

The Analysis of Influencer Marketing Factor Towards Consumer Buying Interest (Case Study of Bambam.kuy Beverages in 2023)

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ABSTRACT

The purpose of this study is to obtain data and information that provides an overview of the influence of influencer marketing on customer buying interest at Bambam.kuy. This study used a quantitative research design with non-probability sampling techniques and purposive sampling. This research involved 100 respondents, all of whom are Bambam.kuy subscribers. Data were analyzed using simple linear regression and tested with SPSS version 28. The results showed that influencer marketing had a positive and significant effect on consumer buying interest as indicated by the results of t count (4.561) > t table value (1.66055) and the level of significance 0.000 < 0.05).

Keywords: *Marketing Influencer, Consumer Buying Interest, Instagram, Bambam.kuy.*

INTRODUCTION

In the last few years, trends in product promotion have quickly evolved on one of the most popular Social Media Platforms: Instagram. Businesses are carrying out various activities, e.g. taking advantage of the role of influencer marketing. In the end of 2022, Indonesia was home to 97.17 million Instagram followers, based on Napoleon Cat's data. The number of users, as compared to the 97.07 million reported for last month, was a slight increase of 0.10%. For entrepreneurs, including Micro, Small and Medium sized businesses, this is a very promising prospect. Bambam. Kuy is one of the Micro, Small and Medium sized Enterprise in Majalengka Regency's 7 outlets selling boba drinks. Bambam.kuy is exploring the use of Influencer Marketing on Instagram to explore digitalisation's role. Bambam.kuy has an Instagram account named @bambam.kuy which actively promotes itself on Instagram. Bambam.kuy has practiced influencer marketing by carrying out endorsements by influencers from Majalengka Regency who have over 10,000 followers on their Instagram account.

Kotler & Keller (2016) mentioned that influencers are those capable of influencing purchasing decisions. In many cases they do so by providing specifications and information on the assessment of alternatives to goods or services. The nature of consumers who like and are interested in such goods is the motivation or desire to buy them. In order to support their marketing of Bambam.kuy, the Influencer Marketing Strategy for Instagram @bambam.kuy is put in place so that consumers are interested in buying Bambam. kuy products. The number of products sold amounted to 25,156 in July, prior to the implementation of Bambam.kuy's Influencer Marketing Strategy. In August, however, sales of Bambam.kuy products dropped by 3,628 units as a consequence of the return of its influencer marketing strategy. As a consequence

of what had originally been sold, 25,156 pcs went down and only 21,528 products were sold. The decrease in sales of the product continued from July 2022 to February 2023.

In the light of this phenomenon, researchers should therefore analyse how influencer marketing actually influences Bambam.kuy consumer buying interest in order to determine whether there is a difference between theoretical and practical practice as shown by sales declines for Bambam.kuy products after an Influencer Marketing Strategy has been implemented.

LITERATURE REVIEW

The literature review contains theories and research thinking frameworks that support the objectivity of compiling this research so that the results obtained are relevant to the existing literature.

Influencer Marketing

Influencer Marketing, as defined by Agustin, *et al.* (2022: 51), It is a strategy for marketing activities that uses social media as a means of promoting oneself by using someone whom he considers to be powerful in influencing the persons following him. Bloggers, YouTubers, celebrities and artists are typically the source of these influencers. And in the meantime, according to Rosyadi (2018), influencer marketing is a person or public figure who has significant social influence, is a target consumer to be addressed, or is an appropriate promotion target.

According to Agustini, *et al.* (2022) another definition, influencer marketing is a person specialized in the creation of content promoting products and who creates public campaigns involving influencers to make it more widely available on Social Media An Influencer needs to provide information on the product and help them gain a stronger rapport with their target audience in order to promote it. Influencer Marketing is a marketing tactic that uses social media influencers to impact consumers' views, actions and ultimately purchasing decisions. The specifications and information related to a product being promoted are provided by the Influencers. Influencers are hired by advertisers because they know that when a message comes from an established and relevant source, it will be more noticed and responded to.

