



THE EFFECT OF INFLUENCER ON ENGAGEMENT, EXPECTED VALUE, AND PURCHASE INTENTION

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Abstract

All e-commerce in Indonesia is competing with one another to be the best, creating consumer buying interest. Tokopedia, one of the e-commerce, uses influencers on social media to add customer purchase intention as its marketing media. This study was conducted to determine the effect of Influencers on engagement, expected value, and purchase intention at Tokopedia Indonesia. The method used in this study was a quantitative method, with the type of causal research. The population taken was Tokopedia users in Jabodetabek, with a sample of 385 respondents. The technique used was non-probability sampling with convenience sampling. Data was collected by distributing online questionnaires with google forms, and the data analysis technique used was structural equation modelling (SEM). This study showed that the presence of influencers had a positive influence on engagement, expected value, and purchase intention at Tokopedia.

Keywords: influencer; e-commerce; purchase intention; engagement; expected value; tokopedia

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INTRODUCTION

Tokopedia is one of the marketplaces in Indonesia founded by several young people, one of whom is William Tanuwijaya. It is the first marketplace to implement an escrow system, introduce instant shipping with travel companies, enter the Digital Goods category and is a pioneer in utilizing mini markets as offline payment points. Along with the growth of Tokopedia and its role in developing Indonesian business, in August 2017, Sequoia and Softbank entrusted the company with a \$100 million funding, of which Tokopedia became the first Indonesian company they have invested.

With the rapid growth and advancement of technology today, promotional activities are becoming easier to convey to consumers. Promotional activities are critical since no matter how good the product is offered, consumers will not see if the delivery method is wrong. According to Kotler and Armstrong (2014), promotion is an activity to communicate the advantages of a product and persuades customers to buy. Promotional activities can provide information on the product to the consumers. It is not only providing information but also an introduction of the products or services offered to customers.

Tokopedia collaborates with influencers to influence their followers from one target market, such as beauty influencers, and collaborates with many influencers, including electronics, fashion, family, and many more. By using this method, the purchase intention of the followers is expected to increase. Besides using

influencers as a marketing method, brand engagement in consumers' self-concept is also a factor in increasing purchase intention. Once the name of Tokopedia been embedded and remembered, wherever and whenever the customers need some goods, they will find and buy them on Tokopedia. In addition, consumers will have high expectations of Tokopedia's value (brand expected value) after being promoted by influencers on their social media accounts. It is all about increasing purchase intention on Tokopedia.

Marketing is managing good relationships with consumers. It is aimed to attract consumers by promising higher value and keep consumers by providing satisfaction (Kotler & Armstrong, 2014).

Influencer marketing is a new marketing approach, and sales are forced to understand and support it due to its importance. It directly addresses the most common sales barriers in prospecting and focuses on the people who advise the decision-maker. They are called influencers because they are crucial to the sales process as the prospect itself (Brown & Hayes, 2008). Influencer marketing is the most powerful and cutting-edge brand management tool. Academics start to find ways to maximize the effectiveness of influencer marketing, which is becoming a popular strategy in real marketing contexts (Lou & Yuan, 2019).

Customer perceived value is the difference between a prospective customer evaluated values of all the benefits and costs incurred from an offer against its alternatives. The product is mentioned to have a high value by adjusting customers' needs, desires, and demands (Kotler & Armstrong, 2014). The concept of perceived value is to connect the connection between customers and existing products.

Brand engagement in self-concept (BESC) is a general view of brands concerning themselves, with consumers varying in their tendency to include important brands as part of their self-concept (Sprott et al., 2009).

Brand value in the view of consumers has the meaning of added value, reduced risk, and search costs, as well as the positive impact of their responses, such as paying high prices, choosing the same brand and buying the brand repeatedly (Barreda et al., 2016) There are three main points in brand value, it is: Brand Visibility is where the brand is recognized, or the existence of the brand is recognized by most customers; Brand Association is values that create positive or negative relationships against a brand; Brand Loyalty is the attachment created between a person and a brand.

Purchase intention is defined as "a conscious plan to buy a brand". Because purchase intention includes the possibility of customers willingly buying certain products, advertisers and researchers usually use purchase intention to evaluate customer perceptions of the product, assuming the purchase intention precedes actual buying behaviour (Lou & Yuan, 2019).

The e-commerce data for the third quarter of 2020 in Indonesia, Tokopedia, ranked two with 84.9 million visitors. Shopee occupied the first rank with a total of 96.5 million visitors. According to iprice site (2020), as one of the price comparison sites of products sold in e-commerce, several Shopee marketing programs were considered very effective in increasing engagement with consumers. One of the most effective marketing programs was brand ambassadors using well-known public figures with high popularity in Indonesia (Urbanasia, 2019).

