

## THE EFFECT OF SOCIAL MEDIA INFLUENCERS ON THE INTEREST OF BUYING AUDIENCES ON FOOD AND BEVERAGE PRODUCTS IN JABODETABEK AREA

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**Abstract:** *The study aimed to analyze influencer profile factors that influence the level of trust in influencers, as well as the level of trust in influencers affecting audience buying interests. Researchers use a quantitative approach with structured questionnaire survey methods. The sampling technique in this study is non probability sampling. The sample in this study was selected using purposive sampling techniques with a sample count of 200 that used the Slovin formula to determine the number of samples. Based on the results of the analysis, it can be concluded that the influencer popularity variable affects trust in influencers, influencer credibility affects trust in influencers, trust in influencers affects the interest in buying audiences, while influencer popularity and influencer credibility simultaneously affect trust in influencers.*

**Keywords:** *Influencer marketing, Promotion, Brand, Buying Interest, Social media*

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### 1. Introduction

Purchasing interest is a response to an object that demonstrates the consumer's willingness to make a purchase (Kotler et al., 2019). Numerous elements undoubtedly affect customer purchasing interest, particularly in the current digitalization era, and one of those is social media marketing by influential and significant persons popularly called influencers.

The rising number of internet users and the decreasing cost of smartphones have altered how Indonesians utilize social media. According to a research carried by (Statista, 2020), Youtube, Whatsapp, and Instagram would have the highest prevalence in Indonesia in the third quarter of 2020. This feature has led to Indonesia becoming one of the world's largest social media user marketplaces, with 193 million users estimated in 2021.

Influencer marketing is a digital extension of the word - of - mouth marketing concept, identified as a style of strategy that focuses on employing prominent leaders to guide business messaging to a bigger market (Byrne et al., 2017). Influencer marketing promises conversions based on trust and loyalty. According to study by TapInfluence & Nielsen Catalina Solutions (Kirkpatrick, 2016) influencer marketing annually generates eleven fold greater ROI (Return on Investment) over traditional forms of advertising. Experts believe that the popularity of influencer marketing would expand from year to year throughout Indonesia. By 2018, corporations in Indonesia boosted their promotional budgetary allocations toward influencers by roughly 20-30 percent from the previous period.

The novelty in this science opens the opportunity to conduct research and literature review on the variables involved in practice of *influencer marketing*. The purpose of this study is to examine the distinctive characteristics of social media influencers and their impact on purchasing

interest. The variables examined are changed to reflect the persuasive communication matrix (McGuire, 2000). Persuasive communication is composed of various components that contribute to its effectiveness: sources, content, medium, recipient, and goal. Therefore in this paper, we identify two factors that contribute to an influencer's uniqueness: the source and the content. Because influencer marketing is a form of social media marketing, most recipients are social media users, and the objective is to communicate messages about products and/or brands. Additionally, research will be undertaken to determine the impact of these characteristics on the audience's trust in influencers and, ultimately, on the audience's purchasing interest.

Based on this background, it can be obtained the formulation of the problem in this study,

- 1) What are the influencer profile factors that affect the level of trust in influencers?
- 2) Does the level of trust in influencers affect the purchasing interest of the audience?

The results of this study can add to the scientific literature on the phenomenon relating with influencer marketing, especially about the unique factor of influencers on the success of influencer marketing outside of the advertising value offered to the audience.

## **2. Literature Review**

### **2.1 Influencer Popularity**

The character's popularity plays a significant role and is quantified by the number of followers. According to Marwick (2015), a micro-celebrity influencer is a someone who has achieved fame by developing and publicly showing a well-constructed character through the use of videos, photographs, blogs, and audio to raise their audience's popularity.

According to research by Kolarova (2018), micro-celebrity influencers have a greater impact on their audience than traditional celebrities. Micro-celebrity influences might be regarded as being more connected to society and receptive to personal connection than regular celebrities. These findings corroborate two earlier studies; research by de Veirman et al. (2017) concluded that a big number of followers does not necessarily imply an effect. According to the research Jin (2018), audiences exposed to Instagram celebrities (micro-celebrities) perceived the sources to be more trustworthy. As a consequence, the researcher makes the following hypothesis:

**H1.** The popularity of influencers affects trust in influencers.

### **2.2 Influencer Credibility**

The communicator's or message's source's credibility is critical in persuasive communication (Hovland & Weiss, 1951). Similarly, influencers on social media serve as persuasive messengers. According to Hovland et al. (1953), source credibility is made up of two components: competence and integrity. Competence indicators include a subject's or topic's knowledge and ability. Integrity is characterized by honesty and sincerity. McGuire (1985) presents a third factor as a predictor of credibility, namely beauty, which relates to the source's physical appeal or the ease with which the source is appreciated by the audience.

