

The Effect of Influencer and Brand Image on Increasing Purchase Interest in Shopee Consumers

WidiWinarso¹, Meilinda Safitri², AmeliaPutri¹,
RafriAprilia².

Faculty of Economics and Business, Bhayangkara Jakarta University, Jakarta, Indonesia
Faculty of Economic, Sang Bumi Ruwa Jurai University, Lampung, Indonesia

Date of Submission: 05-09-2022

Date of Acceptance: 13-09-2022

ABSTRACT

The decision to make a purchase is that there is a consumer interest in buying the goods they want and where this has also affected the brand image promoted through Tiktok influencers. So the purpose of this research is to increase the amount of knowledge about the influence of Tiktok influencers and brand image on consumer buying interest on the Shopee platform.

We use quantitative research, using statistical data to be analyzed through data collection techniques through sampling and purposive sampling techniques used by consumers of Tiktok users who have been influenced by the number of Influencers to buy products promoted on the Shopee platform. This data collection was carried out by distributing online questionnaires through GoogleForm and 250 respondents were obtained. This questionnaire was processed using Statistical Products and Service Solutions (SPSS).

Keywords: Influencers; Tiktok; Brand Image; Interest; Shopee

I. INTRODUCTION

In today's modern era, there are many e-commerce platforms that make it easy for customers to buy all kinds of products with only a smartphone. The high competition between e-commerce platforms makes companies have to have different and better marketing strategies compared to other companies. Thus, they should try to introduce their business by providing as interesting information as possible to the public (1).

In modern times like today, companies tend to prefer unique marketing strategies by utilizing advanced technology (2). Online promotion is used as the main strength for

companies, especially e-commerce in expanding its market. One of the e-commerce that really utilizes online promotion is Shopee. Promotions can not only be done on television, newspapers, and radio media, but currently advertisements are more often displayed on various social media, one of which is the Tiktok application. Currently, Tiktok is often used as a medium for advertising and is known to easily attract the attention of potential customers.

An influencer is a person or figure on social media who has a large or significant number of followers, and what they say can influence the behavior of their followers (3). Nowadays, it is not uncommon for e-commerce companies to use promotional strategies by doing influencer endorsements to be able to promote their products. In the Tiktok application, Tiktok influencers usually provide information about ongoing or future promotions on Shopee e-commerce by presenting interesting videos and soft selling. In addition, providing recommendations for products sold on Shopee is also used as a promotional effort for Shopee e-commerce itself.

Brand Image is a perception from some people towards the company or the products it produces, the notion of the image itself has also been influenced by many factors from outside the power created by the company (4). In this study, the authors are interested in examining the users of the Tiktok and Shopee applications. Where they also include people who follow many Tiktok influencers to be used as references in buying a product on the Shopee application.

Therefore, researchers want to know the influence of Tiktok influencers and brand image on consumer buying interest on the Shopee platform. For this reason, researchers are interested in choosing the title of the role of Tiktok Influencers and Brand Image in Increasing Buying Interest in Shopee Consumers

II. LITERATURE

A. Influencers

Influencer or in Indonesian is defined as "influencer." That is, an influencer is someone who can influence others on social media. Literature review of no more than 1000 words by stating the state of the art in the field under study the technology developed. Reference sources/relevant primary references and by prioritizing research results in scientific journals and/or the latest patents (4).

Currently, the term influencer is very familiar among the public because it provides various positive impacts for the community. Influencers are considered familiar and have many similarities with consumers or society, such as similarity in lifestyle, tastes, personality, demographic characteristics, and so on.

According to Hariyanti & Wirapraja, an influencer is a person or figure in social media who has a large or significant number of followers, and what they say can influence the behavior of their followers. An influencer is someone who has influence on various social media, be it Tiktok, Instagram, Twitter, and so on. Influencers also have various fields in the creation of content, such as beauty, fashion, life style, and others (5).

B. Brand Image

Brand Image is a picture for a consumer about a product produced by the person who makes or produces the product. If the Brand Image is seen from the point of view of a business person, then the Brand Image can be managed starting from the first step the company introduces its products to its customers and will slowly change the company's marketing strategy to be able to maintain the company's resilience and be able to maintain it among the existing competitors. (6). Brand image according to Keller is a mindset generated by consumers about the existence of a brand that can be seen by the many brand associations that exist in their own minds.

C. Buying Interest

Interest has become one of several aspects of the psychological level that can have a large

number of very large influences on some of the attitudes possessed by consumer behavior (7),(8).

