

**THE EFFECT OF THE USE OF INFLUENCER ON THE
PURCHASE DECISION OF MSME CULINARY
PRODUCTS IN INDONESIA
(Study On Snack Product "Kripik Belings" On Instagram)**

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Abstract

In line with economic growth, business activity has increased. The number of competitors requires business actors to be creative, innovative, and have initiative. One of them is by promoting digitally through Instagram. As done by “Kripik Belings”, using Instagram as a promotional medium. But in fact, judging from the sales data of “Kripik Belings”, as well as the results of pre surveys and interviews that the author did, there are still many consumers who only make purchases when they use promotions with influencer services.

This study aims to determine how much influence the use of influencers has on the purchasing decisions of “Kripik Belings”. The research method used is a quantitative method with a causal descriptive approach, with data analysis techniques using simple linear regression analysis using IBM SPSS software version 25. The main instrument of data collection is a questionnaire measured using a Likert scale. As for the population in this study were consumers of “Kripik Belings”, with the number of samples determined in this study was 100 respondents.

The results of this study state the influence of the use of influencers on the purchasing decisions of “Kripik Belings”, it can be seen that the value of the coefficient of determination R square in this study is 0.352 or 35.2%, which means that the variable use of influencers influences purchasing decisions by 35.2%. While the remaining 64.8% is influenced by other variables or factors not examined in this study.

Keywords

Influencer, Purchase decision

1. Introduction

Currently mass communication channels such as tv stations, radio, and newspapers are no longer the dominant source of information for consumers. Instead, users often use social media to exchange information, one of which is Instagram. According to data released from Napoleon cat, in the period January-May 2020, Instagram users in Indonesia reached 69.2 million (69.270,000) users. This achievement is an increase from month to month on the use of this photo-sharing platform. In January there were around 62.23 million users, then in February it rose to 62.47 million users. Then in the following month (March) the number of users increased and reached 64 million users. A month later, user data reached 65.7 million, until it was closed in May with a record of 69.2 million users.

To increase sales, marketers began to use the services of influencers to increase the number of purchases. Social media influencers are online personalities with large numbers of followers, on one or more social media platforms (YouTube, Instagram, Snapchat, or personal blogs), who have an influence on their followers. The use of influencers to advertise products has recently been in great demand because it is considered to be able to introduce products to consumers effectively. One that uses the services of an influencer is kripik belings, with the Instagram username @kripik_belings. Kripik belings uses the services of @keanuagl to promote their products.

However, even though sales are increasing, the purchase of “Kripik Belings”, products always declines without using the services of an influencer. After conducting a preliminary pre survey to 30 respondents, the results obtained in the statement "I am interested in buying kripik belings products without seeing @keanugl's reviews" getting a disagree percentage of 56% which means that consumers think that without seeing reviews from influencer @keanuagl, they are not interested in make a purchase of “Kripik Belings”, products.

According to the results of an interview with Ratu Dinar Amalia as the owner of the “Kripik Belings”, he said that the most purchases occurred when he used the services of influencers. According to him, this is because consumers are more interested and then curious when they see influencers promoting kripik belings products, so they seek more information before finally making a purchase because consumers tend to buy products when promoted by influencers, rather than just using regular promotions via Instagram According to the results of research from Ilham Yোগastrian (2020) states that

the use of influencers does not affect the purchasing decision variables. Where it can be concluded that without using influencers, it will not have any influence on consumer purchasing decisions.

But in reality, judging from the sales data of “Kripik Belings”, as well as the results of pre-surveys and interviews that the author did, there are still many consumers who only make purchases when using promotions with influencers. This certainly shows that there are still problems with the use of influencers, what things make consumers more interested in making purchases when using influencers. If it continues to be left unchecked, it is feared that it will affect purchasing decisions on “Kripik Belings”.

The description of this phenomenon is interesting enough to be studied in depth and comprehensively, so that the authors are interested in studying further about the use of influencers and purchasing decisions from “Kripik Belings”. This research is entitled: "The Influence of Influencer Usage on the Buying Decision of “Kripik Belings”.

2. Literature Review

According to Harman Malau (2017:1) marketing is a value exchange activity carried out by certain parties. And according to the American Marketing Association (AMA) “Marketing is the activity and process of creating, communicating, delivering, and offering value exchanges to customers, clients, partners, and society at large.

Saputro and Sugiono (2018) in his research said that digital marketing is one of the advertising methods that is carried out using the internet and information technology, while according to Dedi Purwana et al., (2017:2) digital marketing- is-on-line-promotion-and-search-market-activities-through-digital-media-by-using-various-means-for example-social-networks. According to Puthussery (2020:1-2) Digital-marketing is-an activity that uses-digital-technology-for-promotion-and-marketing-goods-or-services-through-electronic media, visual advertising, cell phones, and -web.

According to Sugiharto (2019), an influencer is someone whose words can influence other people. Influencers are not absolute celebrities, but ordinary people can also be said to be influencers if that person has a lot of followers, and his words can influence other people. One of the reasons influencers are used by companies is to increase awareness, educate target consumers, and increase the number of followers and of course to increase sales.