According to research conducted by Lou & Yuan (2019), influencer credibility has a positive influence on audience trust in influencer-generated branded posts. According to research by Reinikainen et al. (2020), the influencer's credibility has a positive impact on brand trust of the brand promoted by the influencer. Trust can be transferred by one target to the next (Stewart, 2003). In light of the research findings above, this means that trust in social media influencers is synonymous with trust in influencer-produced branded content and brand trust in influencer-supported firms. Chetioui et al. (2019) revealed that perceived influencer credibility was the

strongest predictor of attitudes toward influencers. Based on the description above, the researcher hypothesizes:

**H2.** Influencer credibility affects trust in influencers.

### 2.3 Trust in Influencers

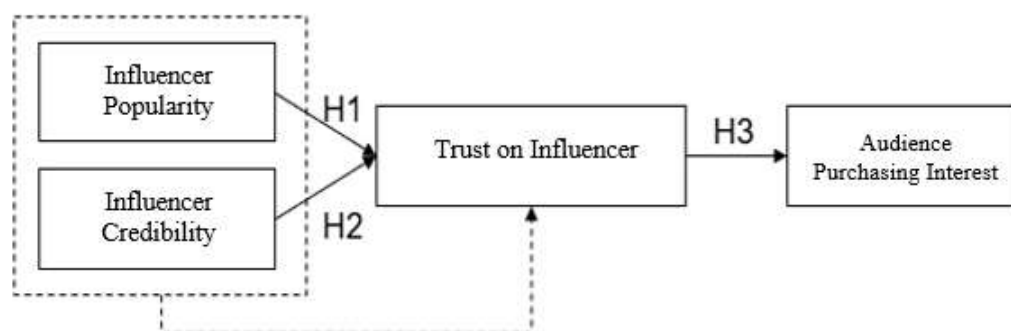
In influencer marketing, the audience's trust in influencers is critical to the campaign's success. Additionally, Moorman et al. (1993) defines trust as the capacity to rely on trustworthy partners.

According to study by Lou & Yuan (2019), audience trust in influencer-created branded content has a major impact on audience purchasing interest. Audience trust in influencer-created branded content is inextricably linked to influencer trust in general. Cooke & Sheeran (2004) underlines that when an audience is engaged, the relationship between attitudes and purchasing interest is typically more consistent. According to additional research Chetoui et al. (2020), influencers (in the sphere of fashion) not only influenced the audience's opinion toward the brand, but also generated purchasing interest.

Brand trust enables people to overcome whatever uncertainties they may have while making brand selection (Chaudhuri & Holbrook, 2001; Lee et al., 2011). Researchers define and interpret brand trust in the same way they define and interpret influencer trust. According to the research findings (Reinikainen et al., 2020), brand trust (in the context of a Youtube channel in the health service industry) is a critical factor in increasing purchasing interest. Based on the description above, the researcher hypothesizes

**H3.** Trust in influencers affects the purchasing interest of the audience.

### 2.4 Conceptual Framework



**Figure 1. Conceptual Framework**

### 3. Research Method

This is a comparative type of research. Comparative research is a kind of deductive research that seeks fundamental answers regarding the origin and effect of a phenomena by examining the factors that contribute to its emergence or occurrence (Hamdi and Bahrudin, 2015). The goal of this research is to compare variables to other factors in order to see whether there is a relationship with other groups. This research employs comparative analysis in order to ascertain the difference in financial performance and past acquisitions between a Bank of Japan and a Bank of Korea in Indonesia. Domestic banks acquired by banking companies originating in Japan and Korea that operate as a result of purchasing other local businesses between 2003 and 2016, totaling six companies. This study used a nonprobability sampling technique

### 3.1. Types of Research

This is a descriptive type of research that focuses on influencer marketing, influencer trust, and audience purchasing interest. The researcher employs a quantitative technique by presenting a structured questionnaire survey to a sample of a population in order to elicit specific information from respondents in accordance with research objectives (Malhotra, 2004).

### 3.2. Population and Sample

The study's population is comprised of social media users that engage with content influencer endorsements for food and beverage products. The sample for this study is social media users in the Jakarta and Tangerang areas who have viewed content influencer endorsements for food and beverage items based on restaurants/cafes and food and/or beverage shops in the last month. This research sampled 200 respondents.

