The Influence of Social Media Influencer and Product Quality on Purchase Decisions (Case Study on Promotion of Hand & Body Lotion Scarlett Whitening in Instagram)

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Abstract

With the rapidly increasing technology, information is easily accessible via the internet and social media platforms, especially Instagram. Social media has become one of the digital platforms that businesses use for media promotion and product sales. One of the factors that influence success in business is promotion and product quality. This study aims to determine the effect of social media influencers and product quality on purchasing decisions (a case study on the promotion of hand & body lotion Scarlett whitening on Instagram). This study uses a quantitative method with descriptive analysis type of research. The data analysis technique used is multiple linear regression. The sample in this study amounted to 385 respondents and the sampling was done by using method non probability sampling. The results of the descriptive analysis showed that the variables social media influencer, product quality and purchasing decisions were in the good category. The results of multiple regression analysis showed that the variables showed that variables social media influencer and product quality had a significant effect on purchasing decisions, the amount of which had a significant effect on purchasing decisions by 82.7% and 17.3% were influenced by other variables outside of this study.

Keywords
Social Media Influencer, Product Quality, Consumer Purchase Decisions

1. Introduction

With the increasing technology that is getting faster. The information is easily accessible via the internet already evidenced by many Indonesian people who use the Internet and 64 percent are already connected to the Internet, the number of internet users in Indonesia has reached 175.4 million, from a spike to make social media platforms have been like the primary requirement of society, especially in Indonesia, with platform the very much used by the community to meet their needs as a source of information. One of the social media platforms that can be used to find information is Instagram. The data states that there were 62.23 million active Instagram users in Indonesia in January 2020 as of May 2020 as many as 69.2 million users out of a total internet access of 175.4 million people, Instagram is one of the most popular social media platforms in Indonesia.

In the era of the industrial revolution 4.0, anyone can influence many people, they can even become a trendsetter, which means that everyone has the possibility to be the center of people's attention. This is often referred to as the concept microcelebrity, which is a new style of online performance which includes measures to increase popularity, through web technologies such as videos, blogs, and social networking sites (Maulana, et al. 2020).

The phenomenon of social media influencers that is currently booming has a big influence on people's consumption patterns. A lifestyle that pays more attention to prestige making people carried away by the current style that is popular with social media influencers. The amount of public consumption of products promoted by social media influencers greatly affects the growth of the digital economy. This is supported by a level of trust in social media 51 percent in 2018 (Edelman, 2018). The trust built by social media influencers with their followers causes the consumption of a brand to increase. With the increasing level of public trust in social media, more and more brands are entrusting their products to be promoted on social media influencers, especially on Instagram. According to research conducted by Sugiharto (2019), social media influencers have a significant effect on purchasing decisions. Meanwhile, according to Kurnia's (2020) research, product quality also has a significant effect on product purchasing decisions. Therefore, social media influencers

and product quality have an interest in consumers in making purchase decisions, so that they will have a large influence on purchasing decisions on a product.

Based on the background explanation that has been described, the author can find that there is an influence of Social Media Influencers and Product Quality on consumer Purchasing Decisions. Therefore the authors are interested in conducting research with the title "The Influence of Social Media Influencers and Product Quality on Consumer Purchasing Decisions (Case study on the promotion of hand & body lotion products Scarlett Whitening in Instagram)."

1. 1 Objectives
the objectives of the research are to:
1) To find out Social Media Influencers on hand & body lotion products Scarlett Whitening
2) To find out the product quality of the hand & body lotion Scarlett Whitening
3) To find out the purchase decision for the product hand & body lotion Scarlett Whitening
4) To determine the influence of Social Media Influencers, Product Quality simultaneously on Purchasing Decisions on hand & body lotion products Scarlett Whitening
5) To determine the influence of Social Media Influencers, Product Quality partially on Purchasing Decisions on hand & body lotion products Scarlett Whitening

2. Literature Review

According to Sugiharto (2019) Influencer is someone whose words can affect others. An influencer does not only have to be a celebrity, but an ordinary person can be said to be an influencer if that person has a large following and his words can influence other people. The reason influencers are used by companies is to increase awareness, educate target consumers, increase followers and of course to increase sales. Companies use other means of conducting promotions by soft selling using influencers. Influencers generally have a large following, and the clear target audience is, so that companies can easily choose influencers according to their passion, so that their target audience is right on target. Influencers are a form of public speaking. so that the dimensions used in the social media influencer variables according to Attwood in Sugiharto (2019) are to inform, to persuade, and to entertain.

