

Endorse Effect Ade Govinda's Selebgram And Instagram Post @ Bm.Original Account For Followers ' Interest In Buying Sneakers Shoes

Renaldo Aswansyah Putera¹, Nani Nurani Muksin², Aminah Swarnawati³
^{1,2,3}Jakarta Muhammadiyah University

ARTICLE INFO

Keywords:

Endorse Celebgram,
Instagram Social Media
Buying Interest

ABSTRACT

The purpose of the theme adopted from the title above is to find out the influence of Ade Govinda's celebrity Endorsements and @ BM.ORIGINAL's Instagram account posts on Followers regarding their interest in buying Sneakers. This research method uses a quantitative approach by distributing questionnaires to the 98 follower respondents mentioned above, then the results of the data are processed with the help of the SPSS 25 application. The population of this study is all Instagram social media users who follow the @ BM. Original account with the sample used random sampling. The results of the data processing carried out are that the Endorse Selebgram variable partially has an influence on buying interest, the results obtained are $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$ ($2,800 > 1.985$ and $0.016 < 0.05$), the social media the Instagram variable partially has an influence on buying interest, the test results are $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$ ($2.372 > 1.985$ and $0.020 < 0.05$), and the Endorse Selebgram variable and Instagram social media simultaneously have an influence on SPSS buying interest. The results of the F test are $F\text{-count} > F\text{-table}$ and $\text{sig} < 0.05$ ($4.981 > 3.090$ and $0.009 < 0.05$).

Email :
renaldoaswansyah@gmail.com

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INTRODUCTION

In this era of globalization, the use of technology and information is increasing in the world of commerce. High human mobility demands the world of commerce to be able to provide services and goods instantly according to user requests. Information and communication technology helps many social and economic problems. Based on the results of Hootsuite and We Are Social's latest reports, Indonesian internet users reached 202.6 million by January 2021. When compared to the number of internet users in 2020, there was an increase of 15.5% or more than 27 million people in the last 12 months. According to Hootsuite and We Are Social, the total population of Indonesia touches 274.9 million people. When there are 202.6 million internet users, it means that 73.7% of Indonesian citizens have been touched by surfing in cyberspace.

The more the number of smartphone users in Indonesia continues to increase, of course the community also varies in terms of usage. There are those who use it to find information, study online, do business to just chat on social media. Related to social media, people in Indonesia are also quite lively in terms of social media. Starting from YouTube, Facebook, Instagram, Twitter, LinkedIn, and others. Moriansyah (2015) argues that Instagram users are increasing very rapidly in Indonesia as a marketing communication medium, and online business is a potential area. One way to promote a product is to use Instagram celebrity endorsements, or known in Indonesia as Selebgram (Instagram celebrity). Today, studies on Selebgram focus more on online marketing strategies (online marketing) in the form of using Selebgram services in promoting goods or

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services , showing that Instagram users who already have a large number of followers and likes hope to attract the attention of certain parties to offer endorsements (advertising services on Instagram) because this is a benchmark for someone to be considered popular. .

This then stimulates them to get many Endorsement offers .

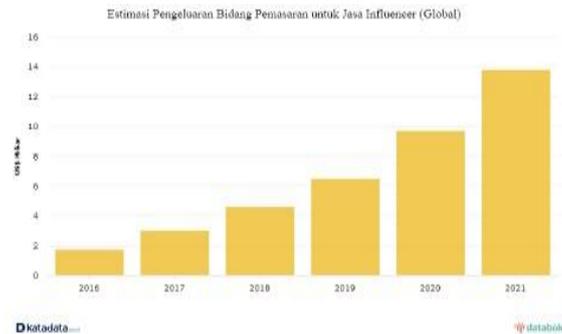


Figure 1 Fees for Using Influencer Services
Source: <https://databoks.katadata.co.id> (2021)

Based on the graph above, the services of celebrities (influencers including Selebgram) are now increasingly in demand to market products to consumers through social media. The costs incurred to use their services continue to increase every year. In 2016, the costs incurred for using celebrity services were estimated at US\$ 1.7 billion or IDR 24.4 trillion at an exchange rate of IDR 14,350/US\$ in 2016. The value increased to US\$ 3 billion or 43.1 trillion in 2017.

A year later, the fee for using celebrity services rose to US\$ 4.6 billion or Rp 66 trillion. Then, the fee for paying for celebrity services increased to US\$ 6.5 billion or IDR 93.3 trillion in 2019. In 2020, the fee for using celebrity services again increased to US\$ 9.7 billion or IDR 139.2 trillion. The nominal value is also estimated to reach US\$ 13.8 billion or the equivalent of Rp. 198 trillion in 2021.

