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The Influence of Influencer Marketing on Purchasing Decisions for Elizabeth Bag Products in Lampung Students

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ABSTRACT
Influencer marketing is a marketing strategy that involves conducting a sales promotion by someone who has influence (an influencer) in influencing consumers to make purchasing decisions for Elizabeth Bag products for students. In the growing digital era, the role of influencers in marketing strategies has become an important factor in influencing consumer purchasing decisions. This study aims to reveal the influence of influencers in marketing strategies on purchasing decisions for Elizabeth brand bag products among students. Elizabeth is a bag brand that has long been recognized in the fashion industry, and marketing strategies through influencers have become an integral part of efforts to reach the student market segment. The research method used in this research is the survey method, with data collection carried out through questionnaires distributed to students from various universities. The collected student data was analyzed using regression techniques to determine the extent to which the role of influencers has an impact on purchasing decisions for Elizabeth Bag products. The results of this study indicate that the role of influencers in marketing strategy has an influence and that the use of influencers in marketing strategy has been successful in communicating brand and product values to their target market.

Introduction

Internet information technology, as part of current technological advances, has changed almost all orders of social life in society, both society as individuals and individuals as entrepreneurs (Sunarta, 2023). This technology can provide individual entrepreneurs with the sense of having a company. Internet technology will have a good impact on their business if the company is able to manage this technology into an effective marketing strategy. Currently, there are various marketing strategies through internet technology that are part

of digital marketing strategies, starting with promoting through social media, which is managed independently without the help of third parties or using third-party services, namely the services of influencer marketing to promote products owned by each company in running its business (Hartatik, 2023).

According to Morgan Glucksman in the journal The Rise of Social Media Influencer Marketing on Lifestyle Branding, "influencer marketing, the process of identifying, engaging, and supporting individuals who create conversations with a brand's customers, is a growing trend used in public relations initiatives. In recent years, this strategy has become predominantly centered around social media, creating an opportunity for brands to market through social media influencers." Influencer marketing, the process of identifying and supporting individuals in creating communications with brand customers, is a growing trend used in public relations initiatives. In recent years, this strategy has predominantly centered around social media, creating an opportunity for brands to market through social media influencers.

This research will focus on the influence of influencer marketing on purchasing decisions for Elizabeth Bag products among students. Elizabeth bags are a well-known product brand and are in demand among students in various regions, including in Lampung. This product purchase decision reflects how influencer marketing can influence consumer behavior, especially among students who tend to be smart and critical consumers (Andriyani, 2023).

Recent trends in marketing show that students are not only influential consumers but also key contributors in the world of social media. They follow influencers, engage in their content, and actively participate in the product purchasing process (Hidayat Fahrul, 2023). Therefore, this study will examine the extent to which influencer marketing influences the purchase decision of Tas Elizabeth products among university students in Lampung, focusing on the factors that influence it, such as trust in influencers, brand relevance, and the attractiveness of influencers' promotional content.

This research is expected to provide valuable insights for companies, marketers, and decision-makers in understanding how to effectively use influencer marketing to reach the student market. In addition, the results of this study are expected to assist companies in developing more targeted and efficient marketing strategies for selling products to this important market segment.

Method

The type of approach used in this research is a descriptive quantitative approach, which describes the phenomena that occur in the formulation of problems that have been determined by the author (Pratiwi, B. F., & Dwijayanti, 2021).

Research design is an overall plan that can answer research questions and anticipate difficulties that arise during the research process. This is very important because the research design is a strategy to obtain the data needed for the purposes of testing hypotheses or answering research questions, as well as a tool to control influential variables in the study. This research design carried out by this researcher includes: making observations, compiling a problem background, identifying problems, formulating problems, making a theoretical basis used or looking for theories related to marketing influencers and sales decisions, making research methods, determining research variables, making instrument grids,

collecting data through questionnaires, analyzing data, and making conclusions and suggestions.

The questionnaire in the study is a closed questionnaire that has been accompanied by answers, so that respondents only choose the answers that are available. The research conducted by researchers used a Likert scale. A Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about a social phenomenon that occurs (Sugiono, 2019). By using this Likert scale, the variables to be measured are translated into variable indicators. Then, these indicators can be used as instruments in the form of questions or statements.

Results
Instrument Test Results

Validity Test of Marketing Influenser Instruments and Purchasing Decisions

Based on the validity test results of the instrument on Influencer Marketing Effects on Elizabeth Bag Product Purchase Decision in Lampung Students, the result has been obtained that out of 80 claim items, there are 73 valid items between Influencer Marketing Effects on Lampung Product Purchasing Decision, namely:

a. Marketing Influencer
Based on the validation results of the instrument on the marketing influencer media, there are 3 invalid items, namely items at numbers 14, 26, and 30. The three items are declared invalid because, by comparing the r table of 30 respondents, the significance level of 0.05 is 0.361, which means that the invalid item on the marketing influencer variable is not used in the study.

b. Purchase Decision
Based on the instrument validation results in the purchase decision, there are 3 invalid items, namely items at numbers 9, 17, 35, and 37. The four items are declared invalid because, by comparing the r table of 30 respondents, the significance level of 0.05 is 0.361, which means that the invalid item on the linguistic intelligence variable was not used in the research.