According to the American Society in Kotler and Keller (2016) the definition of product quality is Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. and according to Kotler and Keller (2016) there are seven dimensions of product quality, namely form, performance, reliability, features, durability, conformance quality, style.

According to Kotler and Keller (2016), the buying decision processes all the experiences in learning, choosing, using, and even disposing of a product. and according to Kotler and Keller (2016) there are 6 dimensions of purchase decisions, namely product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method.

Based on research questions and theoretical frameworks, the authors formulate several things about the hypothesis, namely: "There is a positive and significant influence between social media influencers and product quality on purchasing decisions on product promotion of Scarlett Whitening hand & body lotion.

3. Methods

The method used in this is a quantitative method with descriptive and causal research types. The population in this study were respondents who had bought hand & body lotion products Scarlett Whitening. In this study, the number of population is unknown.

4. Data Collection

the number of population is unknown, so the determination of the number of samples uses the Cochran formula as follows:

$$n = \frac{z^2 pq}{e^2}$$

Information:
n = Number of samples
z^2 = Z value of the required level of confidence
p = probability of being rejected
q = probability of being accepted (1-p)

e = *tolerance error* Maximum(0.1)

In this study using a level of accuracy (α) 5%, a confidence level of 95% so that the value of Z = 1.96 was obtained. The error rate is set at 5%. Meanwhile, the probability of the questionnaire being true (accepted) or rejected (false) was 0.5 respectively. Based on the formula above, the following results can be obtained:

$$n = \frac{[1,96]^2 0,5 x 0,5}{0,25}$$
$$n = \frac{0,9604}{0,0025}$$
$$n = \approx 385$$

Based on the sample count, the number of 384.16 is obtained for the minimum number of samples, but the authors rounded it up to a minimum of 385 respondents to reduce errors in filling out the questionnaire. Although the numbers listed are at least 385 respondents, the author will collect as many samples as possible to obtain more valid results.

5. Results and Discussion

In this study, multiple linear regression analysis was used to answer the hypothesis proposed by the researcher to determine the influence of the independent variables, namely social media influencers and product quality on purchasing decisions of buyers and users of Scarlett Whitening hand & body lotion products. The equation for multiple linear regression analysis is:

$$Y = a + b_1 X_1 + b_2 X_2$$
$$\mathbf{Y = 5,345 + 0,454 X_1 + 0,565 X_2}$$

Based on this equation can be described as follows:
1) Constant (a) = 5.345. That is, if the social media influencer (X1) and product quality (X2) value is 0, then the consumer's purchase decision is 5.345.
2) The regression coefficient value of the social media influencer variable (b1) is positive, namely 0.454. This means that for each increase in social media influencers by one unit, the purchase decision will increase by 0.454.
3) The regression coefficient value of the product quality variable (b2) is positive, namely 0.565. This means that every one unit increases in product quality, the purchase decision will increase by 0.565.

5. 1   Numerical Results

Validity Test
Results from the 31 item questionnaire distributed to 30 respondents, all of the variables have a correlation value (r count) > of the (r table) is 0,361, and it can be concluded that all statements are valid and fit for use in a multiple linear regression analysis

Reliability Test
Results of all variable gain value Cronbach's Alpha > 0.6, so it can be concluded that all questionnaires in this study are reliable.

Decriptive Analysis

Table 5.1
The Results Of Descriptive Analysis

| Variabel	Nilai	Keterangan
ial Media Influencer (X₁)	76,1%	Baik
alitas Produk (X₂)	73,6%	Baik
putusan Pembelian (Y)	73,9%	Baik

Source: Processed author data.

