

The Influence of Celebrity Endorsers on Social Media Instagram on Interest in Buying Scarlett Products (Study on Community in Makassar District, East Jakarta)

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Abstract

The purpose of this research is to find out whether there is an influence of Celebrity Endorser on Instagram social media on the Buying Interest of Scarlett Whitening products in the community in the Kec. Makassar, East Jakarta. The population taken in this study is the people who live in the area of RT 006 RW 013 totaling 282 people. The number of samples as many as 70 people were taken using a non-probability sampling technique with a purposive sampling technique. Methods of collecting data using a questionnaire (questionnaire) and literature study. The calculation results obtained from the equation of Simple Linear Regression Analysis $Y=6.710+0.717X$ with a constant value of a of 6.710 and a value of b of 0.717 meaning that there is an influence between Celebrity Endorser on Purchase Interest. The results of the calculation of the correlation coefficient of 0.439 indicate that there is a moderate relationship between Celebrity Endorser and Purchase Interest. The coefficient of determination is 19.27%, this means that Celebrity Endorser contributes 19.27% to Purchase Interest, while the remaining 80.73% is the contribution of other factors not examined by the author. The results obtained from hypothesis testing with $\alpha = 5\%$ with the results $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted, it can be concluded that there is an influence between variable X (Celebrity Endorser) on variable Y (Buying Interest) in the District Area Makassar, East Jakarta.

Keywords: Celebrity Endorser, interested in buying.

INTRODUCTION

Advertising is one of the strategies used by business actors to communicate a product and introduce a brand. The advertising strategy that is widely used today is the use of Celebrities (Public Figures) in various promotional activities to increase market share, sales volume and consumer trust. This creative way of promoting products is usually called Celebrity Endorserment Instagram or better known as Selebgram. The motivation for business actors to use Celebrity Endorser services in their advertising strategy is to increase awareness of the products being marketed by taking advantage of the endorser's popularity, talent and charisma.

One business that utilizes Instagram and Celebrity Endorser social media is Scarlett Whitening with a brand name that is often known by the public, namely Scarlett. Scarlett Whitening is a local brand from Indonesia which was founded in 2017 by an Indonesian artist, Felicya Angelista. One of the most widely used products from Scarlett is Body Lotion, providing consumers with an understanding that this product is able to brighten and moisturize the skin.

In this case, the Celebrity Endorser that Scarlett uses in promoting its products, aims to build a positive impression about Scarlett's product image and then from the positive impression that has been formed it can influence its followers which will then lead to interest in buying the product. According to (Indika & Jovita, 2017) "purchasing interest is an action taken by consumers before making a decision to purchase a product." Consumer buying interest is based on consumer interest in the product and then buying interest arises based on consumer perceptions about a product, in this case the product being promoted by the Endorser.

In this research, the author will test the influence of celebrity endorsements on interest in purchasing Scarlett Whitening products. Where in previous research conducted by Awalia regarding "The Influence of Testimonials and Celebrity Endorsements on Purchase Interest in Online Shops via Instagram Social Media of Sharia Faculty Students at IAIN Ponorogo" which

showed that the Testimonial variable (x_1) and the Selebgram Endorsement variable (x_2) simultaneously influences consumer buying interest.

Celebrity Endorser

Celebrity Endorser is someone who acts as a messenger that is used as a marketing strategy with the aim of strengthening the brand image of a product. According to (Amin & Natalia, 2017) "Celebrity Endorser is a certain icon or form which is often referred to as someone who can carry a message and present a product or service in promotional activities which aim to support the effectiveness of conveying the message on the product." Meanwhile (Gupta, 2014) states that the definition of an endorser is a person who has a positive influence on society and is recognized by society for doing positive things.

