

MEDIA INFLUENCERS AND BRAND IMAGE AFFECT CONSUMER BUYING INTEREST IN TIKTOK LIVE SHOP? RAFFI NAGITA STUDIES TIKTOK APPLICATION USERS IN SUBANG

Devy Widya Apriandi¹, Ni Made Vinolita², Shainima Islam³, Gugyh Susandy⁴ Bismantara⁵

^{1,2,4,5} Management Department, STIE Sutaatmadja Subang, Indonesia

³ Doctoral of Management Science, Universitas Jenderal Soedirman, Purwokerto, Indonesia

ABSTRACT

The phenomenon of this research is the success of Raffi Nagita's Tiktok account, which has more than 13 million followers on the TikTok application and 70 million more followers on the Instagram application and won the GMV award in 2021 with an income of IDR 1.5 billion from a period of 24 hours transaction doing live on their TikTok. Raffi Nagita, a celebrity and influencer with a good image in society. The focus of this research on Tiktok Live Shop Raffi Nagita consumers in Subang Regency. This study analyzes how influencer Raffi Nagita and Brand Image influence Customer Buying Intention at Raffi Nagita's Tiktok Live Shop in Subang Regency. This research is empirical in the form of quantitative with a descriptive verification method. The population used in this research are consumers who follow Raffi Nagita's Tiktok account live in subang city. The sampling technique is the probability sampling technique with the stratified random sampling method. Primary data was collected using a questionnaire from 100 respondents, Raffi Nagita's followers, and TikTok Live Shop consumers. The results of this study indicate that Raffi Nagita's influencer and brand image influence customer buying intention with scores 62.4%. It can be interpreted that the equation in this research can influence customer buying intention by 62.4%, while 37.5% is another factor that was not examined in this research. Suggestions for future researchers are expected to add variables, develop research, and use different research methods so that the research results are more varied.

ARTICLE INFO

Keywords:
Influencer Social
Media, Brand Image,
Purchase Decision,
Tiktok Live

* Corresponding Author at Department of Management, Faculty of Economics and Business, Universitas Pekalongan, Jl. Sriwijaya No. 3 Kota Pekalongan, 51111, Indonesia

Email address: devyapriandi8@gmail.com, mdvinolitaw1120@gmail.com, shainimaislam@gmail.com, gugyh@sties.ac.id, bisma@sties.ac.id

1. Introduction

The positive side of the COVID-19 pandemic is that Indonesia SMEs are forced to digitize. One form of digitization that has now become a necessity for business actors is the social media in marketing. Social media influencers can be defined easily. The development of the Internet is increasing rapidly in meeting the demands of its users, which include online media, transportation,

and online purchase transactions (A Gani, 2020). This development opens up many opportunities for business people to use digitalization in their journey and business development.

Figure 1. Indonesia Internet User



Source: <https://www.receh.in/2022/02/jumlah-pengguna-internet-diindonesia.html>

Figure 1 shows that internet users in Indonesia are increasing every year, this proves that the more comprehensive internet users also provide wider digital market opportunities as well.

Figure 2. Indonesia Media Sosial user (2015 - 2022)



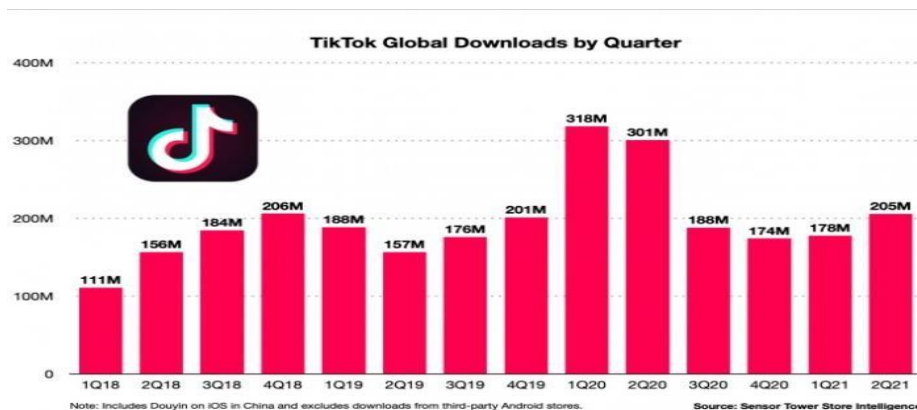
Source: <https://dataindonesia.id>

Along with the increase in internet users in Indonesia, linearly also increases social media users in Indonesia each year. Digital natives are a group of people who are familiar with the Internet, and are people usually who are currently under 24 years of age. Digital natives are the net generation, namely the generation born over 1980 where they are very dependent and influenced by technology such as computers, video games, digital music players, video cameras, cell phones, digital toys, and technologies such as the Internet (Hill, 2010: 22). This provides a huge opportunity to be able to do marketing on social media, one of which is through TikTok live.