The use of celebrity services for marketing is increasingly widespread because consumers spend a lot of time with social media. The average person spends 2 hours and 25 minutes a day surfing the medium. This can increase interest in buying a product Howard in Durianto and Liana (2014), stated that buying interest is something related to consumer plans to buy certain products and how many units of the product are needed in a certain period. It can be said that buying interest is a mental question from consumers that reflects a plan to purchase a number of products with a certain brand. This is very necessary for marketers to find out consumer buying demand for a product, both marketers and economists use interest variables to predict consumer behavior in the future (Wijaya and Teguh, 2012).

Purchase intention is basically inseparable from the study of purchasing decisions because before someone makes a purchase, he will go through a stage where he will feel interest in a product that is offered. Attitude () of consumers is an important factor that will influence purchasing decisions. According to Nugroho (2008: 124), attitude is a mental and nerve related to readiness to respond. When consumers have a negative attitude towards one or more aspects of a company's marketing practices, it is likely that they will not stop using the product, but will also encourage relatives or friends to do the same. Based on the research background above, the

formulation of the problem is: Is there any endorsement effect Selebgram Ade Govinda and post on the Instagram account @ BM.ORIGINAL for interest in buying followers of sneakers ?

LITERATURE REVIEW

Marketing communications in sales

Marketing communication is a company tool to persuade consumers of goods or services from a company, so this marketing communication is very important for a company to know and use. This marketing communication must also be made as good as possible, as attractive as possible, so that potential consumers can pay attention and be interested in a company through marketing communications packaged through an advertisement.

Not only interesting, marketing communications made by a company must keep up with the times or trends and trends in consumer behavior at that time, companies must be very observant and sensitive to changes in consumer behavior followed by other changes, as is very clear what accompanies change. Consumer behavior is a change in the development of technology. Technological developments are one of the biggest impacts on changes in consumer behavior, especially in terms of seeking information, buying or using an item or service, and also communicating or socializing with others.

According to experts, the meaning of integrated marketing communication is the integration of all marketing communication efforts by a brand, (Adji and Watono 2011). Interestingly, from the definition of IMC itself, it has been explained that this IMC theory is an integration of marketing communications to audiences/consumers, this theory is creative marketing in the form of email marketing, websites , to direct presentations or face to face .

In discussing Integrated Marketing Communication , it is very important to see and focus on the integration of all marketing communication approaches, but it turns out that on top of that all of these integrations refer to one paradigm, namely the customer-focused paradigm or which means the consumer paradigm. The customer-focused paradigm or consumer paradigm has an explanation that all integration activities must refer to consumers, which here refers to what is expected in the minds of consumers.

Instagram

Instagram is a form of social networking media that can be used as a direct marketing medium, through Instagram products/services can be offered by uploading photos or short videos, so that potential customers can see the types of goods/services offered. Research by Alhadid (2015) describes five elements that are used as dimensions in creating relationships with customers or building traffic on social media networks, namely: Online Communities, Interaction, Sharing of Content, Accessibility, Credibility

Selegram endorsement

According to Suryadi (2006) in Moriansyah (2015), Endorsement is an icon or often referred to as a direct source to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages. According to Ramlawati and Lus yana (2020), endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand. According to Belch and Belch (2004) in Nisrina

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(2015), Endorse is a speaker who conveys a message and or demonstrates a product or service. According to Hardiman (2006) in Prastyanti (2017). Endorse is defined as the person chosen to represent the image of a product (product image). Usually from among community leaders who have a prominent character and strong appeal. According to Shimp and Andrews (2013) in Prastyanti (2017), there are three aspects that need to be considered in choosing and using someone as an Endorse , namely credibility, attractiveness and strength

Purchase Interest

According to Abdullah and Tantri (2013), buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. Still according to Abdullah and Tantri (2013), buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented.

According to Schiffman and Kanuk (2007) in Abdullah and Tantri (2013), there are several aspects of consumer buying interest, including those interested in finding information about products , considering buying, interested in trying, wanting to know about products, wanting to own products.