Endorsers do not only come from artists, but also sportsmen or athletes, community figures, or ordinary people who can help business people to promote their products. From this definition it can be concluded that an Endorser is a celebrity or non-Celebrity figure who has a positive impact on society and brings interest in a company's marketing strategy so that the public or consumers can be influenced by promotional activities marketed by the Endorser. Celebrity Endorsers are usually used to attract public attention and play an important role in building brand awareness so that products can be more easily recognized and remembered by the public. The choice of Celebrity Endorser is also based on the number of followers the Endorser has, with the hope that these followers will be interested in the products offered. The role of Celebrity Endorser in promoting products can influence increasing sales of a product/service owned by business people, especially with promotional strategies using advertisements on Instagram social media, potential buyers usually tend to follow what their idols wear, including Celebrity Endorsers who also have own fans.

Benefits and Roles of Celebrity Endorsers

There are several benefits and roles of Celebrity Endorsers in marketing products or services:

1. Testimonials, where an endorser personally provides experience regarding the quality and benefits of the product or brand being marketed.
2. Endorsement, where a celebrity, in this case, is asked to star in an advertisement for the product or brand that will be marketed.
3. Actor, where in this case a celebrity is asked to promote a product or brand related to the role they are starring in in a particular program.
4. Spokeperson, namely a celebrity who promotes a product, brand or company within a certain period of time.

Purchase Interest

Interest is generally defined as a deep desire to do something that someone likes. Interest is described as a person's situation before carrying out an action which can be used as a basis for consideration to predict that action. According to (Rekarti & Hertina, 2014) "purchasing interest is behavior that appears as a response to objects that indicate the customer's desire to make a purchase. Interest is a person's tendency to pay attention and remember something continuously which is closely related to an easy attitude towards something (Syah, 2001). Meanwhile, according to (Uyun & Warsah, 2021) in their book entitled Educational Psychology states that "interest is how much a person feels like/interested or dislikes/ignores a strong stimulus or encouragement for a person to do whatever they want."

Consumers who already have a positive attitude towards a product or brand will generate interest in purchasing that product or brand. Buying interest (willingness to buy) is part of the behavioral component in consuming attitudes, buying interest is a stage where a consumer creates a choice between several brands in the selection and then finally makes a purchase on the alternative he likes after going through various considerations. Based on several definitions, it can be concluded that buying interest is something related to a consumer's plan to buy a

product/service which arises because the consumer feels satisfied or interested in the quality of the product/service being offered. Willingness to buy is part of the components behavior in the attitude of consumption, buying interest in the form of a stage where a consumer creates a choice between several brands that are in the choice and then finally makes a purchase on the alternative he likes after going through various considerations. Based on these definitions, it can be concluded that buying interest is something related to a consumer's plan to buy a product/service which arises because the consumer feels satisfied or interested in the quality of the product/service offered.

Stages in Consumer Purchase Interest

Stages in consumer buying interest can be applied using the AIDA Model. According to Kotler & Keller (Rosmitha, 2017) the AIDA model is the model most often used to help plan an advertisement as a whole in relation to an action framework. The AIDA model is a stage in decision making that consumers go through, with several stages, namely:

- Attention, which indicates that a message in the product or service offered must arouse the attention of potential consumers in the form or media used. This process can be said to be the process of forming brand awareness about the existence of a product or service.
- Interest, this means that the message conveyed attracts the attention of consumers and creates curiosity, as well as a feeling of wanting to know more about a product or service.
- Desire, at this stage, can be interpreted as meaning that potential customers have started to be interested in the product or service being offered.
- Action, at this stage potential consumers already have a strong desire to make a decision to purchase the product or service being offered.

Factors that Influence Purchase Intention

Before the consumer finally makes a decision to buy a product, of course the consumer first compares or considers a product with other products, until finally there is an interest in buying the product. If as a consumer feels that the benefits that can be obtained from the product are greater than the sacrifices made to obtain the product, then the urge and interest to buy it will be higher. On the other hand, if the benefits of the product are felt to be small compared to the sacrifice to get it, then consumers usually tend to refuse to buy the product and switch to similar products that have previously been evaluated and considered.

