

The Effect of Social Media Marketing and Celebrity Endorsement Toward Online Purchase Intention In Indonesia

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Social Media Marketing dan Celebrity Endorsement terhadap Minat Beli Online di Indonesia. Metodologi penelitian ini menggunakan kuesioner yang diisi dengan responden melalui google form, dengan jumlah sampel sebanyak 199 responden. Analisis yang digunakan adalah uji regresi linier berganda dengan melakukan uji parsial (t) dan uji simultan melalui program SPSS 26. Hasil penelitian uji-t ini berpengaruh positif dan signifikan terhadap variabel Social Media Marketing dan Celebrity Endorsement terhadap Minat Beli Online di Indonesia. Hasil penelitian uji (f) menunjukkan bahwa variabel Social Media Marketing dan Celebrity Endorsement secara simultan berpengaruh positif dan signifikan terhadap variabel Minat Beli Online. Demikian pula, hasil penelitian uji simultan (f) menunjukkan bahwa variabel Social Media Marketing dan Celebrity Endorsement secara bersama-sama berpengaruh terhadap Minat Beli Online di Indonesia.

Kata Kunci: *Pemasaran Media Sosial, Dukungan Selebriti, Niat Beli, Online.*

Abstract

The purpose of this study was to determine the effect of Social Media Marketing and Celebrity Endorsements toward Online Purchase Intention in Indonesia. This research methodology used a questionnaire filled out with respondents via google form, with a total sample of 199 respondents. The analysis used is multiple linear regression test by doing partial test (t) and simultaneous test through SPSS 26 program. The results of this t-test research have a positive and significant influence toward Social Media Marketing and Celebrity Endorsement variables toward Online Purchase Interest in Indonesia. The results of test study (f) show that the Social Media Marketing and Celebrity Endorsement variables simultaneously have a positive and significant influence toward the Online Purchase Interest variable. In the same way, the results of the simultaneous test study (f) show that the variables Social Media Marketing and Celebrity Endorsement together have an effect toward Online Purchase Interest in Indonesia.

Keywords: *Social Media Marketing, Celebrity Endorsement, Purchase Intention, Online.*

INTRODUCTION

Indonesian people spend 8 hours 52 minutes accessing the internet every day and 3 hours 14 minutes accessing social media. Active users of social media in Indonesia reach 61.8% (170 million people) of the total population (274.9 million people). Indonesia is one of the 10 countries with the most social media users in the world (Stephanie, 2021).

On the internet, namely social media that people use, they certainly follow a famous person. A famous person is referred to as a public figure or artist and others who are active in social media

and have many followers. These followers/society tend to follow and be influenced by idol figures who are followed in social media sosial (Hani et al., 2018) and according to (Chatterjee and Kumar Kar, 2020) that social media has a good impact on a company's business and is able to increase and attract potential consumers.

It is undeniable that the majority of Indonesians make the internet and social media an important part of their daily life. Seeing this fact, social media has a very big opportunity to solve business problems in reaching potential consumers because of the large number of social media users. Likewise, celebrities can influence the attitude of their followers so that celebrity endorsement opportunities can help with business problems as well.

Based on this, author want to conduct research on the variables of Social Media Marketing and Celebrity Endorsement on online buying interest in Indonesia to find out whether there is a relationship between the independent variables and the dependent variable.

There are many factors that influence online buying interest in Indonesia, such as Social Media Marketing and Celebrity Endorsements. Companies must be able to provide good information on a product to consumers, where consumer knowledge will affect buying interest. Many business people use social media marketing as a tool to promote a brand or product that can influence consumer buying interest. Based on this description, this research was conducted with the aim of analyzing the effect of Social Media Marketing and Celebrity Endorsements toward online buying interest in Indonesia.