The results of the validation above indicate that there were 73 valid items used in the study. Statements of 73 valid elements obtained the highest value on number 3 with an r value of 0.8351, and the lowest value is found on number 26 with an r number of 0.3868.

Reliability Test of Marketing Influenser Instruments and Purchasing Decisions

Based on the reliability test results of the instrument on the marketing influencer variable and the purchase decision, a reliability coefficient has been obtained on 73 statement items. The result of the Reliability Analysis Scala (Alpha) using the SPSS 16 output produces an alpha of 0.866 because p > 0.05 can be interpreted as a reliable measure. Looking at the results, it can be concluded that the instruments used by the researchers are qualified for validity and reliability..

Table 1. Instrument Reliability *Output*

Reliability Statistics	
Cronbach's Alpha	N of Items
,866	73

Source *: Results of data processing using SPSS 16*

Normality Test

The normality test aims to show that the sample data comes from a population that has a normal distribution. The procedure used in the normality test is to use the one-sample Kolmogorov-Smirnov test. The data requirement used for the normality test is that it must come from a population that has a normal distribution with a significant level of 0.05 or 5%. Based on the results of the normality test from 60 respondents, which includes data on marketing influencer variables (X) and purchasing decisions (Y), it can be seen that the significant value (2-teiled) of the student purchasing decision variable is $0,243$, which means $0,243 ≥ 0.05$, so the data is normally distributed. While the significance value (2-teiled) of the marketing influencer variable is $0,582$, which means $0,082 ≥ 0.05$, the data is normally distributed.

The results of the normality calculation using the One Sample Kolmogrov Smirnov test are presented in the following table:

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		60
Normal Parameters [a]	Mean	.0000000
	Std. Deviation	5.27859404
Most Extreme Differences	Absolute	,074
	Positive	,060
	Negative	-.074
Kolmogorov-Smirnov Z		,570
Asymp. Sig. (2-tailed)		,901
a. Test distribution is Normal.		

Source: 2023 data processing results using SPSS 16 software

The homogenity test result of the output test of homogeneity variance between the marketing influencer and the purchase decision was 0.346. To be seen more clearly in the following table:

Table 3. Homogeneity Test

Test of Homogeneity of Variances			
WhatsApp towards Linguistic Intelligence			
Levene Statistics	df1	df2	Sig.
,896	1	118	,346

Source: *2023 data processing results using SPSS 16 software*

Data collection techniques serve to answer research questions developed through hypotheses. Testing the hypothesis as an interim answer to the question "Does Marketing Influencer Influence Purchase Decisions? In this study, the hypothesis was tested using a model linear regression formula with data processed using SPSS 16. Using simple linear regression, the following results were obtained:

Table 4. Regression Equation Output

Coefficients [a]		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	24,601	7,819		3,146	,003
	X	,797	,056	,882	14,237	,000
a. Dependent Variable: Y						

Source: *2023 data processing results using SPSS 16 software*

Based on the output, by reading Table 4.15, coefficients obtained a constant value of 24,601, which means when the marketing influencer (X) has a value of 0, the purchase decision (Y) has a positive value of 24.601. The regression factor on the WhatsApp social media variable (X) of 0.797 means that if the marketing influencer has an increase or evolution, then the purchase outcome variable (Y) will have an increase of 0.797 with the regression equation as follows:

$$Y = 24,601+0,797 X$$

The criterion for testing the hypothesis using 5% alpha (0,05) is that Ho is rejected when ≤ 0,05 by reading the following anova table:

Table 5. Anova Analysis Output

ANOVA [b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5745.034	1	5745.034	202,690	,000 [a]
	Residual	1643,950	58	28,344		
	Total	7388.983	59			
a. Predictors: (Constant),						
b. Dependent Variable: Y						

Source: *2023 data processing results using SPSS 16 software*

Based on the output, Anova obtained a F count of 202,690 and a significant 0.000, so there is no need to match the table F because SPSS has already facilitated a significant value. Implementation of the result obtained is significant; 0.000 < 5% means Ho rejected and Ha accepted. That means influencer marketing has an influence on purchasing decisions.