### 3.3. Data Collection

The sampling technique used in this study is non-probability sampling, which is a strategy that does not ensure that each element or member of the population has an equal chance of being selected as a sample (Sugiyono, 2017). The sample for this study was chosen using a purposive sampling strategy, which is a sampling technique that is guided by specific criteria specific to the research goals. This study has a sample size of 200, which was determined using the Slovin formula.

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1 Multiple Linear Regression Test

**Table 1. Regression Test 1**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,276		2,522	,012					
	Influencer Popularity	,541	,084	6,457	,000	,912	,418	,180	,108	9,246
	Influencer Credibility	,389	,085	4,585	,000	,903	,311	,127	,108	9,246

a. Dependent Variable: Trust on Influencers

The regression equation is generated by combining the constant values and coefficients of the X1 and X2 variables in column B, and even the sig values of the X1 and X2 variables, as shown in the following description:

$$Y = 0,276 + 0,541X1 + 0,389X2$$

The constant value of 0.276 indicates that without X1 and X2, the statistical value of Y is 3.670. The coefficient value of the X1 variable is 0.541, indicating that its influence on Y is quite high at 54.1 %.

The coefficient value of the X1 variable is 0.389, meaning that the extent of X2's influence on Y is low, at 38.9 %. Meanwhile, the coefficient value of the X1 variable is positive, indicating the X1 has a positive effect on Y; the greater the value of X1, the greater the value of Y, and inversely. As a conclusion, hypothesis 1 is accepted and proven.

The variable X2 has a positive coefficient value, indicating it has a positive effect on Y; the greater X2, the greater Y, but also conversely. Because the sig value of the X1 variable is less than alpha 0.05, H0 is rejected, indicating that X1 has a significant effect on Y. Likewise, the sig value variable X2 is less than alpha 0.05, H0 is rejected, indicating that X2 has a significant effect on Y. As a necessary consequence, hypothesis 2 is accepted and proven.

**Table 2. Regression Test 2**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Partial	Tolerance	VIF
1 (Constant)	,697	,157		4,439	,000					
Trust in Influencers	,815	,040	,821	20,214	,000	,821	,821	,821	1,000	1,000

a. Dependent Variable: Purchase Interest

Through the Constant value and coefficient of the Trust on Influencer variable in column B, as well as the sig value of the Trust Against Influencer variable, the regression equation is obtained as follows:

$$Y = 0,697 + 0,815X$$

A constant value of 0.697 is obtained, meaning that statistically, without the Trust Against Influencer variable, the amount of purchasing interest is 0.697.

The coefficient value of the Trust Against Influencer variable is 0.815, which means that the magnitude of the influence of the Trust on Influencer variable on the Purchase Interest Variable is very strong because it has a percentage of 81.5%. The coefficient value of the variable Trust in Influencers is positive, meaning that the variable Trust in Influencers has a positive effect on

Buying Interest, the higher the Trust in Influencers, the higher Purchase Interest and vice versa. The sig value of the Trust Against Influencer variable is 0.000, which is smaller than alpha 0.05, so H0 is rejected, meaning that there is a significant effect of Trust in Influencers on Buying Interest. Hence, hypothesis 3 is accepted and proven.

#### 4.1.2. Simultaneous Test (f Test)

**Table 3. f Test**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	114,100	2	57,050	548,504	<b>.000<sup>b</sup></b>
Residual	20,490	197	,104		
Total	134,590	199			

a. Dependent Variable: Trust in Influencers

b. Predictors: (Constant), Influencer Credibility, Influencer Popularity

Through the sig value in table above, the test can be analyzed simultaneously. The sig value of 0.000, means that there is a simultaneous effect of X1 and X2 on Y or the fit assessment model. This shows that Hypothesis 4 is accepted and proven.

#### 4.1.3. Coefficient of Determination Test

**Table 5. Coefficient of Determination Test 1**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.921 <sup>a</sup>	,848	<b>,846</b>	,32251	1,520

a. Predictors: (Constant), Influencer Credibility, Influencer Popularity

b. Dependent Variable: Trust in Influencers

The Adjusted R Square obtained from multiple linear regression findings is 0.846. This suggests that 84.6 % of the variance in the dependent variable (Y1 = Trust in influencers) is explained by the independent variables (X1 = Influencer Popularity and X2 = Influencer Credibility), while the other 15.4 % is caused by other variables.