Social Media Marketing

Marketing is a methodology that always evolve and adapt. Nowadays, advertising through television, radio, or newspapers was less effective than marketing through social media was much more effective. Marketing through social media itself means interactive promotion activities on social media by companies by providing information (content) to the public, social media also has various benefits, namely increasing orders, increasing brand awareness, improving brand image, increasing high traffic on online platforms, reduce marketing costs, create interactions on platforms to post content Felix et al (2017) supported by Kumar et al (2017) that social media marketing can increase brand recognition, increase the number of store visitors, and which can influence purchase considerations. Meanwhile, according to author, social media marketing is marketing by utilizing social media applications. It can be in the form of discussions, contributing, collaborating, creating content, advertisements and others about a product or service to attract customers and make sales on the social media.

Social media marketing can also be targeted according to location, demographics, interests, behavior, suitability to the target business market which is specific and more efficient than using television or other traditional communication tools which cannot be done specifically (Baglione & Tucci, 2019). This is what makes social media a dominant role in marketing today and it is not surprising that almost all companies use social media as a tool for marketing. Social media technology also makes it easier for consumers and sellers to connect with one another quickly (Neupane, n.d., 2019).

It is proven that social media has a good impact on a company's business and is able to increase and attract potential consumers (Chatterjee and Kumar Kar, 2020) and based on research by Aji et al. (2020) that 87% of business accounts on social media admit that marketing through social media can increase sales. The success of a brand in selling products to consumers cannot be separated from social media marketing because marketing through social media is very influential and becomes an important part of marketing.

So it is advisable for companies to do social media marketing in view of the various advantages of social media marketing because businesses need to continue to follow technological developments, especially in marketing so as not to be left behind (Wardaya et al., 2019).

H1: Social Media Marketing has a positive and significant influence on Online Purchase Intention in Indonesia

Celebrity Endorsement

Celebrity endorsement is a very popular promotional tool on social media, celebrity endorsement itself means a business entity that binds an agreement with a well-known individual with many followers on social media to explain or explain a product or service (Putri & Patria, 2018). Supported by Kusumasondjaja and Tjiptono (2019), endorsement is a marketing tool through an individual or animative character to introduce and convey the message of a product or service of a brand. According to the author, Celebrity endorsement is a form of marketing or advertising campaign that utilizes the fame of a celebrity's social status or well-known individual in society to introduce a product, service, or brand.

Celebrity endorsement itself has long been known in traditional marketing strategies (Torres et al., 2019) and is very well known to be effective for increasing the name of a brand. Celebrity endorsement according to Yang (2018) is a good promotional tool worldwide. Even 1 in 4 advertisers use celebrity endorsements. Movie actors, singers, models, athletes, politicians, entrepreneurs are celebrities who are known to promote a product, but nowadays, they are called content creators.

The higher a person's number of followers, the higher the social influence they have. Celebrity endorsement is a party that does ewom, namely persuasive communication based on Vidyanata et al (2018). So it is believed by Afshan et al (2018) that celebrity endorsement can quickly make customers like the product being promoted. Of course, it is also necessary to choose a celebrity according to the brand or product feature, namely the selection of a relevant celebrity to a produk / brand.

A study conducted by Vi Vien et al (2017), proves that celebrity endorsement is indeed an effective promotional tool because people naturally follow celebrities they consider trustworthy and they like so that they are influenced by the celebrity's words.

H2: Celebrity Endorsements have a positive and significant influence toward Online Purchase Intention in Indonesia

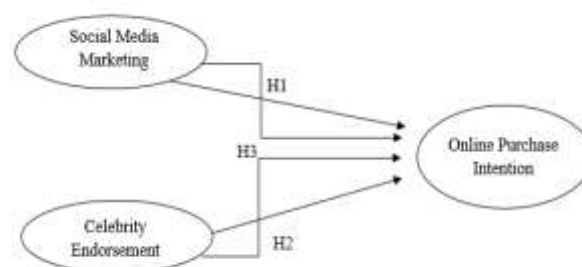


Figure 1. Conceptual Framework

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Hypothesis

- H1 : Social Media Marketing positively and significantly affects customer's intention of buying things online in Indonesia
- H2 : Celebrity Endorsement positively and significantly affects customer's intention of buying things online in Indonesia
- H3 : Social Media Marketing and Celebrity Endorsement simultaneously affects customer's intention of buying things online in Indonesia