METHOD

This research uses descriptive research with a quantitative approach to obtain a broad explanation of an event, situation or phenomenon that is designated as the research object. Research using this method also aims to find out everything related to the research variables so that they can then be explained using numbers or words. (Arikunto, 2010) state that "the quantitative research process is linear, where the steps are clear starting from problem formulation, theory, hypothesis, data collection, data analysis, to making conclusions and suggestions". The population taken in this research was 282 people living in the RT 006 RW 013 area. The total sample was 70 people taken using non-probability sampling techniques purposive sampling. Data collection methods use questionnaires and literature study. The data analysis technique in this research uses simple linear regression analysis, correlation coefficient analysis, coefficient of determination and hypothesis testing.

RESULTS AND DISCUSSION

Based on the calculation results of Simple Linear Regression analysis It means: $Y = 6.710 + 0.717 X$ a. The constant value (a) is 6.710 which can be interpreted as the influence of the Celebrity Endorser the value is 0, then Buying Interest will increase by 6,710. b. The coefficient value of the Celebrity Endorser variable is positive, namely 0.717, which means that for every increase in Celebrity Endorser by 1 unit, it will increase Purchase Interest by 0.717. To find out how strong the relationship is between the variable (X) Celebrity Endorser and the

variable (Y) Buying Interest, it can be seen from the results of the Pearson Product Moment Correlation of $r_{xy} = 0.439$, meaning there is a moderate relationship between Celebrity Endorser and Buying Interest.

The calculation results of the Coefficient of Determination = 19.27% show that Celebrity Endorsers contributed 19.27% to Purchase Interest while the remaining 80.73% was contributed by other factors, such as product price, product quality, and product need. This is also reinforced by the results obtained from hypothesis testing which shows that $t_{hitung} > t_{tabel}$ with $\alpha = 5\%$ for the two-party test $dk = n - 2$ is 1.995. From the calculation results it is obtained that $t_{hitung} > t_{tabel}$ ($4.301 > 1.995$) then H_0 is rejected and H_1 is accepted which can be concluded that there is an influence between variable X (Celebrity Endorser) on variable Y (Buying Interest).

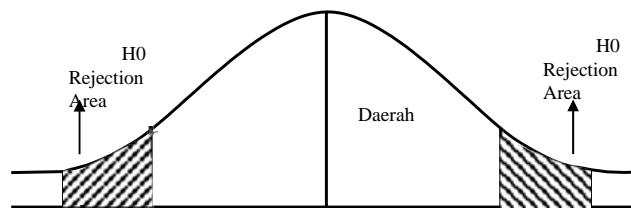


Figure 1. Two-Party Significance Test

The From the calculation results it is obtained that $t_{hitung} > t_{tabel}$ ($4.301 > 1.995$.) then H_0 is rejected and H_1 is accepted. It can be concluded that there is a positive and significant influence between variable X (Celebrity Endorser) on variable Y (Buying Interest) in the Makasar District, East Jakarta. So it can be explained that the use of Celebrity Endorsers contributes to increasing people's buying interest. From the results of the respondents' answers shows that people are easily influenced by Celebrity Endorsers and find it easier to know and recognize a product if it has been promoted and reviewed by a Celebrity Endorser. This opinion is in line with that expressed by (Shimp, 2014) that celebrity endorsers are a marketing strategy using artists, film stars, singers, models, even athletes who are known to the public as advertising stars in various media such as electronic media, social media, and print media. From this understanding, the use of celebrity endorsers is believed by business actors to be more attractive in influencing potential consumers.

CONCLUSION

After the author conducted research and analyzed the data obtained regarding "The Influence of Celebrity Endorsers on Instagram Social Media on Interest in Buying Scarlett Products (Study in Communities in Makassar District, East Jakarta)". It can be concluded that the data obtained shows the influence of Celebrity Endorsers on Instagram Social Media on Interest in Buying Scarlett Products. This can be proven by obtaining the value of $t_{hitung} > t_{tabel}$ ($4.301 > 1.995$) thus H_0 is rejected and H_1 is accepted. It is recommended for future researchers who wish to conduct research It is hoped that similar research will develop by adding other variables that are considered to influence people's buying interest, such as price, product quality, and other promotional strategies, so that it will create research that produces broader information to add research references about Celebrity Endorsers.

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