Smuda (2018) states three indicators in marketing products using influencers, namely as follows:

- 1) Trustworthiness, refers to the honesty, integrity, and credibility of the source. Endorser trustworthiness simply reflects the fact that prospective endorser of a brand varies in the degree to which audience members have faith in what they have to say.
- 2) Expertise, refers to a term that relates to the endorser's brand and includes knowledge, experience, or skills of an endorser.
- 3) Attractiveness, relates to the fact that it is considered desirable when looking at a group's concepts of attractiveness, for example.

Buying Interest

A person's intention to buy a brand is defined by Lou & Yuan (2019) as an intentional decision to buy a brand. The intention to buy a product or service in the near future can be defined as whether consumers intend to buy it. At the same time, when a consumer comes into contact with an emotional state that stimulates their desire, wants and desires for something, he or she reaches its peak level of purchasing intention. According to Philip Kotler (2008), purchase intention is the way people react to things that interest them to make a purchase. Consumers who like goods and are interested will show motivation or a desire to buy them, which is a characteristic of consumers.

According to Kotler and Keller (2016), there are several factors that influence consumer buying interest, including: (1) Attitude of others, the extent to which other people's attitudes reduce one's preferred alternative will depend on two things: the intensity of other people's negative attitudes towards the consumer's preferred alternative, and the consumer's motivation to comply with the other person's wishes; (2) Unexpected situational elements, which can later change consumer attitudes about purchasing decisions.

The interest that arises in making purchases creates a motivation that continues to be recorded in his mind and becomes a very strong activity and in the end, when a consumer has to fulfill his needs, the consumer will actualize what is in his mind (Ferdinand, 2014). According to Ferdinand (2014), buying interest can be identified through the following indicators:

- 1) Transaction interest, refers to the person's tendency towards purchasing a product. That interest can, in theory, be interpreted as an individual wanting to buy a product immediately.
- 2) Relevant interests, refers to indicators of a person's tendency to associate their products with others.
- 3) Preferential interest, refers to interest that describes the conduct of persons with a primary preference for this product. Preference for the specific product to be sought, and that individual is entitled to disregard other options.

Exploratory interest, refers to the behavior of a person searching for information on products which interests him and who is looking for information in order to substantiate its beneficial properties.

Study Model

A theoretical framework to help understand influencer marketing and buying interest is a starting point for the model of this study. In order to be able to achieve a deep understanding of influencer marketing and buying interest, this could require the integration of appropriate theories and concepts. An influencer is one who has the capacity to make purchasing decisions, as described by Kotler and Keller (2012). By working with the right influencers for their business, businesses can take advantage of this power to attract consumers' buying interest. The following model explained the relationship between variables as sought by the current study's aim:

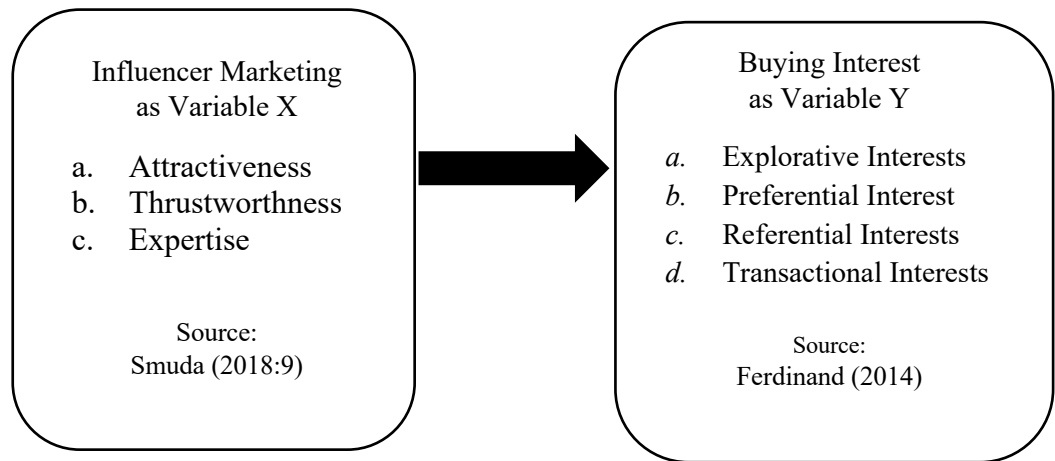


Figure 1. Study Model

Main Hypothesis

- H0 : The use of influencer marketing has no significant and positive impact towards consumer buying interest in Bambam.kuy
- H1 : The use of influencer marketing has significant and positive impact towards consumer buying interest in Bambam.kuy