Type of Research

The research method used in this research is empirical research (observed): quantitative with an objective theory testing approach by testing between variables. Quantitative research itself is a positivistic method in accordance with the philosophy of positivism. This method is also referred to as the scientific/scientific method because it has and fulfills scientific principles, namely objective, concrete/empirical, rational, measurable, and systematic. Quantitative methods are used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing predetermined hypotheses (Sugiyono, 2019). In this study, the author uses quantitative research methods with an associative approach because associative has the aim of knowing the influence and relationship between two or more variables (Sugiyono, 2019). The study used SPSS 26 program data analysis to find the resulting relationship between variables. The type of research applied in this research is using associative research, where this study aims to determine the resulting relationship between the variables in this research, namely: Social Media Marketing (X1), Celebrity Endorsements (X2), and Customer Online Purchase Intention (Y).

Data Collection

Questionnaire method is the main method used in this study by distributing questionnaires. The distribution of the questionnaire used is purposive sampling, which means that the sample is taken based on a certain point of view. The considerations that have been set by researchers for respondents are people who have shopped online by asking questions that have been prepared by researchers. The type of questions asked in this study is a closed type of question with a list of questions asked only need to choose one answer from those indicators. Then, indicators are created and used to evaluate each response to each research variable. Measured using a six-point Likert scale (Source : Sugiyono, 2019), namely SD 'Strongly Disagree', D 'Disagree', LS 'Less Disagree', LA 'Less Agree', A 'Agree', SA 'Strongly agree'. If the question is positive, it is given a value of 6 with the SA answer 'Strongly Agree'.

Sampling Technique

The sampling technique used in this study is non-probability sampling where sampling does not provide equal opportunities for elements or members of the population to be selected as samples and there is also an option in determining samples from a predetermined population. The researcher uses the technique by Sekaran & Bougie, 2011, the determination of the sample must be above 30 and less than 500. Sampling from this study using google form and researchers have taken as many as 199 respondents who have shopped products online.

Data Analysis Technique

The analytical technique used in this research is quantitative data analysis. Quantitative data analysis techniques were carried out to obtain conclusions from the study through multiple linear regression analysis with the help of the SPSS 26 program which was used by researchers to analyze, manage and interpret statistical data. The SPSS 26 program provides a fairly easy way to analyze statistics, management systems, and can accurately identify the loss of data or invalid data due to incorrect data or randomly filled in by the respondent to the questions given. Researchers used SPSS 26 to use multiple linear regression with the aim of examining more than one independent variable on the dependent variable with the t-test and f-test, namely the independent variable simultaneously on the dependent variable. It was concluded in the hypothesis testing stages in the SPSS 26 program, namely: validity test, reliability test, classical

assumption test, and multiple linear regression test.

In this study, regression analysis is used to measure the strength of the relationship between two or more variables, and to show the direction of the relationship between the dependent variable and the independent variable. The form of the multiple linear regression equation used in this study:

$$Y = a + b_1X_1 + b_2X_2$$

Information :

Y = Purchase Intention

a = Constant

X₁ = Social Media Marketing

X₂ = Celebrity Endorsement

b₁ - b₃ = Regression Coefficient

e = Standard Error, which was the influence of other variables that didn't enter the model, but also influence the dependent variable.

1. Simultaneous Significance Test (F Statistical Test)

F-test was a test to identify the influence of free variable, which were Social Media Marketing (X₁) and Celebrity Endorsement (X₂) simultaneously towards the dependent variable, which was Purchase Intention (Y).

Decision making base:

a. $Sig < \alpha$, then H₀ accepted

b. $Sig > \alpha$, then H₀ denied

c. $F_{calculate} > F_{table}$, H₀ accepted

d. $F_{calculate} < F_{table}$, H₀ denied

2. Individual Significance of Individual Parameters Test (t Statistical Test)

t-Test was a test to identify the influence significance of the free variables partially or individually towards the dependent variable.