Influencer is a form of public speaking. Public speaking is a process of designing and conveying messages (advertising) to the audience directly. Public speaking/communication, is often understood as a formal, face-to-face conversation with one or a group of listeners. Public speaking is considered effective if it is able to involve the audience's understanding and purpose-in-speaking, choose elements in communication that will engage the audience with the topic being presented, and convey messages skillfully. Good influencers understand that they must plan, organize, and revise material to develop effective communication. This grouping of types of public speaking also serves to show that the purpose of public speaking has remained consistent throughout the history of public speaking. And generally use the classification of three general goals, namely to inform (inform), to persuade (persuade), to entertain (entertain).

According to Kotler and Keller (2016: 195), there are five stages of purchasing decisions made by consumers, namely:

1. Recognition of Needs (Problem Recognition)
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision (Purchase Decision)
5. Postpurchase Behavior

Promotion is one of the important aspects in marketing management. Because no matter how good the product is offered, without using promotion, consumers will not be interested and make a purchase. One method of promotion that is quite well known lately is to use the services of influencers, especially on Instagram. Influencers are useful for promoting a product which will have an impact on increasing purchasing decisions. This statement is reinforced by the results of previous research conducted by

Adhimurti & Gabriella (2019) showing that there is an influence between the social media influencer variable (independent/X) and the consumer purchase decision variable of generation Z (dependent/Y).

Based on this description, schematically the framework of thought in this study can be illustrated in the following chart, where the influencer variables will be seen their influence in increasing purchasing decisions on “Kripik Belings”, based on the following model:

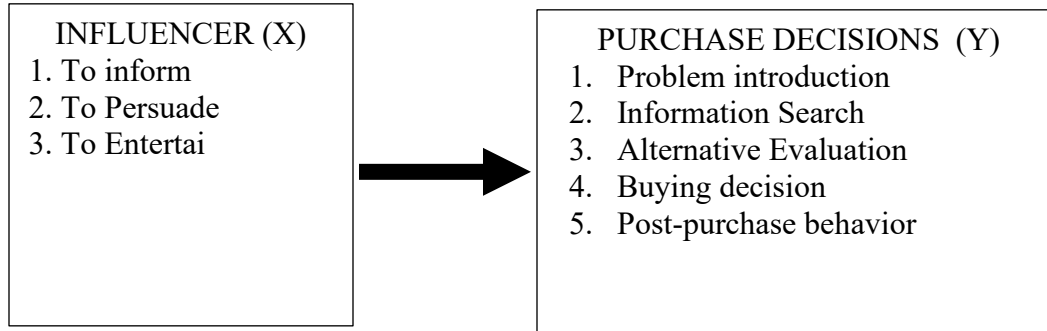


Figure 1. Framework Research

Based on the picture of the framework above, several hypotheses were obtained as follows:

H0: There is no effect of the use of influencers on the purchasing decisions of “Kripik Belings”,

H1: There is an effect of using influencers on the purchasing decisions of “Kripik Belings”.

Research Method

This research is a type of quantitative descriptive research to determine the effect of the use of influencers on the purchasing decisions of “Kripik Belings”. Sources of data in this study obtained from primary data sources and secondary data. Primary data was obtained from distributing questionnaires directly to respondents, while secondary data came from mass media, previous research publications or journals, and reference books. The number of population in this study is known, namely followers of kripik belings instagram. The number of respondents who were taken to be used as research samples by the Slovin formula obtained as many as 98.5 using an error rate of 10% or $\alpha = 0.1$. To answer the results of the hypothesis, the author uses a simple linear regression analysis using the SPSS 25 application program for windows in its calculations.

3. Result and Discussion

4.1 Validity and Reliability Test Results

Table 1. Validity

Variable	Dimensi	No Item	R Count	R Tablel	Information
<i>Influencer</i>	To Inform	1	0,537	0,1654	Valid
		2	0,722	0,1654	Valid
	To Persuade	3	0,537	0,1654	Valid
		4	0,490	0,1654	Valid
	To Entertain	5	0,684	0,1654	Valid
		6	0,722	0,1654	Valid
Purchased Decision	Problem introduction	7	0,422	0,1654	Valid
		8	0,656	0,1654	Valid
	Information Search	9	0,682	0,1654	Valid
		10	0,683	0,1654	Valid

	Alternative Evaluation	11	0,586	0,1654	Valid
		12	0,686	0,1654	Valid
	Buying decision	13	0,747	0,1654	Valid
		14	0,727	0,1654	Valid
	Post-purchase behavior	15	0,732	0,1654	Valid
		16	0,702	0,1654	Valid

Sources: Author data processing

Based on the data in table 1. above, it can be seen that the calculated r value for each indicator is higher or greater than the value in the r table. Therefore, it can be said that the indicators used in this study have met the requirements. Based on the validity test above, it can be concluded that 16 statement items can be used as research instruments.

