

**THE INFLUENCE OF INSTAGRAM ARTIST AS ENDORSER ON THE
INTEREST IN PURCHASING MAYBELLINE PRODUCTS
(Study on @sarahayuh_ Instagram Account Followers)**

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Abstract

Endorsement is a way to promote a product by working with people representing many followers on Instagram (brand endorser). @sarahayuh_ was one of the Maybelline product endorsers who were considered to be aligning themselves with the image of the product to increase consumer purchasing power. The purpose of this study was to determine the effect of interest rate as the endorser of the appeal of the level of interest in purchasing Maybelline products on the @sarahayuh_'s Instagram account followers. This research method was a survey research. The population in this study was all the followers of @sarahayuh_'s Instagram account with the sample numbers of 100 followers. The data analysis techniques used were product moment correlation analysis and simple linear regression analysis. The hypothesis in this research that there was positive influence and significant level of appeal as program endorser to the level of Maybelline products buying interest (Studies on @sarahayuh_'s Instagram Account Followers). The result of product moment correlation analysis obtained correlation coefficient value of 0.752, which means a positive and attraction significant of Instagram artist (instagram @sarahayuh_) as endorser with interest in purchasing Maybelline products. Based on the regression analysis, it was found that interest in purchasing Maybelline products can be explained by the attraction of Instagram artist (Instagram @sarahayuh_) as an endorser, of 56.6%.

Keywords: attraction, instagram artist, endorser, purchasing interest

INTRODUCTION

The development of social media users continues to increase from year to year, as evidenced by the survey results of We are Social which is a social marketing agency that always issued an annual report analyzing data on the number of users of websites, mobile, and social media from around the world. The latest survey results in Indonesia are taken from the total population of Indonesia in 2016, which is as many as 255.5 million inhabitants. A

large population can certainly provide a great opportunity for the many active users of social media itself.

The high use of social media will certainly result in the creation of many opportunities for marketers to be able to increase revenue and brand value, and strengthen the relationship between companies and customers. Based on survey results obtained, social media has an influence on the occurrence of online

transactions (www.marketing.co.id accessed on 1 August 2017).

Along with the development of social media use as a land for online transactions, certainly makes a lot of business people who use this opportunity. One of them is Maybelline cosmetic company. Company promotes or advertises about their products through social media, and one of the most preferred social media lately is Instagram.

The numbers of online stores that have sprung up on Instagram make a new phenomenon in the community. Instagram is made as the media in promoting and selling products, and social media is a new breakthrough in the marketing field in the digital era. One of the things that affect the market which is caused by social media is the online reviews. Online reviews are often used to determine the popularity of a product because it is perceived as a product performance market. The large number of reviews also provides a reference that reinforces confidence to shop online and reduce the discomfort of fear of fraud. Consumers can assume that more reviews represent higher and more important product popularity, but online reviews nowadays are evolving into online reviews by artists which is called as endorse.

According to Shimp (Ash-shiddieq 2014), celebrity endorsement is utilizing

an artist, entertainer, athlete and public figure who is widely known by many to succeed in their respective fields of supported fields. Meanwhile, celebrity endorser in Instagram or commonly known as “selebgram” is a term for those who are trusted to bring the products sold online through Instagram account.

Celebrity endorser on Instagram or commonly known as “*celebgram*” (celebrity instagram) is a new celebrity that started to appear because the owner of online shop in Instagram use them as their product model. Instagram users recognize “*celebgram*” for those who have many followers and have been authorized by many online stores in Instagram. *Celebgram* also become one of the media campaign with advertising strategy by using celebrity endorser on social media, Instagram, which is popular over online shop Indonesia nowadays.

Celebgram or (celebrity endorser on Instagram) who will the author takes as the object of research is Sarah Ayu. This is due to several considerations about the criteria owned by the *celebgram* to facilitate the company in terms of promoting products that will be marketed to the wider community. @ sarahayuh_’s Instagram is one of the Maybelline product endorsers and has 163,000 followers per December 14, 2016. @sarahayuh_’s

Instagram is one of the Maybelline product endorsers. Maybelline is one of the cosmetics companies that continuously innovates the solid powder product it releases.