RESEARCH METHODS

The paper's been designed in the form of a questionnaire. The research team concurs that, when compared to descriptive relationships, the tests of quantitative relationship between variables are more accurate. During a specific period from February 2023 to April 2023, the research data were collected. The questionnaire consists of 13 statements which are divided into 9 statements of influencer marketing variable and 4 statements of buying interest variable. From a different angle, the measurement variables based on the Likert scale between 1-5, which gives the lowest value is classified as disagreement and vice versa. The highest value shows that the agreement is perfect. Data for this research conducted from 100 customer of Bambam.kuy using a questionnaire with the purposive sampling method. The researcher received 100 responses from 100 contacted respondents, indicating a response rate of more than 100%. The collected data were examined by the help of IBM SPSS Version 28th and analyzed with the descriptive statistic & simple linear regression method.

The definition of variable operationalization can be seen in the following table:

Table 1. Influencer Marketing Variable Operationalization

Variable	Statements	Number of Items
Influencer Marketing	I'm interested in influencers who provide Bambam.kuy product reviews.	1
	In my opinion, influencers who promote Bambam.kuy products have an attractive appearance.	2

Smuda (2018:9) cited in Uyuunet al. (2022:166)	I think the influencers who work with Bambam.kuy have an interesting style of speaking.	3
	I feel the influencers who work with Bambam.kuy spoke persuasively.	4
	I can trust influencers who work with Bambam.kuy because they have good integrity.	5
	I believe that influencers who work with Bambam.kuy provide honest reviews.	6
	I feel that influencers who work with Bambam.kuy have expertise in promoting Bambam.kuy products.	7
	I feel that the influencers who work with Bambam.kuy are knowledgeable about the products being promoted.	8
	The experience that influencers have gained influences clarity when conveying advertising messages.	9

Table 2. Buying Interest Variable Operationalization

Variable	Statements	Number of Items
BuyingInterest Ferdinand (2018) cited in Rahayu (2021)	I'm interested in buying products sold by Bambam.kuy.	10
	After seeing advertisements for Bambam.kuy products, I intend to buy Bambam.kuy products.	11
	Bambam.kuy is my top choice when I want to buy contemporary beverage products	12
	The products sold by Bambam.kuy caught my attention more	13

RESULTS AND DISCUSSION

Demographic Result

In the research, a test of respondents' profile has been used to determine their backgrounds. Four main categories, in terms of age, gender, profession and monthly income, are included in this test. The following table shows the respondents profile in detail:

Table 3. Respondents Profile

	n	%		n	%
Gender			Profession		
Male	32	32%	Student	24	24%

Female	68	68%	Colleger	42	42%
			Entrepreneur	5	5%
			PrivateEmployees	22	22%
			CivilServant	7	7%
Age			MonthlyIncome		
15 - 25 years	86	86%	<Rp.5.000.000	82	82%
26 - 30 years	11	11%	Rp.5.000.000 - Rp.10.000.000	12	12%
31 - 40 years	2	2%	Rp.10.000.000 - Rp.15.000.000	3	3%
>40 years	1	1%	>Rp.15.000.000	3	3%

Descriptive Statistics

For this research, descriptive statistics take into account perceptions of respondents based upon items from the questionnaire and are calculated in accordance with an average and a benchmark deviation for variables used to estimate it. As shown in Table 4 below, the mean and standard deviations of questionnaire responses have been calculated. The results are as follows:

Table 4. Descriptive Statistics

Variable	Mean	Std. Deviation
Influencer Marketing	3,4433	0,066432
Buying Interest	3,3875	0,067378

On a scale of 3.00, all statements were shown to score higher than the mean, which was statistically positive. Going detailed to the analysis section, the highest mean among statements from the Influencer Marketing variable was scored by item statement “I feel that the influencers who work with Bambam.kuy are knowledgeable about the products being promoted” scoring a mean of (3,56/5,00) compared to the least statement scoring (3,17/5,00) which was articulated as “I’m interested in influencers who provide Bambam.kuy product reviews” but still statistically positive.