Social media influencers are those who have the power of followers and influence in cyberspace, one example is on social media platforms Endorsment are very effective in promoting customer-brand engagement; research found by obtained Path analysis show that Brand image and endorser credibility plays a vital role in determining customer brand engagement and brand equity, influencers credibility affects brand equity only in the case of mega-influencers (Saoma & Khan, 2023) This is supported by other studies which found the results confirm the importance of brand trust in predicting purchase decisions. Most important, the findings show that informativeness, perceived relevance, and interactivity positively influence purchasing decisions. However, it was shown that the effect of entertainment on purchasing decisions was insignificant. The results also confirm that brand trust mediates the relationship between only two features of social media marketing (interactivity and informativeness) and consumer purchase decisions (Borges-Tiago, 2023). However, marketers must be careful in selecting influencers that fit the image and consumer segment according to the product being promoted; this is in line with a study showing that the credibility of social media influencers has very significant impact in generating parasocial relationships with audiences, which leads to positive perceptions of quality and brand

image which ultimately results in purchase intentions. J.R.Hanaysha, 2022). This is because the influencer will become the image of the company he represents.

Figure 3. Indonesia Tiktok Users



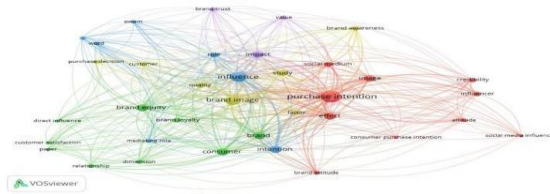
According to Lalwani's 2016 research on offline purchases, many consumers still choose to make purchases offline because when buying offline, the items purchased can be selected and experienced directly and can be made face-to-face with the seller. Research from Galliano and Moreno in 2012 is in line with Lalwani's statement which said that there are still many consumers who want to choose purchases offline rather than online. From this research, it can be understood the things that hinder consumers from shopping online.

With the presence of TikTok Live, which can display audio-visual interactively, it can help provide a more comprehensive picture of the products offered so that it can give more confidence to customers even though they cannot see and hold the products offered directly, customers can see colors more clearly, the size and shape of the product directly through interactive videos and can directly interact with the seller even through the chat feature. Generation Z (Gen Z) has emerged as destination marketers' most significant and most challenging consumer group. This study investigates the effects of social media marketing activities on Gen Z travel behavior (Liu Juan et al., 2023). word of mouth and social media constructs significantly influence the purchase intention of tourists to visit sites in Jordan (Kanwar & Huang, 2022)

Rafinagita is one of the most influential influencers in Indonesia, according to Ikhtiasari (2020). Reporting from intelligent belanja.grid.id, the brand image that Raffi Nagita successfully built included the Indonesian Television Awards, Selebrita Awards 2019, SCTV Awards, Panasonic Gobel Awards 2019, and Infotainment Awards. Based on databooks. Metadata. Co.id, Raffi Nagita currently has a rate card as an influencer who has a good brand image among the public to introduce a company's product brand, reaching a pair of IDR 100 million in one post on social media.

Meanwhile, on Raffi Nagita's Instagram account, based on Popbela.com sources, with followers reaching 26 million, the account's income can reach IDR 757 million. For this reason, the brand image built by this couple is strong enough to influence consumers to use the advertised and sold products. Rafinagita is considered to have a good image as a product representative who works together. Brand image, commonly referred to as brand image, is a picture of the overall perception of a brand and a form of information from the consumer's experience of the brand. Brand image plays a vital role in building good consumer perceptions so that potential customers have a positive image of the brands offered (Malek et al., 2023).