Interest in buying itself can be interpreted as an attitude of pleasure with some object that has made someone to do business by getting, making other sacrifices, and paying someone. In addition, buying interest can be interpreted as a plan to be able to buy a product within a certain period of time.

An interest in buying is an impulse that arises in a person to be able to buy the product to meet all consumer needs in order to have a sense of satisfaction with himself who has bought the product he wants (8). This buying interest can be influenced by anyone, from influencers, from consumers to consumers or so on, so that the desire of someone's buying interest will exceed its limit and can be tempted by the promotions given (10). For example, a consumer is interested in a product that has been promoted by an influencer on Tiktok, therefore the consumer is interested in a product promoted by an influencer on the Shopee platform at an affordable price and has guaranteed quality.

Conceptualframework

There are various factors that can influence consumer buying interest on the Shopee platform, one of which is influencers and brand image. Where these two things can affect the message to be believed and have the power of persuasion. So in this study the conceptual framework explains the variables X1 (Tiktok Influencers), X2 (Brand Image) and Y (Buying Interest). Therefore :

H1 = Tiktok influencers have an influence on consumer buying interest
H2= Brand Image has an influence on consumer buying interest

H3 = Tiktok Influence and Brand Image have a simultaneous influence on consumer buying interest.

III. RESEARCH METHODS

We used quantitative research, using statistical data to be analyzed through data collection techniques through sampling and purposive sampling techniques used by consumers who have used Tiktok. Influenced by the number of Influencers to buy products promoted on the Shopee platform. This data collection was carried out by distributing online questionnaires through Google Form and 100 respondents were obtained. This questionnaire was processed using Statistical Product and Service Solutions (SPSS). The following are the stages of the quantitative analysis used in this study.

1. Validity Test

In this study, the authors used a Likert scale to observe these indicators. The Likert scale asks respondents to indicate their level of agreement or disagreement with a series of statements about an object. Where in this scale contains several statements, namely "strongly disagree" to "strongly agree". Validity test is used to measure the validity of a question item from a questionnaire distributed to respondents who are the object of research.

2. Reliability Test

Reliability tests were carried out to measure whether the instrument consistently produced the same results every time it was measured with an acceptable alpha in the study of 0.7.

3. Classical assumptions are carried out with 3 tests, namely

- Multicollinearity Test
- Normality test
- Heteroscedasticity Test

4. Multiple Regression Analysis

Regression analysis is a mathematical model that can be used to determine the pattern of the relationship between two or more variables. In this study, the author uses multiple regression analysis (Multiple Regression Analysis) which is used to predict the value of the dependent variable based on the value of two independent variables. In

other words, it can also be called to find out whether the independent variable can affect a dependent variable.

IV. RESULTS AND DISCUSSION

Shopee is in demand by the public because Shopee has a free shipping program that makes prices on Shopee cheaper, Shopee also offers a guarantee facility to pay double if there is a cheaper price on other e-commerce. The table below shows the price difference for one of the electronic products, namely powerbank, the price comparison is taken from several e-commerce sites, namely Shopee, Tokopedia and Lazada. Research conducted by Markplus, Inc. divides consumers into five groups based on age less than 19 years, ages between 19-24 years, ages between 24-30 years, ages 31-25 years, and ages over 35 years.

The e-commerce brands that occupy the top three positions in this age- related research are Shopee with 42.8 percent dominance, Tokopedia with 19.8 percent and Bukalapak at 17.5 percent. The results of research from Rizki, Hidayat and Devita (2019) which state that brand image and price affect the purchasing decisions that will be made by potential consumers. A good brand image will make the company gain the trust of potential consumers and affordable prices and in accordance with good quality and service will certainly make potential consumers more interested in making purchases.

A. Characteristics of Respondents by Gender

Table1.Respondent Profile

Gender	Amount	Percent
Woman	75	75%
Man	25	25%
	100	100%
Work	Amount	Percent
Student	25	25%
Student	35	35%

Businessman	15	15%
Employee	15	15%
civilservant	10	10%
Other	0	0
	100	100%

Of the 100 respondents, the type of work that dominates is college students, and students because if you look at it based on age, Generation Z is a generation that is currently studying.

