

THE INFLUENCE OF INSTAGRAM CELEBGRAMS AS CELEBRITY ENDORSERS ON THE INTEREST IN BUYING STYLISH WATCHES AMONG YOUNG EMPLOYEES IN CIREBON CITY

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Abstract

There was a significant need for digital advertisements or social media advertising, such as Instagram, as a means of sales and promotion to reach potential buyers. At that time, celebrities (public figures) were used across various media platforms, including Instagram, which played an important role in increasing product sales through an efficient marketing strategy. The aim of the study was to determine the impact of celebrity endorsers on Instagram social media users' interest in purchasing clothing at private universities in Kuningan Regency. Based on the data that were collected and analyzed using the SPSS version 24.0 software, the research employed both descriptive and verification methods. The results of the study concluded that trust, expertise, and attractiveness significantly influenced the purchase interest of Instagram social media users. Trust had a positive and significant effect on purchase intention and expertise. Expertise had a positive effect on the buying interest of Instagram users, and attractiveness had a positive effect on their purchasing interest.

Keywords: Celebrity Endorser, Trust, expertise, attractiveness, Purchase Interest

INTRODUCTION

Advances in digital technology have had a major impact on the communication patterns and consumption behavior of urban communities. One of the most significant developments is the increasing use of social media as a tool to find information, communicate, and conduct economic transactions, including the purchase of lifestyle products. Instagram, as a visual platform based on images and videos, is one of the main channels utilized to promote products to modern consumers (Kaplan & Haenlein, 2010).

Data from the Indonesian Internet Service Providers Association (APJII, 2023) shows that internet users in Indonesia have reached more than 215 million, with the percentage of active social media users exceeding 65%. Among the most used platforms, Instagram ranks as the social media of choice to follow trends and buy products, especially for young workers in big cities such as Jakarta, Bekasi and Cirebon.

In this digital era, marketing strategies involving celebrity endorsers or public figures on social media are increasingly popular. Celebgrams are considered to have a great influence in shaping consumer perceptions of a product, especially lifestyle products such as watches, briefcases, and shoes. Such products have a high symbolic value because they represent the user's identity, professionalism and lifestyle, so endorsements from figures who are considered credible are very important (Djafarova & Rushworth, 2017).

The success of social media promotion is not only determined by how popular a digital celebrity is, but also by their personal characteristics, such as trustworthiness, expertise, and attractiveness. (trustworthiness, expertise, and attractiveness. These three dimensions play an important role in influencing purchasing decisions, especially in products related to lifestyle and appearance (Shimp, 2010; McCracken, 1989).

Young employees in urban areas, such as Jakarta and Bekasi and Cirebon, are a very active segment on social media and have high purchasing power. They tend to follow the latest fashion trends and make social media their main reference in making product choices, including in choosing accessories such as watches and briefcases. Their preferences are often influenced by the public figures they follow on Instagram, both in terms of clothing styles, brand choices, and lifestyle in general (Sari & Nugroho, 2021).

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Endorser credibility according to Ohanian (1990) defines source credibility as a three-dimensional construct, drawn from previous literature which includes the perceived level of expertise, trustworthiness and attractiveness. Expertise is a manifestation of the competence or ability of a source, including such as the knowledge or skills of the source while trustworthiness is related to the recipient's perception or response about a source with indicators that the source is sincere and honest and attractiveness is defined as a function of how familiar and likeable someone is. in other words, the quality that causes interest, desire or attraction to someone or something (Lou & Yuan, 2019).

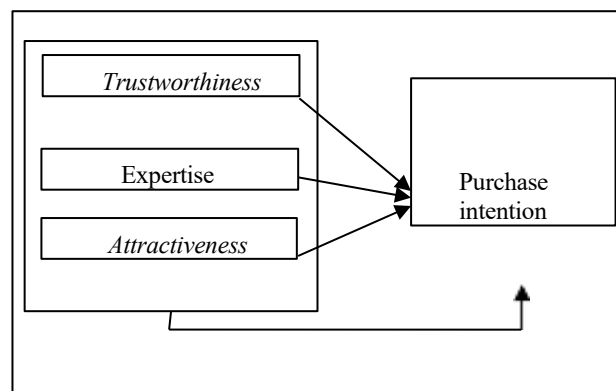


Figure 1. Research Paradigm

Source: Researcher

Hypothesis

1. *Trustworthiness, expertise, attractiveness* have a positive effect on buying interest.
2. Trust (*trustworthiness*) has a positive effect on purchase intention
3. *Expertise* has a positive effect on buying interest
4. *Attractiveness* has a positive effect on purchase intention