Figure 4. Vos of Viewers Influencer, Brand Image and Customers Buying Intention



More research is needed on purchase intention related to social media marketing. Therefore, based on the above phenomenon, we want to see how the description above depicts and influences social media influencers and brand image and its influence on consumer interest. Buy from Rafinagita's live tiktok followers on the Mama Gigi shop account; previous research conducted by Gesit Ikrar Negarawan with a study entitled "The Influence of Brand Image on Purchase Interest Moderated by Extrovert Personality Types" shows that brand image cannot be a predictor of buying interest in students. The same conclusion was shown by researchers Nita Rosita and Tahmat (2021) in the study "The Influence of Brand Image and Product Quality on Consumer Purchase Interest in Thematic Tong Tji Products at Borma Dago and Borma Cikutra Supermarkets," showing that brand image has no positive effect on purchase intention. This is shown from the partial test results by obtaining a t-count value of 1,494 < t-table value of 1,984. The novelty of the research that we offer in this study is that this research was conducted in areas where digital literacy could not be said to be good and even, and with an average level the average education is not too high, 2022 The average learning age for the people of West Java is 7 years (West Java Provincial Government 2022).

2. Literature Review

2.1. Influencer

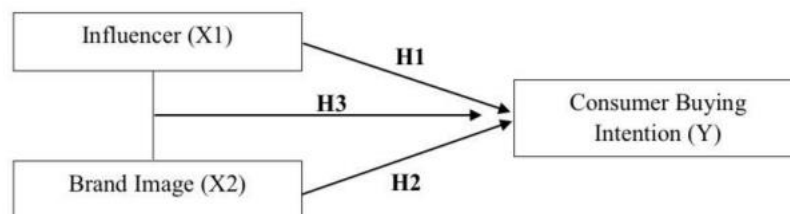
An influencer is someone who is considered an opinion leader in the digital world because influencers have a good reputation according to the content they create on social media (Kim, 2019). Influencers are individuals whose words can influence other people. Influencers don't have to be celebrities but ordinary people. Can be said to be an influencer when that person has many followers and his words can influence others (Sugiharto, 2018). Influencers have unique attributes in marketing a product and also services; influencers have factors in the dimensions used in evaluating the characteristics of influencers, according to Rossiter and Percy (2015), namely Attractiveness, Credibility, Visibility, and Power. Furthermore, it can be further developed into information levels, status levels, role levels, and encouragement levels as indicators of influencers (Kim, 2019).

2.2. Brand Image

Brand image is the customer's perception of a brand as a reflection of the association attachment that exists in the thought of consumers to the core of the brand (Kotler & Kelle, 2016). A brand image is a form of brand identity for a particular product offered to consumers, which can differentiate products from competitors' products (Sutiyono & Brata, 2020). The dimensions that influence the formation of a brand image are Affective image, Reputation, and Function Image (Mahsa et al., 2011). Furthermore, it is explained that the indicators of brand image are the level of brand uniqueness, the level of strength of brand associations, and the level of excellence of brand associations (Kotler & Keller, 2016).

2.3. Buying Decision

Consumer buying interest is consumer behavior in having the desire to buy and choosing certain products based on experience in selecting consumers and then using the desired product (Kotler & Keller, 2016). Consumer buying interest is an interest that creates a desire in consumers, which is recorded in the minds of consumers, then making it an extreme desire using motivation (Fitriah, 2018). The dimension of consumer buying intention can be carried out through the AIDA model in which AIDA tries to describe the stages of stimulation that consumers might go through for a particular desire. The concept of AIDA is the stages in interest buying consumers: Attention, Interest, desire, and action (Kotler and Keller (2012; 503)). It was further developed into indicators consisting of transactional interest, reference interest, preferential request, and explorative interest (Kotler in Abzari et al. (2014)).



H1. Influencers influence consumer buying intention

H2. Brand Image influences consumer buying intention

H3. Influencer and brand image together influence consumer buying intention

3. Method, Data, and Analysis

This is was empirical research in quantitative form using a descriptive verification method to answer the hypothesis, using primary data obtained by distributing questionnaires to 100 Subang residents who have made purchases and watched the Rafinagita live shop tiktok account (mama Gigi shop) as well as secondary data collected obtained from a literature study, in determining the sample size, which is between 30 – 500 respondents taking into account the sampling criteria and research questions (Dr. Sudaryono 2019 p. 185). 100 respondents were selected using the criteria of Subang residents who participated in Rafinagita's TikTok and joined the live tiktok mama Gigi shop. Furthermore, the primary data obtained from 100 respondents were processed using the SPSS 25 tool by conducting classical assumption and regression tests, and hypothesis testing to answer research questions. The interval scale 1-7 is used as a measurement in the questionnaire.