Whereas, for the Buying Interest variable, the highest mean among statements was scored by item statement “After seeing advertisements for Bambam.kuy products, I intend to buy Bambam.kuy products” scoring a mean of (3,72/5,00), compared to the least statement scoring (3,00/5,00) which was articulated as “Bambam.kuy is my top choice when I want to buy contemporary beverage products” and statistically positive.

Validity and Reliability Test

Validity Test

If the results of validity tests are more than twice as high as those in r table, the decision whether to validate this study will be based on determining whether a questionnaire item is considered valid. The following are the results of the validity test:

Table 5. Validity Test on Influencer Marketing Variable

Item	R count	R table	Explanation
Item_1	0,466	0,195	Valid
Item_2	0,514	0,195	Valid
Item_3	0,606	0,195	Valid
Item_4	0,626	0,195	Valid
Item_5	0,602	0,195	Valid
Item_6	0,603	0,195	Valid
Item_7	0,595	0,195	Valid
Item_8	0,522	0,195	Valid
Item_9	0,563	0,195	Valid

The statement in this questionnaire shall state that all items of the Influencer Marketing variables are valid, as shown by the r count value being over or equal to the r table values which indicates an overview of the influencer marketing measures measured.

Table 6. Validity Test on Buying Interest Variable

Item	R count	R table	Explanation
Item_10	0,761	0,195	Valid
Item_11	0,721	0,195	Valid
Item_12	0,846	0,195	Valid
Item_13	0,886	0,195	Valid

The statement in this questionnaire shall state that all items of the Consumer Buying Interest variables are valid, as shown by the r count value being over or equal to the r table values which indicates an overview of the buying interest measures measured.

Reliability Test

The Cronbach alpha has been applied to measure the reliability and completeness of study instruments, while items indicate whether a scale can be relied on if its alpha exceeds 0.60.

Table 7. Cronbach's Alpha

Variable	NumberofItems	Cronbach'sAlpha
InfluencerMarketing	9	0.728
Buying Interest	4	0.812

As shown in the following results, all indicators contain a Cronbach alpha of more than 0.60. In order to meet the criteria for reliable testing, where it is possible to declare that it meets them.

Normality Test

Normality testing shall be performed to determine whether or not the collected data are generally shared. The result can be seen in the table below:

Table 8. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.1643412
	Std. Deviation	1.63384231
Most Extreme Differences	Absolute	.079
	Positive	.051
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed) ^c		.136 ^c

If the significance of Asymp is significant, the decision making method for the normality test is that. sig 0,05 or greater then the data are usually distributed and if a significance is 0.05 it is stated that there is no normal distribution. The data Asymp is visible in the output. Sig. (2-tailed) 0.136. The significance value is shown to be greater than 0.05, which means that all the data for each variable is normally distributed where the value of Asymp is greater than 0.05. Sig. It's got a value in excess of 0.05 alpha.

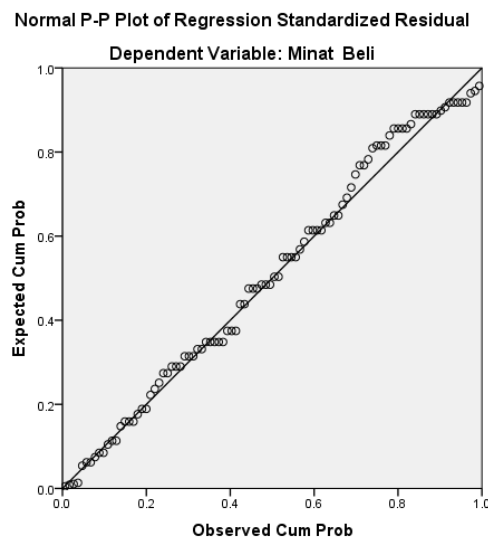


Figure 2. p-Plot Graphic

The redistribution of points can be seen on both sides of the diagonal line, as shown in the picture. That is to say, the data are normally scattered and that's why this model of regression satisfies the normality test.