**Table 6. Coefficient of Determination Test 2**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.821 <sup>a</sup>	,674	<b>,672</b>	,46803	1,193

a. Predictors: (Constant), Trust on Influencers

b. Dependent Variable: Purchasing Interest



The Adjusted R Square obtained from multiple linear regression findings is 0.672. This suggests that variables associated with Trust on Influencers have a 67.2 % effect on the Purchase Interest variable, while the rest 32.8 % is driven by some other factors.

## **4.2. Discussion**

### **4.2.1. The influence of influencer popularity on trust in influencers**

As seen by table 1, the coefficient value of the X1 variable is positive, indicating as X1 has a positive effect on Y, with a greater X1 equaling a greater Y. As a conclusion, hypothesis 1 is accepted and proven.

The findings of this investigation corroborate those of the previous study de Veirman et al. (2017) and Kolarova (2018). According to de Veirman et al. (2017), Instagram influencers with a large following are favoured, in part because they are believed to be more popular. Notably, in a few instances, an influencer's perceived popularity as a result of the number of followers boosts the influencer's perceived opinion leadership. However, if the influencer follows a small number of his or her own accounts, this can have a detrimental effect on the influencer's popularity. Additionally, collaborating with influencers who have a large following may not be the best marketing strategy for promoting a different product, since it diminishes the perceived brand originality and, subsequently, brand attitude.

Additionally, Kolarova (2018) notes that utilizing micro-celebrity in fact can result in better means for increasing audience purchasing intention, and that identifying influencers regardless of the personal traits results in an effective influencer promotional strategy.

### **4.2.2. The influence of influencer credibility on trust in influencers**

According to Table 1, the sig value of the X2 variable is 0.000, which is less than alpha 0.05, indicating as H0 is rejected, and indicating that X2 has a significant impact on Y. As a sense, hypothesis 2 is accepted and proven.

The findings of this study support previous research Lou & Yuan (2019) and Reinikainen et al. (2020) indicating that influencer credibility positively affects audience trust in influencer-created branded content. Trust can be transferred from one target to the next (Stewart, 2003). Chetoui et al. (2019) revealed that perceived influencer credibility was the strongest predictor of attitudes toward influencers.

Furthermore, Osei-Frimpong et al. (2019) discovered that influencer credibility has a positive and significant effect on purchasing interest. These findings are corroborated by Wang & Scheinbaum (2018) and Wilopo (2021), who found that influencer credibility has a positive and significant effect on purchasing interest. However, such studies (Anderson et al., 2007) found that influencers do not have a significant effect on purchasing interest, because there are still discrepancies between the results of previous studies, the author decided to investigate the influence of Instagram social media influencers on purchasing interest in DoubleTree by Hilton Surabaya.

### **4.2.3. The effect of trust in influencers on audience purchasing interest**

The test results in table 3 show that the coefficient value of the variable Trust in Influencers is positive, meaning that the variable Trust in Influencers has a positive effect on Buying Interest, the higher the Trust in Influencers, the higher Purchase Interest and vice versa. The sig value of the Trust Against Influencer variable is 0.000, which is smaller than alpha 0.05, so H0 is rejected, meaning that there is a significant effect of Trust in Influencers on Purchasing Interest. Consequently, hypothesis 3 can be accepted and proven.

The findings of this study aligned with Reinikainen et al. (2020) and Singh (2021) that the high level of public trust and enthusiasm for influencers can have an impact on people's buying interest. Likewise, Lê Giang Nam (2018) also concluded that Consumers are aware of the trustworthiness and usefulness of the transferred information, and good content will increase their trust in the information conveyed.

#### **4.2.4. The influence of influencer popularity and influencer credibility simultaneously on trust in influencers**

Based on sig value in table 4, it can be analyzed simultaneously by testing. The sig value of 0.000 means that there is a simultaneous effect of X1 and X2 on Y or the fit assessment model. This shows that influencer popularity and influencer credibility simultaneously affect trust in influencers.

The results of the study are in line with what was said by Osei-Frimpong et al. (2019). There are three dimensions to the credibility of the influencer, namely familiarity, trustworthy, and attractiveness. Familiarity is how influencers have familiarity with the hearts and minds of consumers which makes consumers more receptive to the products offered. Trustworthy is the honesty of influencers who can be trusted by consumers, and attractiveness is the power of influencers to attract consumers.

## **5. Conclusion**

It is possible to conclude from the findings of the investigation that the influencer popularity variable affects trust in influencers, influencer credibility affects trust in influencers, trust in influencers affects audience purchasing interest, and influencer popularity and influencer credibility simultaneously affect trust in influencers. Whenever a company intend to use influencers as a promotional medium, they should first determine the influencer's credibility before hiring an influencer to promote their brand.

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