Besides using influencers as a marketing method, brand engagement in consumers' self-concept is also a factor in increasing purchase intention. Once the name of Tokopedia been embedded and remembered, wherever and whenever the customers need some goods, they will find and buy them on Tokopedia. In addition, consumers who have been influenced by the influencers they follow on their social media accounts have high expectations of Tokopedia's value. The increase of purchase intention on Tokopedia becomes the primary goal of this method.

METHOD

The method used in this study was a quantitative method with a causal approach. The population in this study were Tokopedia users in JABODETABEK with a sample of 385 respondents. The sampling technique used was non-probability sampling using purposive sampling. The data collection technique was by distributing questionnaires to visitors with an interval scale. According to (Joe F. Hair et al., 2011), a valid variable had a loading factor value of more than 0.70, the average variance extracted (AVE) value was 0.50, and the reliability test used the construct reliability method with >0.7 .

Table 1. Variable Operation

Variable	Indicator	Scale	Item Number
Perceived Influence	My perception of Tokopedia change when I get information from the influencers I follow.	Ordinal	PI1
	I respect the opinion of the influencers I follow as if they were someone I am close to and trust.	Ordinal	PI2
Brand engagement in self-concept	The influencers I follow suggest Tokopedia buy a product, which is helpful to me.	Ordinal	PI3
	Part of my decision is determined by the brands recommended by the influencers I follow.	Ordinal	BE1
	I frequently feel a connection between Tokopedia as a place/online shop recommended by influencers I follow and products for my own needs.	Ordinal	BE2
	I feel as if I believe in Tokopedia as a brand recommended by the influencers I follow.	Ordinal	BE3
Brand Expected Value	There is a relationship between Tokopedia as a recommended brand by the influencers I follow and how I see my own needs.	Ordinal	BE4
	I think Tokopedia, as a brand recommended by influencers, I follow has an acceptable quality standard.	Ordinal	BV1
	In my opinion, the products from Tokopedia, as the brand recommended by the influencers, I follow are very well made.	Ordinal	BV2
Purchase Intention	Tokopedia is an online shopping place / online shop recommended by the influencers I follow seems interesting to me.	Ordinal	BV3
	I will follow brands recommended by influencers I follow	Ordinal	IP1
	I will follow Tokopedia based on recommendations from the influencers I follow.	Ordinal	IP2
	In the future, I will buy products from Tokopedia as a brand recommended by the influencers I follow.	Ordinal	IP3

Source: (Jiménez-Castillo & Sánchez-Fernández, 2019)

RESULT

A validity test has a function to measure whether a questionnaire is valid or not. Questionnaires are valid if the questions or statements asked can reveal what the questionnaire measure. The writer used the AMOS 26 software to measure the validity test in this study.

After passing the validity test stage, the Perceived Influence variable was valid since it had an average value of 0.669. Then the Brand Engagement in Self-Concept variable was valid because it had an average value of 0.685. The Brand Expected Value variable was also valid because it had an average value of 0.701. The last, the Purchase Intention variable, had a valid status because the average value was 0.811.

The reliability test was assisted by AMOS 26 software. The value of construct reliability showed that all variables were reliable because they had met the requirements of more than 0.7. Therefore, the research was valid and reliable to continue.

Table 2. Model Fit Test Results

Fit Category	Fit Measure	Acceptable Fit	Model Results	Note.
Absolute Fit	CMIN/DF	$0 \leq \text{CMIN/DF} \leq 5,00$	3,443	Fit
	GFI	$0,90 \leq \text{GFI} < 1,00$	0,921	Fit
	RMSEA	$0,00 \leq \text{RMSEA} \leq 0,08$	0,080	Fit
Incremental Fit	AGFI	$0,90 \leq \text{AGFI} < 1,00$	0,878	Marginal
Parsimony Fit	PNFI	$0 < \text{PNFI} < 1$	0,722	Fit
	PGFI	$0 < \text{PGFI} < 1$	0,597	Fit

Source: (Data Processed by the Author, 2021)

The normality test results in this study were not normally distributed in a multivariate or univariate manner. The critical ratio (CR) value for skewness must be ± 2.58 , and the critical ratio (CR) value for kurtosis < 7 , while in this study, the CR kurtosis was 34,224. The data presented was actual data based on the answers of the various respondents and made it difficult to obtain a multivariate normal distribution (Ghozali, 2017).

This study had an overidentified model. It is a model with a smaller number of estimation parameters than the number of variance and covariance data so that the resulting degree of freedom is positive (Ghozali, 2017).

The tools contained in the model test were divided into three fit indices: absolute fit, incremental fit, and parsimony fit. Confirmatory factor analysis (CFA) required at least one model test tool that matched the index requirements (Joseph F Hair et al., 2014).