RESEARCH METHODS

The method used in this research is descriptive and verification method, namely the research aims to provide an overview of the facts, characteristics and influence on each variable studied. The population in this study were Cirebon City employees who were registered and spread across BUMN, BUMD, Private in Cirebon City. Sampling was carried out by stratified random sampling. Stratified random sampling is a technique used to determine the number of samples, when the population is stratified but less proportional.

The sample in this study were students of young employees in Cirebon City who had Instagram accounts. As well as using the Lemeshow formula so that a sample size of 100 respondents was obtained. The data collection technique used in this study was by distributing questionnaires and the measurement scale used was an interval scale of 1- 7.

RESULTS AND DISCUSSION

Based on the results of data processing using *SPSS version 24.0 software*, the regression results are as follows:

Table 3. Normality Test Results
 One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.93885756
Most Extreme Differences	Absolute		.069
	Positive		.069
	Negative		-.045
Test Statistic			.069
Asymp. Sig. (2-tailed)			.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: *SPSS Statistics Version 24 Output Results*

From the results above, all levels of significance in the variables of trust (X1), expertise (X2), attractiveness (X3) and purchasing decisions (Y) are normally distributed. This is because the Asymp Sig (2-tailed) value is 0.200 > 0.05 which indicates that the research is normally distributed.

Table 4. Test Coefficient of Determination
 Model Summary

				Std. Error of the Estimate
Model	R	R Square	Adjusted R Square	
1	.754 ^a	.568	.555	.95341

a. Predictors: (Constant), Attractiveness, Expertise, Trustworthiness

Source: *SPSS Statistics Version 24 Output Results*

From the results above, it can be seen that R Square is 0.568 (56.8%), meaning that the independent variables (trust, expertise, attractiveness) used in this study have a relationship of 56.8% with the dependent variable (purchase intention). While the remaining 43.2% is influenced by other factors outside this study.

Table 5. Simultaneous
 Test

		ANOVA				
		A ^a f test				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.846	3	38.282	42.114	.000 ^b
	Residual	87.264	96	.909		
	Total	202.110	99			

- a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Attractiveness, Expertise, Trust
 Source: SPSS Statistics Version 24 Output Results

From the test results, the F_{count} coefficient value is $42.114 > F_{table} 2.70$ and a sig value of $0.000 < 0.05$. So it can be concluded that H1 is accepted, which means that trust (X1), expertise (X2) and attractiveness (X3) simultaneously have a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.

Table 5. Partial Test

		Unstandardized		Standardized		t	Sig.
Model		Coefficients		Coefficients			
		B	Std. Error	Beta			
1	(Constant)	13.891	3.349			4.148	.000
	Quality	.229	.049	.336		4.701	.000
Product							
	Electronic Word Of Mouth	.334	.061	.397		5.444	.000
	Brand Image	.324	.065	.342		4.952	.000

- a. Dependent Variable: Purchase Intention
 Source: SPSS Statistics Version 24 Output Results

1. The Effect of Trust on Purchase Intention
 Based on table 4.13, the sig value of the trust variable (X1) is $0.000 < 0.05$ and the calculated value of $t_{count} 4.701 > t_{table} 1.660$. So it can be concluded that H2 is accepted, which means that trust (X1) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.
2. The Effect of Expertise on Purchase Intention
 Based on table 4.13, the sig value of the expertise variable (X2) is $0.000 < 0.05$ and the calculated value of $t_{count} 5.444 > t_{table} 1.660$. So it can be concluded that H3 is accepted, which means that expertise (X2) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.
3. The Effect of Attractiveness on Purchase Interest
 Based on table 4.13, the sig value of the attractiveness variable (X3) is $0.000 < 0.05$ and the t_{count} value is $4.952 > t_{table} 1.660$. So it can be concluded that H4 is accepted, which means that attractiveness (X3) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.