Endorser celebrities are one of tools where advertisers try to enhance the image and identification of celebrities or to promote a product or company. As has been widely used in marketing through social media; Instagram is to use celebrityendorser for mediacommunication. The object used in this study is the owner of the account named @ sarahayuh_ which is one of the Maybelline products endorsers who has the number of followers 163.000 per December 14, 2016.

METHODS

Type of research method used in this research is quantitative research method. Quantitative research method is a research method with research data in the form of numbers and analysis using statistics (Sugiyono, 2009: 7). The method used in this research was survey method. Data in the form of information collected from the followers of @sarahayuh_'s Instagram account by using questionnaire.

The data obtained consist of primary and secondary data. Primary data can be interpreted as data obtained directly from the first source or respondents through

questionnaires plus observation. In this study, the measurement of the variable was using Likert scale which generally uses five rating. They were very agree with the score 5, agree with score 4, neutral with score 3, disagree with score 2, and strongly disagree with score 1. The purpose of questionnaire making is to obtain relevant information to the survey purpose, and obtain information with the highest possible reliability and validity (Singarimbun, 2008: 175,177).

Meanwhile, secondary data is primary data that has been processed further and submitted either by the collector of primary data or other parties (Husein Umar, 1998: 100). Secondary data in this research was obtained from books, literatures, references, websites, documents or other sources that were still relevant to the problem under study. Secondary data was complementary data to support other data by using literature study to collect data- relevant data and theories to supplement and support evidence from research supporting sources such as books and literature which were relevant to this research and resources from the internet.

Data analysis technique used was product moment correlation and simple linear regression analysis. Product moment correlation is used to know the

significance of relationship between two variables. While simple linear regression analysis is used to determine the influence of independent variables that are as

endorser of the dependent variable that is buying interest in Maybelline on the @sarahayuh_'s Instagram account followers.

DISCUSSION

1. Characteristics of Respondents

Table 1. Characteristics of Respondents by Sex

| Sex | Frequency | Percentage |
|--------|-----------|------------|
| Male | 4 | 4,0 |
| Female | 96 | 96,0 |
| Total | 100 | 100% |

(Source: Primary data, 2017)

Based on the data obtained, it showed that most of the respondents were female respondents with the number of 96 people (96.0%), male respondents of 4 people (4.0%). The results can be explained that most of the respondents in this study were women, it then can be concluded that female affected the

interest of purchase. Some studies have suggested that women can process information differently than men, and women seem to be more patient, but women are also more likely to value high things that can strengthen the social class, therefore women are sometimes more extravagant.

Table 2. Characteristics of Respondents Based on the Duration in Using Instagram

| Duration | Frequency | Percentage |
|-------------|-----------|------------|
| <1 hour | 10 | 10,0 |
| 1 – 2 hours | 11 | 11,0 |
| 3 – 5 hours | 24 | 24,0 |
| 6 – 8 hours | 11 | 11,0 |
| >8 hours | 44 | 44,0 |
| Total | 100 | 100% |

(Source: Primary data, 2017)

Based on the data obtained showed that most of respondents use over 8 hours with the number of 44 people (44.0%), less than 1 hour by 10 people (10.0%), 1 - 2 hours of 11 people (11.0%), 3 - 5 hours for 24 people (24.0%) and 6 -

8 hours for 11 people (11.0%). The results can be explained that most respondents in this study were they who had frequency use of Instagram more than 8 hours in a day.

Table 3. Categorization of Variables of Instagram Artist Fascination as Endorser (X)

| Catagory | Total | Percentage (%) |
|-----------|-------|----------------|
| Very Low | - | - |
| Low | 1 | 1,0 |
| Average | 11 | 11,0 |
| High | 49 | 49,0 |
| Very High | 39 | 39,0 |
| Total | 100 | 100,0 |

(Source: Primary data, 2017)

2. Variable Description

Based on the results of the above analysis, it was found that most of the Instagram artist variables as endorsers categorized as high which the total of 49 people (49.0%), low category as 1 person (1.0%), average

category of 11 people (11.0 %), and very high category of 39 people (39.0%). The result mean that the appeal of Instagram artists as endorsers was high.