4. Result and Discussion

Of the 100 respondents obtained, 30% were aged 22-27 years, respondents aged 16 - 21 years, 15% of respondents aged 28 - 33 years, 13% of respondents aged 34 - 39 years, 8% of respondents aged > 39 years and 5% of respondents aged 10 - 15th, Based on occupation, it can be seen that 32% or 32 respondents came from students, 20% or 20 respondents came from private employees, 17% or 17 respondents came from entrepreneurs, 16% or 16 respondents came from housewives, 10% or 10 the respondents came from students and 5% or five of the respondents came from civil servants, from the distribution of the respondents above it can be concluded that various ages and occupations have used TikTok.

Hasil Uji Validitas Influencer Raffi Nagita (X₁)

No	r Hitung	r Tabel 5%	Keterangan
1	0,777	0.1966	Valid
2	0,778	0.1966	Valid
3	0,645	0.1966	Valid
4	0,714	0.1966	Valid
5	0,615	0.1966	Valid
6	0,566	0.1966	Valid
7	0,614	0.1966	Valid
8	0,580	0.1966	Valid

Sumber: Data SPSS diolah, 2023

From the results of the validity test, the eight indicators in the social media influencer variable acquired an R-value score R value above the R table score of 0.1966, so all of them are said to be valid for all of 8 indicators on influencers rafi nagita variable.

Hasil Uji Validitas Brand Image (X₂)

No	r Hitung	r Tabel 5%	Keterangan
1	0,691	0.1966	Valid
2	0,628	0.1966	Valid
3	0,709	0.1966	Valid
4	0,694	0.1966	Valid
5	0,711	0.1966	Valid
6	0,693	0.1966	Valid

Sumber: Data SPSS diolah, 2023

From the results of the validity test, the six indicators in the social media influencer variable acquired an R-value score R value above the R table of 0.1966, so all of them are said to be valid for all of 6 indicators on brand images variable.

Hasil Uji Validitas Consumer Buying Intention (Y)

No	r Hitung	r Tabel 5%	Keterangan
1	0,667	0.1966	Valid
2	0,648	0.1966	Valid
3	0,703	0.1966	Valid
4	0,528	0.1966	Valid
5	0,697	0.1966	Valid
6	0,637	0.1966	Valid
7	0,738	0.1966	Valid
8	0,666	0.1966	Valid

Sumber: Data SPSS diolah, 2023

From the results of the validity test, the eight indicators buying decision variable acquired an R-value score above the R table of 0.1966, so all of them are said to be valid for all of 8 indicators on consumers buying intention.

Hasil Uji Reliabilitas Influencer Raffi Nagita (X₁) Brand Image (X₂) dan Customer Buying Intention (Y)

Variabel	Cronbach's Alpha	Keterangan
Influencer Raffi Nagita (X ₁)	0,815	Reliabel
Brand Image (X ₂)	0,777	Reliabel
Customer Buying Intention (Y)	0,811	Reliabel

Sumber: Data Diolah 2023

From reliability test shows that all variables are reliable as seen all variable cronbach's alpha scores > 070.

Uji Regresi Berganda

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,116	3,224		1,897	,061
	INFLUENCER	,180	,074	,184	2,436	,017
	BRAND IMAGE	,898	,101	,673	8,891	,000

a. Dependent Variable: CONSUMER BUYING INTENTION

From the results of the regression test above, the regression $Y = 6.116 + 0.180X_1 + 0.898X_2 +$

e.

Uji Parsial (T)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,116	3,224		1,897	,061
	INFLUENCER	,180	,074	,184	2,436	,017
	BRAND IMAGE	,898	,101	,673	8,891	,000

a. Dependent Variable: CONSUMER BUYING INTENTION

Sumber: Data SPSS diolah, 2023

The result of partial testing Influencer Raffi Nagita hypothesis show that t count > t table, namely $2.436 > 1.984$ with a significance level of $0.01 < 0.05$, which means the hypothesis is accepted, and the result of T test for Brand Image hypothesis show that t count > t table, namely $8.891 > 1.984$ with a significance level of $0.01 < 0.05$, which means the hypothesis is accepted, From the results of the partial test it can be concluded that hypothesis 1 and hypothesis 2 are accepted.