Decision making base:

a. $Sig < \alpha$, then H₀ accepted

b. $Sig > \alpha$, then H₀ denied

c. $T_{calculate} > T_{table}$, H₀ accepted

d. $T_{calculate} < T_{table}$, H₀ denied

HASIL DAN PEMBAHASAN

Respondent Characteristics

Table 1. Profile of Respondents by Gender

Gender	Total	Percentage
Male	91	45.7%
Female	108	54.3%
Total	199	100%

In table 1, it can be seen that the number of male respondents as many as 91 people with a percentage of 45.7% and female 108 people with a percentage of 54.3%

Validity and Reliability Test

Validity testing is carried out with the aim of ensuring and proving that each question item in the questionnaire that has been distributed is valid or not valid. In this research, there are 19

questions, 6 questions about Social Media Marketing (X1), 8 questions about Celebrity Endorsement (X2), and 5 questions about Purchase Intention (Y). Researchers conducted this test with a 95% confidence level, df or degree of freedom or $df = n-2$, the researchers succeeded in collecting 199 respondents, which means the df value was 197.

The basis for decision making in the validity test is as follows:

- If r count r table, then the question items are valid
- If r count r table, then the question item is not valid

The next test after testing the validity is proven valid is the reliability test. The reliability test itself aims to measure the consistency of the answers of each respondent who fills out the questionnaire. Just like the validity test in the reliability test using SPSS 26 with Cronbach's Alpha.

The basis for decision making in the reliability test is as follows:

- If the value of Cronbach's Alpha ≥ 0.6 then the statement is declared reliable
- If the value of Cronbach's Alpha < 0.6 then the statement is declared reliable

Table 2. Validity Test Results

No Item	R Counts	R Table 5%	Criteria
X1.1	0.638	0.1391	Valid
X1.2	0.642	0.1391	Valid
X1.3	0.704	0.1391	Valid
X1.4	0.691	0.1391	Valid
X1.5	0.632	0.1391	Valid
X1.6	0.500	0.1391	Valid
X2.1	0.609	0.1391	Valid
X2.2	0.688	0.1391	Valid
X2.3	0.697	0.1391	Valid
X2.4	0.691	0.1391	Valid
X2.5	0.756	0.1391	Valid
X2.6	0.728	0.1391	Valid
X2.7	0.636	0.1391	Valid
X2.8	0.549	0.1391	Valid
Y.1	0.724	0.1391	Valid
Y.2	0.832	0.1391	Valid
Y.3	0.760	0.1391	Valid
Y.4	0.693	0.1391	Valid
Y.5	0.678	0.1391	Valid

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Criteria
Social Media Marketing (X1)	0.705	Reliable
Celebrity Endorsement (X2)	0.826	Reliable
Online Purchase Intention (Y)	0.791	Reliable

It can be concluded that there are 19 questions, 6 questions regarding Social Media Marketing (X1), 8 questions regarding Celebrity Endorsements (X2), and 5 questions regarding Purchase Intention (Y) are valid and reliable, so can continue testing the data until multiple regression.

Hypothesis Testing Results

The individual parameter test or what is known as the T statistical test is carried out to find

out how much influence the independent variable has on the dependent variable. This t statistic test has the basis for making decisions as follows:

3. $Sig < \alpha$, then H_0 accepted
4. $Sig > \alpha$, then H_0 denied
5. $T_{calculate} > T_{table}$, H_0 accepted
6. $T_{calculate} < T_{table}$, H_0 denied

The simultaneous significant test or what is known as the F statistic test is carried out to find out the two independent variables simultaneously affect the dependent variable. This F statistic test has the basis for making decisions as follows:

7. $Sig < \alpha$, then H_0 accepted
8. $Sig > \alpha$, then H_0 denied
9. $F_{calculate} > F_{table}$, H_0 accepted
10. $F_{calculate} < F_{table}$, H_0 denied