Table 4. Categorization of Maybelline Buy Interest Sub Variable

| Category | Total | Percentage (%) |
|-----------|-------|----------------|
| Very Low | - | - |
| Low | 4 | 4,0 |
| Average | 26 | 26,0 |
| High | 53 | 53,0 |
| Very High | 17 | 17,0 |
| Total | 100 | 100 |

(Source: Primary data, 2017)

Based on the table above, it was found that most of Maybelline buying interest variables were high as 53 people (53.0%), low category as 4 people (4.0%), medium category as 26 people (26,0%) and very

high category as many as 17 people (17,0%). These results meant that the level of interest in buying Maybelline was high.

Table 5. Results of Product Moment Correlation Analysis

| | | Instagram Artist (X) | Buy Interest (Y) |
|-------------------------|-----------------|-------------------------|---------------------|
| Instagram Artist (X) | Pearson | 1 | 0,752** |
| | Correlation | | |
| | Sig. (2-tailed) | | 0,000 |
| | N | 100 | 100 |
| Buy Interest (Y) | Pearson | 0,752** | 1 |
| | Correlation | | |
| | Sig. (2-tailed) | 0,000 | |
| | N | 100 | 100 |

(Source: Primary data, 2017)

3. Results of Product Moment Correlation Analysis

Based on the results in the table above showed that the value of the correlation coefficient between Instagram artist interest variable as an endorser to interest in purchasing Maybelline products, obtained correlation coefficient value of 0.752 and significance 0.000. Based on the correlation coefficient obtained, it can provide conclusions on the correlation coefficient analysis results can be interpreted against the table of correlation coefficient as follows (Sugiyono, 2005: 216).

The result of the analysis was 0.752 correlation coefficient, it meant that the level of relationship between the variable of attraction of the Instagram artist as endorser (X) with the variable of Maybelline product buying interest (Y) was included in Strong category, in other words there was a positive and medium relationship between *celebgram* as an endorser (X) with an interest in purchasing Maybelline products.

4. Simple Linear Regression Analysis

Table 6. Results of Dependent Variable (Y): Buy Interest

| Variable | Regression Coefficient | t | Sig t | Information |
|--|------------------------|--------|-------|-------------|
| Constants | 12,406 | | | |
| Instagram Artist /Appeal as endorser (X) | 0,810 | 11,302 | 0,000 | Significant |
| R | 0,752 | | | |
| R Square (R ²) | 0,566 | | | |
| Sig | 0,000 | | | |

(Source: Research data, 2017)

The coefficient of determination / R Square (R²) in the regression analysis shown in the above table was used to find out how much influence the variable of appeal of the program as endorser to the interest in purchasing Maybelline products. The calculation results obtained value coefficient of determination (R²) of 0.566 (56.6%). This meant that the interest in purchasing Maybelline products can be explained by the appeal of the Instagram artist as the endorser to the Maybelline product's purchasing interest of 56.6%, while the remaining 43.4% (100% - 56.6%) was explained by other variables outside of the model this research.

The value of regression coefficient of as an endorser to the interest in purchasing Maybelline products of 0.810 and constant value of 12.406, so the regression equation of the analysis can be

written as follows:

$$Y = 12.406 + 0.810X$$

The above equation can be explained that the buying interest of Maybelline product before the effect of appeal of the program (X = 0) was 12,406, the appeal of the program as endorser was able to give contribution or influence equal to 0,810 each per unit, or it can mean that every increase of Instagram artist appeal as 1% then will give an increase of interest in buying Maybelline products of 0.810. The value of t arithmetic analysis results obtained by 11.302 and significance 0,000 <0.05, it meant that the hypothesis proposed in this study accepted that there was a positive influence and significant level of endorser attraction to the level of interest in buying Maybelline products (Studies on Followers of @sarahayuh_'s Account Instagram).

Endorse is a way to promote a product by working with people representing many followers on Instagram (brand endorser). The object of this research was Instagram of @ sarahayuh_ which is one of Maybelline product endorsers who has number of followers 163.000 per December 14, 2016. Instagram account of @sarahayuh_ is one of endorser of Maybelline product which continuously performs solid powder product and able to balance the market demand.