DISCUSSION

1. The Effect of Trust, Expertise and Attractiveness on Purchase Interest

Based on the results of the analysis, it is known that from the calculation, the F_{count} coefficient value is $42.114 > F_{table} 2.70$ and the sig value is $0.000 < 0.05$. So it can be concluded that H1 is accepted, which means that trust (X1), expertise (X2) and attractiveness (X3) simultaneously have a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users. This is because the use of *celebrity endorsers* is able to generate trust and interest in the products/services promoted by *celebrity endorsers* so that the *audience* is interested in buying the products/services offered.

The results of this study support the results of previous research from Nugraha.et.al (2017); Abd.Aziz et.al (2019) and Nurhayati Rahmat, et.al (2016) which state that the characteristics of *celebrity endorsers* (trust, expertise and attractiveness) have a simultaneous effect but have little effect on consumer buying interest.

2. The Effect of Trust on Purchase Interest

Based on the results of the t test, the sig value of the product quality variable (X1) is $0.000 < 0.05$ and the tcount value is $4.701 > t_{table} 1.660$. So it can be concluded that H2 is accepted, which means that trust (X1) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users. According to Andi Lina (2016: 88) Celebrity endorsers in promoting products / services in addition to presenting attractive advertisements must also be able to create a sense of trust in consumers. So if the trust in *celebrity endorsers* is high and in accordance with what consumers expect, it will affect the interest in buying Stylish Watches among young employees of Cirebon City Instagram social media users.

This research is relevant to research conducted by Nugraha.et.al (2017); Abd.Aziz et.al (2019) and Nurhayati Rahmat, et.al (2016). The results of this study indicate that the *trustworthiness* variable has a positive and significant influence on buying interest.

3. The Effect of Expertise on Purchase Interest

Based on the results of the t test, the sig value of the expertise variable (X2) is $0.000 < 0.05$ and the tcount value is $5.444 > t_{table} 1.660$. So it can be concluded that H3 is accepted, which means that expertise (X2) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users. This proves that respondents believe in the expertise of celebrity endorsers in advertising on Instagram social media. So that advertisements played by celebrity endorsers will have a significant influence on respondents' buying interest on Instagram social media. The results of this study are also in line with the subject matter on the topic of endorsers conveyed by Kapitan & Silvera (2016) which states that endorser expertise is an advertising star who has knowledge and abilities in a particular field.

This research is relevant to research conducted by Putra, A. H. P. K., Ridha, A., & As'ad, A. (2018) that expertise is able to increase consumer buying interest also obtained significant results so that if interpreted is the expertise of the artist who becomes an endorser affects consumer buying interest through his expertise is to have an impact of 30.6%.

4. The Effect of Attractiveness on Buying Interest

Based on the results of the t test, the sig value of the attractiveness variable (X3) is $0.000 < 0.05$ and the calculated value of tcount $4.952 > t_{table} 1.660$. So it can be concluded that H4 is accepted, which means that attractiveness (X3) partially has a significant influence on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users. This means that *attractiveness* includes the physical appearance, ethics and personality of the celebrity endorser is able to attract Instagram social media users to want to buy products in the online shop promoted by the celebrity. however, attractive endorsers will be more effective only if the image of the endorser matches the nature of the product being advertised.

This research is relevant to research conducted by Putra, A. H. P. K., Ridha, A., & As'ad, A. (2018) which states that attractiveness has a positive and significant effect on buying interest in Instagram users.

CONCLUSION

Based on the research that has been done, conclusions are drawn in the form of:

1. *Trustworthiness*, *expertise* and *attractiveness* simultaneously have a significant effect on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.
2. Partially, the *trustworthiness* variable (X1) has a positive and significant effect on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.
3. Partially, the *expertise* variable (X2) has a positive effect on buying interest in Stylish Watches among young Cirebon City employees who use Instagram social media.
4. Partially, *attractiveness* (X3) has a positive effect on buying interest in Stylish Watches among young employees of Cirebon City Instagram social media users.

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