Based on table 5.1, it can be concluded that thevariable *Social Media Influencer* (X₁) gets a percentage a value of 76.1% is in the good category. And the Product Quality variable (X₂) got a percentage of 73.6% in the good category. And the Purchasing Decision variable (Y) gets a percentage value of 73.9% which is included in the good category.
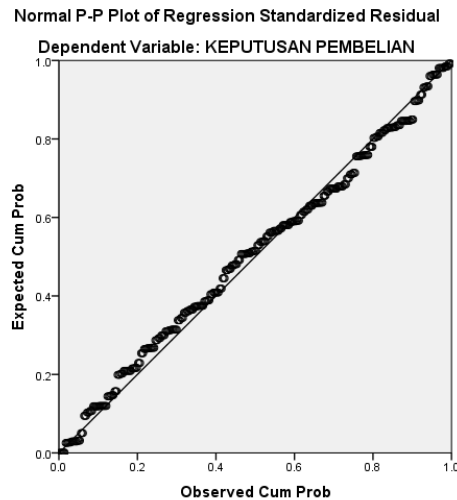
5. 2   Graphical Result

Classical Assumption Test
a.   Normality test
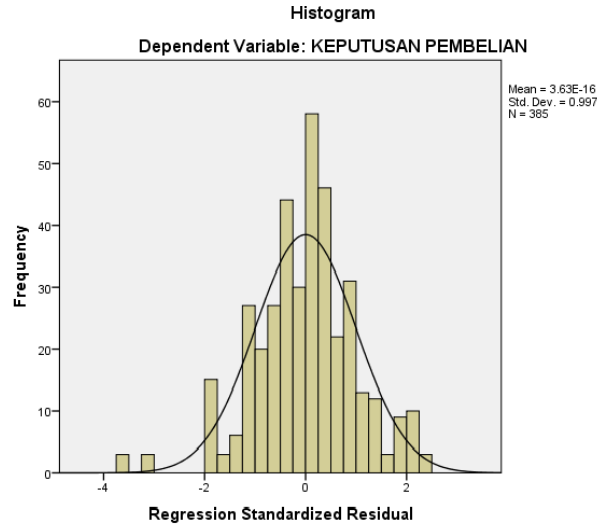
Based on Figure 5.1 above, it provides an interpretation that the histogram graph has a normal distribution, it can be seen from the graph that forms a bell pattern or does not tilt to the right or to the left.

Figure 5.2
Normal P-P Plot Of Regression Standardized Residual

Based on Figure 5.2 shows that the data spreads around the diagonal line and follows the direction of the diagonal line. Therefore, based on the image and decision-making criteria, the first thing to be fulfilled is that the data is normally distributed. With the statistical *Kolmogorov - Smirnov Test* , the data obtained is more accurate than graphical analysis.

Table 5.2
One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Residual
N		385
Normal Parameters	Mean	.0000000
	Std. Deviation	3.64515447
Most Extreme Differences	Absolute	.054

Table 5.2 shows that the *Asymp. Sig. (2 tailed)* are 0,100 and above a significant value (0.05) in other words residuals normally distributed variables.

Table 5.3
Multicollinearity Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	5.345	.950			
	SOCIAL MEDIA INFLUENCER	.454	.059	.257	.410	2.439
	KUALITAS PRODUK	.565	.027	.697	.410	2.439

a. Dependent Variable: KEPUTUSAN PEMBELIAN

In Table 5.3, it can be seen that the VIF <10 and Tolerance> 0.1 means no problems were found in this study multicollinearity

Scatterplot
Dependent Variable: KEPUTUSAN PEMBELIAN
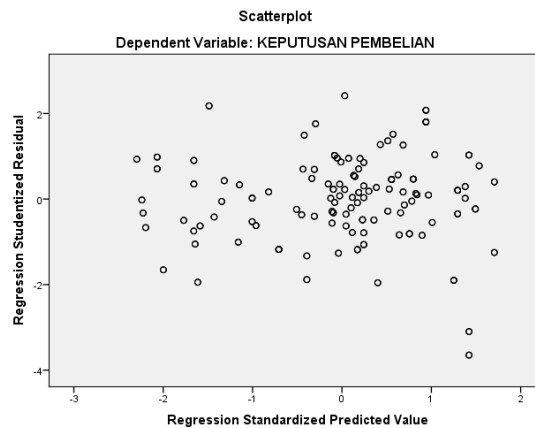
Figure 5.3
Heteroscedasticity Test Result