Table 4: t Test

Variabel	T	Sig.
Social Media Marketing (X1)	3.521	.001
Celebrity Endorsement (X2)	3.776	.000

This study intends to examine the effect of the independent variable on the dependent variable on online buying interest in the Fashion Industry in Indonesia. From table 5, it can be seen that the results of testing the research hypothesis are shown and can be explained as follows:

1. Hypothesis Testing 1:

The results obtained are that the t-count value of the Social Media Marketing (X1) variable is 3.521, where t-count is greater than t-table, namely $3.521 > 1.972$. With a significance level of 0.001 which is smaller than alpha (0.05), which is $0.001 < 0.05$. So it can be concluded that the Social Media Marketing variable has a positive and significant influence toward the Online Purchase Intention variable.

2. Hypothesis Testing 2:

The results obtained are that the t-count value of the Celebrity Endorsement (X2) variable is 3.776, where t-count is greater than t-table, namely $3.776 > 1.972$. With a significance level of 0.000, which is smaller than alpha (0.05), which is $0.000 < 0.05$. So it can be concluded that the Celebrity Endorsement variable has a positive and significant influence toward the Online Purchase Intention variable.

Table 5: F Test

Model	F	Sig.
Regression	24.084	.000

3. Hypothesis Testing 3:

From the table above, it is known that the value of calculated F is 24,084 which is greater than the F table, which is $24,084 > 2.65$. And obtained F sig of 0.000 which is smaller than alpha which

is $0.000 < 0.05$. So it can be concluded that the variables X1 (Social Media Marketing) and X2 (Celebrity Endorsement) simultaneously have a positive and significant effect on Y (Online Purchase Intention) variable.

Implications of Research Results

Social Media Marketing has a positive and significant influence on Interest in Buying Products Online

The results of the research conducted indicate that the Social Media Marketing variable has a positive and significant influence on the online consumer buying interest variable which supports previous research, namely Aji et al. (2020) who researched and found that 87% of business accounts on social media that do marketing through social media can increase sales. Therefore, NuttyNuts needs to implement social media marketing to overcome sales problems that just happen every month with social media marketing in order to increase sales even more every month.

Celebrity Endorsements have a positive and significant influence on Interest in Buying Products Online

The results of the research conducted indicate that the Celebrity Endorsement variable has a positive and significant influence on the Online Consumer Buying Interest variable. Supporting Afshan et al (2018) which states that celebrity endorsement can quickly make customers like the product being promoted as well as according to Vi Vien et al (2017) which proves that people follow celebrities they consider trustworthy and they like so that they are influenced by the celebrity's words. Therefore, NuttyNuts needs to implement celebrity endorsement to increase awareness of potential customers to increase brand credibility so that transactions occur.

Social Media Marketing and Celebrity Endorsements have a positive and significant influence on Interest in Buying Products Online

Research that has been conducted proved that there is a positive and significant influence between all independent variables (Social Media marketing and Celebrity Endorsement) on the dependent variable (Online Purchase Intention) together or simultaneously between the three variables.

CONCLUSION

1. The results of the study prove that Social Media Marketing has a positive and significant influence on the Interest in Buying Food Products Online in Indonesia. It can be concluded that social media is one of the powerful marketing tools so marketers are recommended to use Social Media Marketing.
2. The results of the study prove that Celebrity Endorsements have a positive and significant influence on Interest in Buying Food Products Online in Indonesia. It can be concluded that marketers can use the Celebrity Endorsement marketing strategy to increase awareness of potential consumers to increase product credibility towards consumer buying interest.
3. The results of the study prove that Social Media Marketing and Celebrity Endorsements simultaneously (together) have a positive and significant influence on Interest in Buying Food Products Online in Indonesia. It can be concluded that the two independent variables, namely X1 (Social Media Marketing) and X2 (Celebrity Endorsement) are interrelated and simultaneously have a positive effect on Interest in Buying Food Online in Indonesia.

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