According to Ferdinand (2002: 129), there are several dimensions of consumer buying interest, including transactional interest, preferential interest, explorative interest The research hypothesis is:

Ha1 There is influence between Endorse Celebrities on buying interest online

H01 There is no influence between Endorse Celebrities on buying interest online

Ha2 There is influence between Instagram and buying interest online

H02 There is no influence between Instagram and buying interest online

Ha3 There is a simultaneous influence between Selebgram and Instagram Endorsements on buying interest online

H03 There is no simultaneous influence between celebrities and social media on online purchase intentions

METHOD

According to the level of explanation, this research is an explanatory research. Explanative research is research that aims to explain, test hypotheses from research variables. The focus of this research is the analysis of the relationships between variables (Singarimbun, 2011). With the explanative method, the research is used with the type of census research. Census research is research that takes one population group as the overall sample and uses a structured questionnaire as the principal data collection tool to obtain specific information (Usman & Akbar, 2011).

The sampling technique in this study was to use random sampling with the sample criteria:

1. Instagram application users
2. BM. Original account followers
3. Age 17-35 years

Thus the sample needed in this study, a total of 98 samples, will fill out a research questionnaire from Followers of the Instagram account @ BM.Original

This study uses multiple linear regression analysis which is used to determine the effect of the independent variables on the dependent variable. Meanwhile, the partial effect of the independent variables on the dependent variable can be determined by looking at the regression coefficients of each of these variables.

RESULTS AND DISCUSSION

Normality test

Table 1. Kolmogorov-Smirnov Normality Test Results

		Unstandardized residual
N		98
Normal	Means	,0000000
Parameters ^{a,b}	std. Deviation	2.50108924
	absolute	.096
MostExtreme	Positive	.096
Differences	Negative	-.045
Test Statistics		.096
asymp. Sig. (2-tailed)		,128c

Source: SPSS 25 (processed data)

Asymp.sig value in Table 1 Kolmogorov-Smirnov Normality Test Results above is 0.128. Because the Asymp.sig value is $0.128 < 0.05$, it can be concluded that the data is said to be normally distributed. This can also be interpreted that the independent variable has a correlation with the dependent variable.

Multicollinearity Test

Table 2. Multicollinearity Test Results

Model	Sig.	Collinearity Statistics	
		tolerance	VIF
(Constant)	.008		
1 Selebgram endorse	.316	.852	1.174
Instagram Social Media	.020	.852	1.174

Source: SPSS 25 (processed data)

From Table 2 of the Multicollinearity Test Results above, the Endorse variable is found Celebgrams and Instagram social media variables have a Tolerance of 0.852 and a VIF value of 1.174, because the Tolerance value is $0.852 > 0.10$ and the VIF value is $1.174 < 10$, it is stated that there are no symptoms of multicollinearity between independent variables in the regression model used

Multiple Linear Regression Test

Table 3. Results of Multiple Linear Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	9.166	3.389		2.704	.008
1 Selebgram endorse	.155	.154	.107	2.800	.016
Instagram Social Media	.377	.159	.251	2.372	.020

a. Dependent Variable: Purchase Intention

Source: SPSS 25 (processed data)

$$Y = 9.166 + 0.155 X1 + 0.377 X2$$

- a. The α value of 9.166 is a constant or a state when the purchase interest variable has not been influenced by other variables, namely the Endorse variable Celebrities and Instagram social media . If the independent variable does not exist, then the buying interest variable does not change.
- b. β_1 (Endorse regression coefficient value Selebgram) of 0.155 indicates that the Endorse variable Selebgram has a positive influence on buying interest, which means that every increase of 1 unit of the Endorse variable Selebgram will affect the variable buying interest of 0.155 with the assumption that other variables are not examined in this study.
- c. β_2 (regression coefficient value of Instagram social media) of 0.377 indicates that the Instagram social media variable has a positive influence on purchase intention, which means that every 1 unit increase in the Instagram social media variable will affect purchase intention by 0.377 assuming that other variables are not examined in this study. this research.

t test

Table 4. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	9,166	3,389		2.704	.008
1 Selebgram endorse	.155	.154	.107	2.800	.016
Instagram Social Media	.377	.159	.251	2.372	.020

a. Dependent Variable: Purchase Intention Source: SPSS 25 (processed data) $t_{table} = t(\alpha / 2 ; n - k - 1)$ $t_{table} = t(0.05 / 2 ; 98 - 2 - 1)$

Then the results obtained are $t = (0.025; 95) = 1.985$

- 1) Seen from Table 4 the results of the t test above show that the significance value of the Endorse effect Selebgram on buying interest is $0.016 < 0.05$ and the t-count value is $2.800 > t_{table} 1.985$, meaning that there is a partial influence between Endorsement Selebgram on buying interest.