Regressions and Partial Test (t-Test)

The linear regression method uses the function or causal relationship between one autonomous variable and another dependent variable. A simple linear regression analysis was conducted by the researchers to evaluate the influence of influencer marketing variables on buying interest. In this study, the simple linear regression model was calculated using IBM SPSS Version 28 with the following analysis results:

Table 9. Regressions and Partial Test

Regression		Unstandardized		Standardized	t	Sig.
Model		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.118	1.859		2.753	.007
	Influencer Marketing	.272	.060	.418	4.561	.000

The effect of an independent variable on a dependent variable, given the regression coefficient, has been shown by simple linear regression analysis results. In this study, an easy linear regression equation model can be observed as follows from the table above:

$$Y = 5,118 + 0.272X$$

Explanation:

- Y : Buying Interest
- X1 : Influencer Marketing

Based on the table above, the simple linear regression equation model in this study is as follows:

- a. A constant value of 5,118 means that the consistent value of the Buying Interest variable is 5,118.
- b. The regression coefficient X of 0,272 states that for every 1% increase in the value of Influencer Marketing, the value of Buying Interest increases by 0.272. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

The table above also contains the result of the t-test which has a t_{count} result of 4,561 for the hypotheses which is higher than the T_{table} of 1,66055 and a significance value is obtained that is smaller than the set level of 0,05 so the hypotheses is declared positive and have a significant influence. It means, H1 is accepted.

Influencer marketing is a process to identify individuals with influence over certain target audiences so that they are integrated into the promotion of products in order to increase sales, visibility and customer relationships. Influencer marketing is very important when it comes to the buying interest of customers. This is due to the Internet marketing environment, and a company must be constantly aware of

changing trends in order not to miss out on them. It can enhance the reputation of its brand, increase engagement with audiences and influence consumers' desire to buy by using Influencer Marketing. The use of Influencers in the marketing of a product can have numerous benefits, among them being able to convince, persuade, seduce and influence consumers when they make their purchasing decisions (Wulandari & Nurcahya, 2015). Research carried out by Arum and Asmi (2020), which shows that the credibility of influencers can increase consumers' purchasing interests, supports these results. The same results are also shown by research from Agustin (2022) that influencer marketing has a significant and beneficial effect on influencing consumer intentions to buy products.

CONCLUSION

Conclusions

The above research has shown that influencer marketing is beneficial and important for consumers' interest in buying. An Influencer, as we've learned, is someone who has the power to influence others. This strategy will help to attract consumers' interest in buying products, in particular if the influencers used in product advertising activities are similar to the product, when it is implemented for marketing activities. The creation of marketing content by influencers has a major role to play in shaping consumer behaviour. This is mainly because of the trustworthiness, real, great delivery, and attractiveness of the format. In addition, traditional marketing does not normally include a change in content that an influencer can introduce, so its influence on the address book and its intention to buy immediately increases.

Recommendation

When conducting this study, the researcher discovered several limitations that might be the issues that bordered this study. The limitation of this research lies in the discrepancy between the data or reality that occurs in the field and research data, where sales data decreases when using influencer marketing, but the research data indicates that influencer marketing has a positive and significant effect towards buying interest. This may be influenced by many things, such as the number of samples that are too small or research data that is too general. The researchers suggest further investigations to be conducted using various variables and increase the number of research samples given that there is a mismatch between information in the field and results from studies carried out. In quantitative research, the fallacy of hasty generalization is prone to occur. It may not be the best course of action to generalize views among a certain segment of the population, due to their possible biases.

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