Table 3. Hypothesis Test

Hypothesis	Influence	Estimated	SE.	CR.	P	Conclusion
H1	PI→BE	.906	.062	14.503	***	Significant
H2	PI→BV	.213	.104	2.060	.039	Significant
H3	PI→IP	.478	.096	4.963	***	Significant
H4	BE→BV	.495	.103	4.821	***	Significant
H5	BE→IP	.418	.098	4.256	***	Significant
H6	BV→IP	.165	.068	2.426	.015	Significant

Source: (Data Processed by the Author, 2021)

DISCUSSION

Hypothesis testing in this study used the t-value, which in AMOS 26 software was the critical ratio value of the overall fit model. In order for the hypothesis to be accepted, the critical ratio value must.

The first hypothesis is the influencers have a positive effect on brand engagement in self-concept. The value of CR on the relationship between the perceived influence of influencers on brand engagement in self-concept was 14,503, and the probability value was 0.000. The CR value was greater than 1.96, and the P-value was less than 0.05. Brand engagement in self-concept (BESC) is a general view of brands concerning themselves, with consumers varying in their tendency to include important brands as part of their self-concept (Spratt et al., 2009). From this explanation, the null hypothesis is rejected, and hypothesis one is accepted. It means the influencers in this study have a positive effect on brand engagement in self-concept.

The second hypothesis is that influencers have a positive effect on brand expected value. The value of the CR on the relationship between the perceived influence of influencers on the brand's expected value was 2.060, and the probability value was 0.039. The CR value was greater than 1.96, and the P-value was less than 0.05. Brand value in the consumers' perspective has the meaning of added value, reduced risk, and search costs, as well as the positive impact of their responses, such as paying high prices, choosing the same brand and buying the brand repeatedly (Barreda et al., 2016) from the above result, the conclusion for the second hypothesis is accepted. The null hypothesis is rejected, which means the influencers in this study positively affect the brand's expected value.

The third hypothesis is that influencers have a positive effect on the intention to purchase. The value of CR on the relationship between the perceived influence of influencers on purchase intention was 4.963, and the probability value was 0.000. CR value showed > 1.96 and P value was < 0.05. Purchase intention is defined as "a conscious plan to buy a brand". Because purchase intention includes the possibility that consumers are willing to buy certain products, advertisers and researchers usually use purchase intention to evaluate customer perceptions of the product, assuming that purchase intention precedes actual buying behaviour (Lou & Yuan, 2019). From this explanation, the null hypothesis is rejected, and the third hypothesis is accepted, which means in this study, influencers have a positive influence on intention to purchase.

The fourth hypothesis in this study is that brand engagement in self-concept positively affects brand expected value. Based on the result, the value of CR on the relationship between brand engagement in self-concept and brand expected value was 4.821, and the probability value was 0.000. The CR value was greater than 1.96, and the P-value was less than 0.05. Brand engagement in self-concept (BESC) is a general view of brands concerning themselves, with consumers varying in their tendency to include important brands as part of their self-concept (Spratt et al., 2009). The conclusion for the Hypothesis 5 test is that the null hypothesis is rejected, and the fourth hypothesis is accepted. In other words, brand engagement in self-concept has a positive effect on brand expected value.

The fifth is that brand engagement in self-concept has a positive effect on purchase intention. The value of CR on the relationship between brand engagement in self-concept and positive effect on purchase intention was 4.256, and the probability value was 0.000. The CR value was greater than 1.96, and the P-value was less than 0.05. Brand engagement in self-concept (BESC) is a general view of brands concerning themselves, with consumers varying in their tendency to include important brands as part of their self-concept (Spratt et al., 2009). From this explanation, the null hypothesis is rejected, and the fifth hypothesis is accepted. Thus, brand engagement in self-concept scientifically has a positive effect on purchase intention.

The sixth hypothesis is that the brand expected value has a positive effect on purchase intention. The value of CR on the relationship between the brand expected value and a positive effect on purchase intention was 2.426 from a probability value of 0.015. CR value showed > 1.96 and P value was < 0.05. Brand value,

in consumers' perspective, has the meaning of added value, reduced risk, and search costs, as well as the positive impact of their responses, such as paying high prices, choosing the same brand and buying the brand repeatedly (Barreda et al., 2016). By the end of the explanation, the null hypothesis is rejected, and hypothesis six is accepted as it is stated as the brand expected value has a positive effect on the intention to purchase.

CONCLUSION

Based on research in the Effect of Influencers towards Engagement, Expected Value, and Purchase Intention, there two conclusions as to the following: (1) The number of respondents is 385 and take up residence in JABODETABEK; All respondents are customers of Tokopedia. For the analysis method, the Structural Equation Model (SEM) with AMOS 26 software is used; (2) Overall, this study shows that influencers' perceived influence can increase brand engagement in self-concept and brand expected value and build firm purchase intention towards a brand recommended by influencers. The influence mentioned is significant and also has positive values.

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