B. Multiple Regression Analysis

Table2.Outputspss

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	5.201	2.028		2.227	.025
Influencers	.156	.067	.031	3.211	.000
BrandImage	.276	.096	.187	3.121	.001

From the table above, the following values are known:

Constant : 5,201

Influencers : 0.156

Brand Image : 0.276

These results can be entered into multiple linear regression equations, so that it is known as follows:

$$Y : 5,201 + 0,156 X_1 + 0,276 X_2$$

Description:

1. The constant of 5.201 indicates that if the value of the independent variable is considered constant, the purchase interest increases.
2. B1 is 0.156 with a positive direction indicating that if the influencer variable increases, it will be followed by an increase in purchase interest.
3. B2 of 0.276 with a positive direction indicates if the brand image variable has increased it will be followed by an increase in purchase interest.

C. Hypothesis Test

From the test results, it is obtained that the t value for the influencer variable on purchase interest shows 3.211 with a significance of 0.000 using a significance of 0.05. Thus, it is obtained that the influencer hypothesis has a significant effect on purchase interest, Ha is accepted.

The test results obtained that the t value for the brand image variable on purchasing decisions shows 3.121 with a significance of 0.002 using a significance of 0.01, the significance value is smaller than 0.05. Thus, it is obtained that the brand image hypothesis has a significant effect on purchase intention, Ha is accepted.

D. Coefficient of Determination(R Square)

Model	r	RSquare	adj.RSquare	Std.Error of the Estimate
1	0.818	.675	.603	3.05652

The results of the SPSS output can be seen that the r value is 0.818, which means that the relationship between variables is very strong. A_jd R Square value is 0.603 or 70.3 percent buying interest in shopee is influenced by influencers and brand image.

E. Discussion

Based on the test results, it is found that the influencer hypothesis has a significant effect on purchase intention, thus the first hypothesis which states that influencer (X1) has a significant effect on purchase interest is accepted. This is supported by several abilities or indicators possessed by influencers such as influencers who have the knowledge or experience to promote products so that from that experience or knowledge, consumers are attracted and buy products, then there are trustworthiness the trust given audience or instagram users towards what is advertised or promoted by an influencer so that consumers follow and make purchases, the latter is supported by attractiveness, which is an influencer activity who has an attractive, convincing speaking style, attractive appearance when reviewing a product or advertising so that make consumers happy to see it and interested.

Then based on the test results, it was found that the brand image hypothesis had a significant effect on purchase intention and thus the hypothesis which stated that brand image (X2) had a significant effect on purchase interest was accepted. Because this is supported by several things or indicators such as quality alignment with quality so that consumers get quality, quality alignment with profits according to what is paid, and price competition because of the prices offered by other brands.

V. CONCLUSION

1. Based on the Partial Test (t test) Influencer (X1) has a significant effect on increasing purchasing decisions (Y).
2. Based on the partial test (t test) Brand Image (X2) has a significant effect on increasing purchasing decisions (Y).
3. Based on the Simultaneous Test (F test) the Influencer variable (X1) and the Brand Image variable (X2) have a simultaneous and significant effect on the Increase Purchase Decision variable (Y).

BIBLIOGRAPHY

- [1]. Kasmi and Candra, A N. Implementation of Business To Consumers-Based E-Commerce to Increase Sales of Pringsewu

Typical Snack Products. STIE Trisna Negara Actual Journal; 2017, 15(2),p.109-116

- [2]. Alwendi. Application of E-Commerce in Improving Business Competitiveness. Journal of Business Management; 2020, 17(3)
- [3]. Solihin, D. The Influence of Customer Trust and Promotion on Consumer Purchase Decisions at Mikaylaku Online Shop with Purchase Intention as an Intervening Variable. MANDIRI JOURNAL: Science, Arts, and Technology; 2020, 1(2),p. 38- 51
- [4]. Rika R., Nuriyati S. The Influence of Influencer Marketing and Viral Marketing on Decision Making Using Tiktok Applications. International Journal of Communication, Management and Humanities; 2020,8(2),p. 145.49
- [5]. Nasution, SLA, Limbong, CH, & Ramadhan, DA (2020). The Influence of Product Quality, Brand Image, Trust, Ease, and Price on Purchase Decisions at E-Commerce Shopee (Survey of Undergraduate Students of the Faculty of Economics, Department of Management, Labuhan Batu University). EcoBisma (Journal of Economics, Business and Management), 7(1), 43-53.
- [6]. Siti Lamah Nasution, Christine Herawati Limbong and Denny Ammari Ramadhan. (2020). The Influence of Product Quality, Brand Image, Trust, Ease, and Price on Purchase Decisions at Shopee Ecommerce