 > sig 0.05. This shows that there is a significant influence of identity on the curiosity variable, in which the identity of Nex Carlos succeeds in making viewers of Nex Carlos content have motives that encourage them to look for information related to streets in Nex Carlos content.

#### *Identity towards the user satisfaction variable.*

The influence of the variable This means that variable X1 (identity) is partially considered to have a significant effect on variable Y2 (user satisfaction). This shows that the satisfaction that viewers of Nex Carlos' content get comes from the identity of Nex Carlos itself. This proves that the role of Nex Carlos' identity has a big impact on the satisfaction of viewers of the content.

#### *Interaction towards the curiosity variable.*

Interaction is a variable that looks at the provision of information to the audience and the conversational behavior conveyed by Nex Carlos. When looking at the influence of the variable The interaction from Nex Carlos does not influence Nex Carlos' YouTube viewers in searching for information; this is because the audience has the freedom to choose what they like.

#### *Interaction towards User Satisfaction variable*

Looking at the variable X2 (interaction), it has a T count of 0.209 < T table 1.972 and a sig value of 0.835 > sig 0.05. This means that variable X2 (interaction) is considered to have no significant effect on variable Y2 (user satisfaction). This proves that the satisfaction of the Nex Carlos audience is not influenced by the interaction variables carried out by Nex Carlos. Therefore, it can be explained that the satisfaction the audience gets from Nex Carlos is because they only focus on street food without paying attention to the interactions carried out by Nex Carlos.

#### *Identity and interaction variables towards the promotional effectiveness variable through the curiosity variable*

In this research, variables X1 (identity) and X2 (interaction) have a value of 0.125 in the coefficient of determination in sub-culture path 3. This shows that the coefficient contribution is 12.5%, and 87.5% is influenced by other factors outside of this research. Through the F test, researchers found the sig value was 0.000 < sig 0.05 and the calculated F value was 7.113 > F table 3.04. Based on these results, it can be concluded that in the Path 3 sub-cultural analysis test, there is a simultaneous influence between the variables identity (X1) and interaction (X2) through curiosity (Y1) and user satisfaction (Y2) on promotional effectiveness (Z). It can be concluded that promotional effectiveness has quite a high potential to be influenced by things other than these variables, and promotional effectiveness has a broad scope. The motive for seeking information can be one of the factors in the effectiveness of promotions that run well because the presentation of street food content by Nex Carlos makes the audience look for information.

#### *Identity and Interaction in Promotional Effectiveness through User Satisfaction*

To see the relationship between identity (X1) and interaction (X2) variables through curiosity (Y1) and user satisfaction (Y2) on promotional effectiveness (Z), researchers conducted a path analysis test to determine the

relationships between variables. The user satisfaction variable (Y2) has a T count of  $1.357 < T \text{ table } 1.972$  and a sig value of  $0.351 > 0.05$ . This means that variable Y2 (user satisfaction) has no significant effect on variable Z (promotional effectiveness). It can be concluded that the Effectiveness of Promotions variable is not affected by the User Satisfaction variable of YouTube users or the audience from Nex Carlos.

## CONCLUSION

The identity of Nex Carlos, which is a factor in the audience's interest in consuming content from Nex Carlos, has succeeded in making consumers look for deeper information and creating satisfaction that is appropriate to the audience's needs. The interaction from Nex Carlos does not influence the audience to search for deeper information and give rise to user satisfaction. There are other factors that more strongly influence audience curiosity and satisfaction, and it can be said that the audience looking for information is not based on the interaction of Nex Carlos in providing information. The audience is more concerned with other factors besides the interaction. Then, curiosity is the process of searching for information, which can be one of the factors in the effectiveness of a promotion running well because the presentation of street food content by Nex Carlos makes the audience look for information, which makes the promotion more effective. The effectiveness of promotions is not affected by audience satisfaction from Nex Carlos content viewers, because the satisfaction obtained by the audience is the satisfaction of fulfilling personal desires or needs and does not care about the promotion of street food.

Finally, based on the results, the answer to all the research questions can be concluded that identity has a positive and significant influence on building curiosity and promotional effectiveness (H1), identity has a positive and significant influence on building user satisfaction and promotional effectiveness (H2), the interaction has a positive and significant influence on building curiosity and promotional effectiveness (H3), interaction has a positive and significant influence on building user satisfaction and promotional effectiveness (H4), identity and interaction have a positive and significant influence on building curiosity about promotional effectiveness (H5), identity and interaction have a positive and significant influence on building user satisfaction and promotional

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