In Figure 5.3 it can be seen that the scatter diagram does not form a certain pattern, so the regression does not experience heteroscedasticity disorder.

5. 3   Proposed Improvements

Hypothesis Testing

a. Simultaneous Significance Test

Table 5.4
Simultaneous Significance Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24428.238	2	12214.119	914.455	.000[b]
	Residual	5102.266	382	13.357		
	Total	29530.504	384			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PRODUK, SOCIAL MEDIA INFLUENCER

Based on Table 5.4, it can be seen that $F_{count} > F_{table}$ (914.455> 3.02) and the significance level is 0.000 <0.05. This shows that H_0 is rejected and accepted, meaning that social media influencers, and product quality on the dependent variable, namely the purchase decision.

Table 5.5
Partial Significance Test Results Sub-Structure 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.345	.950		5.627	.000
	SOCIAL MEDIA INFLUENCER	.454	.059	.257	7.745	.000
	KUALITAS PRODUK	.565	.027	.697	20.984	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on table 5.5 above, it can be seen that:

1) The variable *social media influencer* (X_1) has at value $_{calculated}$ (7,745)> t_{table} (1,960) and a significance level of 0,000 <0.05, then it is rejected and accepted. This means that partially there is a significant influence from *social media influencers* (X_1) on purchasing decisions (Y)

2) The product quality variable (X_2) has a value of t_{count} (20,984)> t_{table} (1,960) and a significance level of 0,000 <0.05, so it is rejected and accepted. This means that partially there is a significant effect of product quality (X_2) on purchasing decisions (Y).

5. 4   Validation

Tabel 5.6
Determinant Coefficient Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910[a]	.827	.826	3.65468

a. Predictors: (Constant), KUALITAS PRODUK, SOCIAL MEDIA INFLUENCER

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Table 5.6 shows that the R value of 0.910 and R *square* (R^2)is 0.827. This figure is used to see the magnitude of the influence of *social media influencers* and product quality on purchasing decisions simultaneously. The way to calculate R *square* uses the coefficient of determination (KD) using the following formula:

$$KD = r^2 \times 100\%$$
$$= (0.910)^2 \times 100\% = 82.7\%$$

This figure shows the coefficient of determination (KD) of 82.7%. This shows that the influence of the independent variables (*social media influencers* and product quality) on the dependent variable, namely purchasing decisions, is 82.7%, while the remaining 17.3% is influenced by other factors not examined in this study, such as service quality and price factors.

6. Conclusion

Based on the results of research and discussion that has been stated previously regarding the influence of social media influencers and product quality on purchasing decisions in hand & body lotion products Scarlett Whitening, several conclusions can be drawn which are expected to provide answers to the problems formulated in this study are as follows:

a. Based on the results of descriptive analysis, social media influencers in the eyes of the respondents as a whole are in the good category.

b. Based on the results of the descriptive analysis, the overall quality of the product in the eyes of the respondents was in the good category.

c. Based on the results of the descriptive analysis, the purchasing decisions in the eyes of the respondents as a whole are in the good category.

d. Based on the simultaneous hypothesis test (F test),variables social media influencer and product quality simultaneously have a significant effect on purchasing decisions on hand & body lotion products Scarlett Whitening. The amount of influence of social media influencers and product quality simultaneously on purchasing decisions is 82.7% and the remaining 17.3% is influenced by other factors not examined in this study.

Based on the results of partial hypothesis testing (T test),variables social media influencer and product quality partially have an influence on purchasing decisions on hand & body lotion products Scarlett Whitening. The variable that has the most significant effect is product quality

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