Table 6. Statistical Residuals

Residuals Statistics [a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	116.24	150.50	135.48	9,868	60
Residual	-11,395	18,011	,000	5,279	60
Std. Predicted Value	-1,950	1,522	,000	1,000	60
Std. Residual	-2,140	3,383	,000	,991	60
a. Dependent Variable: Y					

Source: *2023 data processing results using SPSS 16 software*

The marketing influencer's minimum residual for purchase decisions was -11,395, with a maximum of 18,011, an average of 0,000, and a standard deviation of 5,279 for a total of 60 respondents.

Table 7. Analysis of Determination Coefficient (R ^{2})

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,882 [a]	,778	,774	5,324
a. Predictors: (Constant),				
b. Dependent Variable: Y				

Source: *2023 data processing results using SPSS 16 software*

The coefficient of determination analysis is used to determine how well the sample uses the data. Based on the analysis of the coefficient of determination, the results obtained from the output of the percentage of the influence of the independent variable marketing influencer on the dependent variable purchasing decisions are 0.778. This means that the effect of the independent variable on the dependent variable is 77.8%, while the remaining 22.2% is influenced by other factors outside the research conducted.

Discussions

Influencer Marketing

One of the marketing strategies that is seen as one of the best strategies for marketing through social media is utilizing the number of followers who follow the influencer on social media (Hariyanti, N. T., & Wirapraja, 2018). In general, an influencer is usually chosen based on their level of popularity, ability, expertise, and reputation. Influencers are not all artists but someone who has a social media account with a large number of followers with the aim of informing, persuading, and entertaining. Influencer marketing is the process of identifying and activating individuals who have influence over a specific target audience to be part of a product campaign with the aim of increasing reach, sales, and relationships with consumers'' (Sudha, 2017). Individuals who act as influencers are usually able to influence the wants and needs of the community as target consumers, namely how they choose a product to meet their needs. The attraction is what makes an influencer part of a promotional strategy in marketing, or what we currently often hear with the title of influencer marketing. Influencer marketing is what is ultimately expected to increase sales of a product by the way they work in influencing the public as target consumers in terms of how they behave in deciding on a product purchase.

Credibility An influencer has a good credibility dimension in order to influence the consumer's decision to buy the product or service he is marketing. According to Hovland et al., cited in the journal (Sugiharto, 2018), "credibility is organized to conclude from the previous discussion that it has three indicator components, namely trustworthiness, expertise, and attractiveness." The credibility of an influencer is related to their level of knowledge and expertise in a particular industry or niche. Consumers will be more likely to trust an influencer who has a deep understanding of the product or service they are promoting. For example, a fashion influencer who has knowledge of the latest trends and fashion materials will be more credible in recommending clothing products. (Fadhilah & Saputra, 2021).

Purchasing Decision

Kotler & Keller's view in Putri (2021) purchasing decisions, namely the process of how to solve a problem that is structured based on analysis and desires, information searches, and research on information sources on purchasing choices, purchasing decisions, and how their attitudes are after making a purchase. In this process, there are dimensions that can be measured, namely: identifying needs, retrieving information, evaluating alternatives, buyer decisions, and post-purchase behavior.

The purchase decision is a decision stage where consumers actually purchase a product. '' Translated by Tjiptono (Kotler, P., & Armstrong, 2018), consumer purchases are actually a collection of a number of decisions, namely decisions about the type of product, decisions

about the form of the product, decisions about the brand, decisions about the seller, decisions about the number of products, decisions about the time of purchase, and decisions about how to pay''.

Factors of Online Purchasing Decision

Consumer purchasing decisions are inseparable from their lifestyle. They want to buy products that are useful and of good quality. (Fitriyani, 2023) Factors that influence online product purchasing decisions, namely:

1. Price is a major factor in making online product purchase decisions. This is understandable because social media or e-commerce can display a variety of similar products at very competitive prices, so consumers have many product choices that suit their needs and desires.
2. Promotion is a factor that plays a role in online purchasing decisions. In order to have made a purchase and feel that the product is stuck in his mind and even the benefits of the product have been felt, consumers will feel uncomfortable if they buy another product.
3. Speed in buying products is often taken by consumers as a decision using simple choice heuristic rules. Heuristics is a process that a person uses to make quick decisions.

Conclusions

This research was conducted with the aim of knowing the influence of influencer marketing on purchasing decisions for Elizabeth Bag products for Lampung students. It can be concluded that:
1. The results show that t count> t table (14.237> 3.146) or sig (0.000≤0.05), so it can be concluded that H0 is rejected and Ha is accepted. Thus, there is an influence of influencer marketing on purchasing decisions for Elizabeth Bag products among Lampung students.
2. The influence of influencer marketing on purchasing decisions for Elizabeth Bag products on Lampung students can be seen from the R square of 77.8%: marketing influencers influence purchasing decisions, while 22.2% is influenced by other factors not examined by researchers.

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