Uji Simultan (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2756,977	2	1378,488	83,110	,000 ^b
	Residual	1608,863	97	16,586		
	Total	4365,840	99			

a. Dependent Variable: CONSUMER BUYING INTENTION

b. Predictors: (Constant), BRAND IMAGE, INFLUENCER

Sumber: Data SPSS diolah, 2023

The results of the ANOVA or F test values obtained by F count were 83.110, which was bigger than the F table, which was 3.090, with a significance level of 0.000 lower than α of 0.05. So, it can be concluded that the Raffi Nagita influencer variables and Brand Image simultaneously influence purchasing decisions, Hypothesis 3 accepted.

Uji Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,795 ^a	,631	,624	4,07262

a. Predictors: (Constant), BRAND IMAGE, INFLUENCER

Sumber: Data SPSS diolah, 2023

The R Square value (coefficient of determination) is 0.631. However, because two independent variables were used in this study, the Adjusted R Square value was 0.624. It can be concluded that 62.4% of the variation of Consumer Buying Intention is influenced by two variables, Influencer Raffi Nagita and Brand Image, It can be interpreted that the influencer variable Raffi Nagita and the brand image variable influence consumer purchase intentions by 62.4% and 37.6% are influenced by other factors.

5. Conclusion and Suggestion

In the social media variable, Rafinagita's influencers were rated well with a score range of 4,644 or 82.9%, with the influencer status indicator getting the highest score of 622/88.8% and the level of encouragement indicator getting the lowest score of 546/78%. Whereas the brand image variable is included in the excellent category with a total score of 3,523 with a maximum score of 4,200 or 83.8% where the excellence level indicator gets the highest score 607 with a maximum score of 700 or 86.7% and the brand association strength indicator gets the lowest score 571 or 81.5%, so on for the consumer buying intention variable, it is included in the excellent category with a total score of 4,604 out of a maximum total score of 5,600 or 82.2% with reference indicators having the highest score with a score of 602 with a maximum score of 700 or 86% and exploratory interest getting the lowest score with a score of 557 or 79.50%.

Partial testing (T-test) in this study was successful in proving that partial Influencer Raffi Nagita has a significant effect on Consumer Buying Intention at TikTok Live Shop Raffi Nagita; the results of the t count evidence this > t table, namely $2.436 > 1.984$ with a significance level of $0.01 > 0.05$ which means the hypothesis is accepted. Partially, Brand Image has a significant effect on Customer Buying Intention on Tiktok Live Shop Raffi Nagita; this is evidenced by the t count > t table, namely $8.891 > 1.984$ with a significance level of $0.01 < 0.05$, which means the hypothesis is accepted. In addition, the simultaneous test (F test) showed the results of the ANOVA or F-test values obtained by an F count of 83.110 greater than the F table, which was 3.090, with a significant level of 0.000 lower than α of 0.05. So, it can be concluded that the Raffi Nagita influencer variable and Brand Image simultaneously influence Customer Buying Intention. If seen from the test results of the coefficient of determination, it is known that the Adjusted R Square value is 0.624. So it can be concluded that 62.4% of the variables from Customer Buying Intention are influenced by Influencer Raffi Nagita and 116 Brand Images. The remaining 37.6% is explained by other variables not in this study.

Acknowledgement (if any)

Thank you to Jenderal Soedirman University Purwokerto for the guidance in completing this research, and also, thank you to your fellow academics at Stie Sutaatmadja Subang.

Reference

- Adriyati, R., & Indriani, F. (2017). Pengaruh Electronic Word of Mouth Terhadap Citra Merek Dan Minat Beli Pada Produk Kosmetik Wardah. *Diponegoro Journal of Management*, 6, 1–14.
- Arifin, E., & Fachrodji, A. (2015). Pengaruh persepsi kualitas produk, citra merek dan promosi terhadap minat beli konsumen ban Achilles di Jakarta Selatan. *MIX: Jurnal Ilmiah Manajemen*, 5(1), 153082.
- Borges-Tiago, J., & F Tiago (2023). Mega or macro social media influencers: Who endorses brands better?, *Journal of Business Research*, 157, 113606