Based on the results of descriptive analysis consisting of visibility, credibility, and power, the result of the Instagram artist appeal as endorser, in this case Instagram of @sarahayuh_ included in the high category. The results can be explained that the appeal of @sarahayuh_ *celebgram* has had many fans celebrity endorser (popularity) which certainly has the level of frequency appear in front of the audience (appearances). The high appeal was also shown from being able to gain trust and celebrity excellence in delivering Maybelline products with the power of its appeal as a Maybelline product supporter.

The high appeal was also shown from audiences who were happy with beautiful or handsome programming and who have much in common. This is supported by Shimp (2003; 469 in Prabowo, 2014), explaining that physically attractive

supporters will result in more pleasant ad evaluations and products than ads that use less interesting communicators. High appeal was also shown from the sarahayuh's ability in attracting consumers to buy the product, celebrity of Instagram; @sarahayu_ has the power to affect the target audience.

Based on the results of descriptive analysis of Maybelline products purchasing interest, respondents were into high category. These results meant that respondents had strong desire to buy Maybelline products. High buy interest was shown from several indicators, including transactional interest that was by the growing desire to buy Maybelline products due to interest in the quality of Maybelline products. The referential respondents' interest was shown by respondents willing to refer Maybelline products to their family and friends based on the information they received about the product. Preferential interest was shown with the satisfaction of respondents through Maybelline products for the fulfillment of cosmetic need because it has a good quality. Explorative interest was shown by the continuously of respondents in looking for information about Maybelline products in various media.

The result of linear regression analysis obtained by the value of

determination coefficient (R^2) of 0,566 (56,6%), meaning as 56,6% variable of Maybelline product purchasing interest can be explained by the appeal of @sarahayuh_ Instagram artist as an endorser, while the rest equal to 43,3 % influenced by other variables outside the model under study. The results of this study were in accordance with the theory of Elaboration Likelihood Model (Hutagalung, 2015).

This theory is about how people accept an information, can be with critical or simple thinking as Littlejohn (2008, 108) explains that the Elaboration Likelihood Model is a theory of persuasion because it tries to predict when and how individuals will be persuaded by the message. This theory also explains the different ways in which individuals will evaluate the information received.

This theory has two routes how the recipient can receive the message conveyed, namely the central route and peripheral route, we are actively and critically think and weigh the contents of the message by analyzing and comparing it with the knowledge or information we already have. In general, people who are highly educated or status as an opinion leaders tend to use central

route in processing persuasive messages.

While low-educated people tend to use peripheral paths where factors outside the content of the message or non-argumentation are more influential for the person in determining the action, if one is seriously processing the persuasive messages it receives by not merely focusing on the message content which he receives but rather pay attention to the attraction of messenger, product packaging or other peripheral aspects then he is perceived using peripheral route (peripheral route).

The endorser in this research is @sarahayuh_'s Instagram included in the peripheral route, where people are influenced by things like repetition, highly credible spokespersons, or even with tangible benefits. When individuals process information through peripheral routes, it will be very less critical. Any changes that occur may be temporary and have little effect on how he or she acts, but because of the elaboration tendency of a variable, the individual may use both routes to some extent, depending on how personal the issue is to the individual.

CONCLUSION

1. Research data descriptive analysis of *celebgram* attraction variable (Instagram @sarahayuh_) as an

- endorser included in high category.
2. Descriptive analysis of research data variables of interest in purchasing Maybelline products mostly in the high category.
 3. Correlation analysis of product moment, obtained correlation coefficient value of 0.752, the result can be concluded that there was a positive relationship and significant *celebgram* attraction (instagram @ sarahayuh_) as an endorser with interest in buying Maybelline products. The higher the of *celebgram* (instagram @ sarahayuh_) as the endorser, the higher the buying interest of Maybelline product, and vice versa if the attraction of *celebgram* (instagram @ sarahayuh_) as endorser decrease then the interest in purchasing Maybelline product will also decrease.
 4. Based on the regression analysis, it was found that interest in buying Maybelline products can be explained by the of *celebgram* (instagram @ sarahayuh_) as endorser, equal to 56.6% while the rest 43.4% was explained by other variables outside of this research model.
 5. The results of the analysis concluded the hypothesis proposed in this study accepted that there was a positive influence and significance *celebgram*

attraction level as an endorser to the level of interest in purchasing products Maybelline (Studies on @sarahayuh_'s Instagram Account Followers_).

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