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- 2) As seen from Table 4, the t-test results above show that the significance value of Instagram social media influence on purchase intention is $0.020 < 0.05$ and the t-count value is $2.372 > t$ -table 1.985, meaning that there is a partial influence between Instagram social media on purchase intention.

F test

Table 5. F test results

	Model	Sum of Squares	df	MeanSquare	F	Sig.
	Regression	63.630	2	31.815	4.981	,009 ^b
1	residual	606.778	95	6.387		
	Total	670.408	97			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), X2, X1 Source: SPSS 25 (processed data)

F table = F (k ; nk)

F table = F (2 ; 98-2)

Then the result obtained is $F = F (2 ; 96) = 3.090$ seen from Table 5 of the F test results above, it can be seen that the significance value for the Endorse effect Selebgram and social media Instagram is $0.009 < 0.05$ and F count is $4.981 > F$ table value is 3.090. This proves that there is a simultaneous or shared influence between Endorses Celebrities and Instagram social media on buying interest.

Influence Between Endorse Variables Selebgram and Buying Interest

Influence between Endorse variables Selebgram and Instagram social media from respondents obtained through the results of a questionnaire, indicating that the variable Endorse Selebgram in the good category. From the formulation of the problem that was disclosed in the previous chapter, that from the results of hypothesis testing by conducting a t-test, it was found that there was a positive and significant partial effect between the Endorse variable Celebrities and Instagram social media .

This can be seen in the t-test results obtained by t-count of 2.800 with a probability level (sig) of 0.016. When compared to the t-table at $\alpha = 0.05$, it means that $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$ ($2.800 > 1.985$ and $0.016 < 0.05$). This means that the hypothesis proposed by the researcher is accepted, that is, there is an influence between the Endorse variables Celebrities and Instagram social media . Celebrity appeal is very effectively used by advertisers to communicate with their markets. Celebrities can be an influential force in generating interest or action related to the purchase or use of selected goods and services. This identification may be based on admiration (for an athlete), on inspiration (a movie star or a lifestyle), on empathy (for a person or situation) or on recognition (for a real-person or imitation or for a situation). . In some cases potential customers may think "if he wears it it must be good, if I wear it, I will be like him" (Alwin, 2016). This research is in accordance with research conducted by Nurman and Engriani (2020) where the results show Selebgram endorsement partially affects purchase intention.

Instagram Social Media Variables On Purchase Intention

Instagram social media variables on the buying interest of the respondents obtained through the results of the questionnaire, shows that the work environment is in the good category. From the formulation of the problem that was disclosed in the previous chapter, that from the results of hypothesis testing by conducting a t-test, it was found that there was a positive and significant influence between the variables of trust in Instagram social media on purchase intention. This can be seen in the t-test results obtained by tcount of 2.372 with a probability level (sig) of 0.020. When compared to the t-table at $\alpha = 0.05$, it means that t-count > t-table and sig < 0.05 (2.372 > 1.985 and 0.020 < 0.05).

This means that the hypothesis proposed by the researcher is accepted, that is, there is an influence between Instagram social media variables on buying interest. This means that the higher the Instagram social media variable, the better the consumer's buying interest in Sneakers. If Instagram social media is used properly, consumer buying interest is also good. This is influenced by Instagram social media, which posts and uploads pictures and photos of goods sold by the @BM account. Original well and interesting and fair to all consumers, and responding to consumer comments, this is proven by the facts in the field.

Buying interest of consumers who initially only looked around, then became interested in the posts then started giving comments on every Instagram social media post on the @BM account. Original, thus influencing consumer buying interest to increase. This means that the better and more interesting the posts in the form of videos, photos and captions on Instagram social media, the more consumers' buying interest will increase to buy the goods they see.

Simultaneous influence between Endorse variables Selebgram and Instagram Social Media Against Buying Interest

Influence between Endorse variables Selebgram and Instagram Social Media on buying interest from respondents obtained through the results of a questionnaire, indicating that the variable Endorse Selebgram and Instagram Social Media in the good category. From the formulation of the problem that was disclosed in the previous chapter, that from the results of hypothesis testing by conducting the F-test, it was found that there was a positive and significant simultaneous effect between Endorse Celebrities and Social Media Instagram on buying interest. This can be seen in the results of the F-test, which obtained an F-count of 4.981 with a probability level (sig) of 0.009. When compared to the F-table at $\alpha = 0.05$, it means that Fcount > F-table and sig < 0.05 (4.981 > 3.09 and 0.009 < 0.05).