Table 2. Reliability

Variabel	Cronbach Alpha	Total Item	Kesimpulan
<i>Influencer (X)</i>	0,680	6	Reliabel
<i>Purchased Decision (Y)</i>	0,859	10	Reliabel

Sources: Output SPSS

From the results of the reliability test calculations above using the IBM SPSS 25 application program on each statement of all the dimensions of the variables studied, it can be concluded that they are reliable because the Cronbach alpha value has a value of 0.680 for the influencer variable (X), then for the purchase decision variable (Y) has a value of 0.859. The value of each of these variables has met the requirements where the data is considered reliable when the Cronbach alpha value must be greater than or equal to 0.60.

4.2 Descriptive Analysis Results

Based on the results of the descriptive analysis of the influencer variable (X), the results of the calculation of respondents' responses to 88% and on the continuum line can be seen that the score is included in the very high category. This shows that the selection of @keanuagl as an influencer to promote the "Kripik Belings", is right. Meanwhile, for the purchase decision variable (Y), the results of the calculation of respondents' responses are 58% and on the continuum line it can be seen that the score is included in the sufficient category. According to Adhimurti & Gabriella (2019: 56) stated that social media influencers do indeed affect the purchasing decisions of Generation Z consumers, but found other variables (independent/X) that also influence consumer purchasing decisions (dependent/Y), including the quality of influencer content, image influencer, reach shown through the number of followers, likes, and comments, resonance shown through share, and relevance shown through the similarity of the influencer's profile with the respondent's personality.

4.3 Discussion of Research Results

Table 3. Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.628	2.600		8.319	.000
	<i>Influencer</i>	0.346	0.093	0.352	3.718	.000
a. Dependent Variable: Purchase Decision						

Source: Output SPSS

The results of the simple linear regression equation are obtained as follows:

$$Y = a + bX$$

$$Y = 21.628 + 0.346X$$

Based on the above equation, the conclusions obtained in the simple linear regression equation are as follows:

- The constant value is the magnitude of the influence of the use of influencers on the purchasing decisions of “Kripik Belings”, without the influencing coefficients of b and x, which is 21,628.
- The value of the regression coefficient (b) is 0.346. This means that the addition of 1% of the variable X (Influencer) is predicted to increase the variable Y (Purchase Decision) by 0.346 or by 34.6%. The sign (+) in the regression equation above shows that the direction of influence of the influencer variable and purchasing decisions has a positive relationship.
- From the table above, it can be concluded that the use of influencer (X) has a significant effect on purchasing decisions (Y) because it has a significance value smaller than 0.05 or (0.000 < 0.05).

Table 4. T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.628	2.600		8.319	.000
	<i>Influencer</i>	0.346	0.093	0.352	3.718	.000
a. Dependent Variable: Purchase Decision						

Source: Output SPSS

Based on the table above, the t-count value is 3.718 or greater than the t-table value (1.984). For the t table, it can be seen that df (100 – 2) is 98, with a significance level of 0.05 with a t table result of 1.984. Based on the calculation of the t test in the picture above, the effect of the use of influencers (X) on purchasing decisions (Y) which can be seen that the t count is 3.718 > t table is 1.984. Then it can be stated that H1 is accepted. Thus there is an effect of using influencers on the purchasing decisions of “Kripik Belings”.

5. Conclusion

Based on the results of research that has been done regarding the influence of the use of influencers on the purchasing decisions of Kripik Belings, several conclusions were obtained in this study. Several conclusions can be drawn which are expected to provide answers to the problems formulated in this study, namely as follows: Based on the descriptive analysis that has been done by the researcher on the respondents' responses to the influencer variable, the calculation results are 88%, and on the continuum line it can be seen that the score is included in the very high category. This shows that the selection of @keanuagl as an influencer to promote the “Kripik Belings”, is right. Based on the descriptive analysis that has been carried out by researchers on respondents' responses to the dependent variable, namely purchasing decisions, the calculation results are obtained by 58% and on the continuum line it can be seen that the score is included in the sufficient category. According to Adhimurti & Gabriella (2019: 56) stated that social media influencers do indeed affect the purchasing decisions of Generation Z consumers, but found other variables (independent/X) that also influence consumer purchasing decisions (dependent/Y), including the quality of influencer content, image influencer, reach shown through the number of followers, likes, and comments, resonance shown through share, and relevance shown through the similarity of the influencer's profile with the respondent's personality. Based on the results of the coefficient of determination of the influence of the use of influencers on the purchasing decisions of “Kripik Belings”, it can be seen that the value of the coefficient of determination of R square in this study is 0.352 or 35.2%, which means that the variable use of influencers influences purchasing decisions by 35.2%. While the remaining 64.8% is influenced by other variables or factors not examined in this study.

For business owners, it is better to The company is expected not to be complacent in carrying out the strategies that have been carried out. Influencers are indeed able to improve purchasing decisions, but on the other hand, there are many factors that make consumers decide to make a purchase, so that the “Kripik Belings”, should be able to pay attention to these other factors, such as the content presented by the influencer, and whether the image of the influencer is in accordance with the intended consumer.

Although the influencers used by kripik belings are on the rise and can influence consumers to make purchases, they should not be used as the only marketing communication strategy to promote their products. The selection of the @keanuagl influencer has been rightly done by kripik belings, but there is nothing wrong with increasing offline promotions in order to get balanced results, which can influence consumer purchasing decisions.

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