- Cahya, Hersa Muhammad. (2022). Pengaruh Sosial Media Influencer Terhadap Minat Beli Konsumen di Media Sosial.
- Chen, L. & Shupe, Yuan. (2019) Influencer Marketing: How Message Value and Credibility Affect Consumers of Branded Content on Social Media.
- Chi, Dr. Hsin Kuang., Dr. Huery Ren Yeh and Ya Ting Yang. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, Vol. 4 No. 1.
- Darmansyah, Salim, M dan Bachri, S. (2014). Pengaruh Celebrity Endorser Terhadap Keputusan Pembelian Produk di Indonesia. *Jurnal Aplikasi Manajemen* 12 (2):230-238.
- G, Alcianno Gani. (2020). Pengaruh Media Sosial Terhadap Perkembangan Anak Remaja. Ghazali, Imam. 2016. *Aplikasi Analisis Multivariete Dengan Program Pada PT. XL AXIATA Tbk. Dan PT. INDOSAT Tbk*, Jurnal EMBA, 63 IBM SPSS 23 (Edisi 8). Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro
- Hills, Michael K. (2010). Digital Natives and Immigrants: The Role Of Student Attitudes Towards Technology On Attrition And Persistence In Professional Military Education Online Distance Learning Environments, A Dissertation in Information Sciences and Technology, Proquest LLC: Ann Arbor.
- Ikhtiasari, Dea Shabrina. (2020). Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Richeese Factory. Sekolah Tinggi Ilmu Ekonomi (STIESIA) Surabaya.
- Ikrar Gesit. (2018). Pengaruh Brand image Terhadap Minat Membeli Yang Di Moderasi Oleh Tipe Kepribadian Esktrovert. Universitas Muhammadiyah Malang.
- J.R. Hanaysha (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator, *International Journal of Information Management Data Insights*, 2, 100102
- Kanwar & Huang (2022). Exploring the impact of social media influencers on customers' purchase intention: A sequential mediation model in Taiwan context, *Entrepreneurial business economic review*, 10, pp 123 – 141
- Lalwani, D. 2016. Young Consumers Online and Offline Channel Purchase Behavior. Master Degree Thesis International Business Management- A Nordic Focus
- Malek et al. (2023), social media marketing activities and tourists Purchase Intention, *International Journal of Data and Network Science*, 7, pp 677-686
- Morwitz, V. (2014). Consumer's Purchase Intentions and Their Behavior. New York University USA. Negarawan
- Mr. Abdihakim Guima mahfud, Vincent Soltes. 2017. Effect of E-service Quality on Consumer Interest Buying (Case Study on The Website Korean Denim).
- Negarawan, Ikrar Gesit (2018). Pengaruh Brand image Terhadap Minat Membeli Yang Di Moderasi Oleh Tipe Kepribadian Esktrovert. Universitas Muhammadiyah Malang.
- Prensky, Marc. (2001). Digital Natives and Digital Immigrants (NCB et al.). 121 Ki, Chung-Wha (Chloe), et al. "Influencer Marketing: Social Media Influencers as HUMAN Brands Attaching to Followers and Yielding Positive Marketing Results by Fulfilling Needs." *Journal of Retailing and Consumer Services*, vol. 55, 2020, p. 102133.
- Saima & Khan (2020). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility, *JOURNAL OF PROMOTION MANAGEMENT*, 17, 1 – 21
- Silvia Cendana R. E. 2017. Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Proses Keputusan Pembelian Smartphone Samsung, *Jurnal Ilmu dan Riset Manajemen*, Vol 6, No. 4.
- Sukotjo, Hendri dan Sumanto Radix. 2010. "Analisa Marketing Mix-7P (Produk, Price, Promotion, Place, Partisipant, Process, dan Physical Evidence) terhadap Keputusan Pembelian Produk Klinik Kecantikan Teta di Surabaya". *Jurnal Mitra Ekonomi dan Manajemen Bisnis*. Vol.1, No. 2, Oktober 2010, 216-228

-
- Stevani, Natasia & Ahmad Junaidi. (2021). Pengaruh Influencer Terhadap Minat Beli Produk Fashion Wanita Pada Instagram. Fakultas Ilmu Komunikasi Universitas Tarumanegara. Talavera, M., (2015), 10 Reasons Why Influencer Marketing is the Next Big Thing.
- Umaira, S., & Adnan, A. (2019). Pengaruh Partisipasi Masyarakat, Kompetensi Sumber Daya Manusia, Dan Pengawasan Terhadap Akuntabilitas Pengelolaan Dana Desa (Studi Kasus Pada Kabupaten Aceh Barat Daya). *Jurnal Ilmiah Mahasiswa Ekonomi Akuntansi*, 4(3), 471–481. W,
- Williams, P, & Naumann, E. (2011). Customer satisfaction and business performance: a firm-level analysis. *Journal of Services Marketing*, 25(1), 20 - 32 [Journal titles should be given in full]