This means that the hypothesis proposed by the researcher is accepted, namely Endorse Celebrities and Instagram Social Media simultaneously influence purchase intention. In this study, results have been found that provide an interpretation that Endorse Selebgram has an important role to strengthen marketing strategies in promoting Sneakers products. This is important because it can contribute to company sales and even other small businesses that are carrying out the marketing process. In this study it has been known that there is an ability or influence of Endorse Selebgram on buying interest in Sneakers shoes.

Likewise, Instagram social media is a means of promoting products, because Instagram social media is an important marketing medium in reaching the younger age market segment in a faster

and more efficient way. Social media advertising can build brand identity, build relationships with consumers, increase sales (Widjojo, 2017). With the aim of being able to increase consumer or prospective buyer reactions to the products offered (Sudaryono, 2016). Instagram social media improves communication skills in the form of photos that are packaged creatively, which is a very important factor in attracting consumer interest or attention. The Instagram social media application that dominates the photo or image sharing feature proves a correlation in influencing consumer buying interest.

This research is relevant to research conducted by Herawati (2020) with the results showing that simultaneously Instagram social media advertising and Celebrity Endorsement have a significant effect on purchase intention.

CONCLUSION

From the results of processing the questionnaire data using the SPSS 22 application, it can be concluded that the effect of service quality and trust on employee satisfaction is as follows Endorsement variable Selebgram has a partial influence on the purchase interest variable based on the processing results of the SPSS application obtained $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$ ($2.800 > 1.985$ and $0.016 < 0.05$), so that Hypothesis 1 or H1 is accepted. This means that celebrities can become an influential force in generating interest or action related to the purchase or use of selected goods and services. This identification may be based on admiration (for an athlete), on inspiration (a movie star or a lifestyle), on empathy (for a person or situation) or on recognition (for a real-person or imitation or for a situation). . From the results of multiple linear analysis, it is found that β_1 (the value of the Endorse regression coefficient Selebgram) of 0.155 indicates that the Endorse variable Selebgram has a positive influence on buying interest, which means that every increase of 1 unit of the Endorse variable Selebgram will affect buying interest by 0.155. Instagram social media variable has a partial influence on the purchase intention variable based on the processing results of the SPSS application, the test results obtained are $t\text{-count} > t\text{-table}$ and $\text{sig} < 0.05$ ($2.372 > 1.985$ and $0.020 < 0.05$) so that Hypothesis 2 or H2 accepted. This is because the higher the Instagram social media variable , the better the consumer's buying interest in Sneakers . If Instagram social media is used properly, consumer buying interest is also good. This is influenced by Instagram social media, which posts and uploads pictures and photos of goods sold by the @BM account. Original well and interesting. From the results of multiple linear analysis, it was found that β_2 (regression coefficient value of trust) was 0.377 indicating that the Instagram social media variable has a positive influence on purchase intention, which means that every 1 unit increase in the Instagram social media variable will affect purchase intention by 0.377. Endorsement variable Celebrities and Instagram social media have a simultaneous influence on buying interest. Based on the processing results of the SPSS application, the results of the F test were $F\text{count} > F\text{-table}$ and $\text{sig} < 0.05$ ($4.981 > 3.090$ and $0.009 < 0.05$), so that Hypothesis 3 or H3 was accepted. This is because if Instagram social media is used properly, consumer buying interest is also good. This is influenced by Instagram social media, which posts and uploads pictures and photos of goods sold by the @BM account. Original well and interesting. Likewise, Instagram social media is a means of promoting products, because Instagram social media is an important marketing medium in reaching the younger age market segment in a faster and more efficient way. Based on the research results and conclusions, several suggestions can be put forward that may be useful for companies or other

parties who need them, namely as follows Instagram social media is very important in marketing a product because it has a significant influence on consumer buying interest, so it is hoped that Sneakers Shoes will maintain the social media advertising strategy on the Instagram application that has been carried out or can further increase views, increase duration or present a lot of creativity and innovation. to attract consumers' attention to the advertisement so that it can influence consumer buying interest to buy Sneakers Shoes products endorse Celebgrams as supporting figures have an important role and have a significant influence on consumer buying interest, so it is hoped that the Sneakers Shoes online store will maintain the quality of these supporting figures, or add other figures who are on the rise or are well-known in the community so that the advertisements that have been carried out can be spread quickly. wide. For future researchers, it is hoped that they will be able to conduct research on other variables that influence purchase intention besides Instagram and Endorse social media variables Selebgram . It is hoped that further research can continue this research until the purchase decision.

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