

The Effect of Social Media Influencer and Brand Image on Online Purchase Intention During The Covid-19 Pandemic

Feby Eka Vivi Setio Putri¹, Monika Tiarawati²

^{1,2}Faculty of Economics and Business, State University of Surabaya

Correspondent: feby.17080574062@mhs.unesa.ac.id

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ABSTRACT

The Covid-19 pandemic that has hit the whole world has caused economic problems. Household consumption or the purchasing power of the Indonesian people fell very deeply. Whereas consumption or people's purchasing power supports 60% of the Indonesian economy. Therefore, the pattern of marketing is changed by doing marketing online. Companies use social media influencer to advertise their products. This study was conducted to analyze the impact of social media influencers and brand image on online consumer purchase intentions. The criteria for respondents in this study were women aged 18 years and over who followed Tasya Farasya's Instagram and knew about Maybelline products. Partial Least Square (PLS) is used to analyze the respondent's data that has been collected. The results of this study indicate that social media influencers have no positive and significant effect on online purchase intentions. Meanwhile, brand image has a positive and significant effect on online purchase intentions.

Keywords: brand image; online purchase intention; social media influencer

INTRODUCTION

At the beginning of 2020, Indonesia was hit by the Covid-19 pandemic which affected all sectors and aspects of people's lives, especially in the economic sector. According to Finance Minister Sri Mulyani Indrawati, Covid-19 has hit all sectors of the economy very hard. The Covid-19 pandemic has had three major impacts on the economy in Indonesia. The first impact is that Covid-19 has caused household consumption or the purchasing power of the Indonesian people to fall. Whereas consumption or purchasing power supports 60% of the Indonesian economy. Second, in the absence of certainty, investment will also weaken. Third, the economic situation around the world has become weak which has resulted in the halt of exports from Indonesia to the destination country. And now online economic activity can survive to face challenges (Tallo, 2020).

Marketing patterns during the Covid-19 pandemic have changed. Marketers or business actors must think about how to market their products or services to consumers. One of them is by marketing products online using social media (Aryanto, 2020). Social media is a digital tool or place that allows individuals to socialize on the web (Clow & Baack, 2018). This condition is used by companies to market their products through social media. The existence of celebrities, youtubers, celebgrams, or other public figures who have tens of thousands to millions of followers is considered capable of marketing products. The influence of these public figures is believed to be able to attract the attention of their followers on Instagram, therefore they are called social media influencers (Anugrah, 2021).

According to Brown & Hayes, (2008), influencers are third parties who significantly shape customer buying decisions, customer purchases, but may be partly responsible for it (content). One of the social media influencers in the field of beauty is Tasya Farasya. With Tasya Farasya's followers on Instagram as many as 4.6 million Instagram users, she underlies the Maybelline cosmetic brand to make it a Maybelline marketing influencer. Maybelline is one of the cosmetics that is widely known by consumers and each of its cosmetic products has received many Top Brand Awards (Brand, 2021). This shows that the brand image of Maybelline products is very good. According to Keller, (2013) there are three indicators of brand image, the first is the process of information received by consumers in accordance with the existing quality and quantity. Second, something is formed from consumer thinking about a brand based on the relevance between attributes and benefits that can meet consumer needs and desires so that it will form a positive impression on the whole brand, and thirdly a brand is unique compared to other brands.

Maybelline is one of several other cosmetic brands produced by the L'Oreal company. During the Covid-19 pandemic, the biggest increase in sales of products produced by L'Oreal did not occur in its most famous cosmetic brand, Maybelline, but from its other cosmetic divisions such as Vicky, La Roche Posay, and CeraVa (Laoli, 2020). For this reason, Maybelline collaborates with beauty influencers, one of which is Tasya Farasya, to serve as a marketing influencer. During this pandemic, there is a trend for companies or business actors to use influencers on social media to promote their products (Frolov, 2021). According to Halim & Karami, (2020) social media influencers do not have a positive and significant influence on online purchase intention. Meanwhile, according to Isyanto et al., (2020) social media influencers have a positive and significant influence on online purchase intention. Therefore, this study aims to examine the effect of social media influencers and brand image on online purchase intention of Maybelline cosmetic products in Indonesia.

Online purchase intention is formed on trust in traders or intermediaries (Turban et al., 2015). In addition, according to Iqbal et al., (2012) online purchase intention is when customers are willing to use internet services, make purchases of goods and services or just compare product prices. Purchase intention is useful for analyzing the behavior carried out by consumers, before consumers make a purchase they will seek information about a product. Furthermore, consumers will research products based on the information that has been obtained, then consumers compare products and evaluate and determine purchasing decisions (Ismayanti & Santika, 2017). Based on the explanation above, which is adjusted to online purchase intention on cosmetic products, it is concluded that online purchase intention is the consumer's desire to buy cosmetic products online which has been based on various considerations.

Social media influencers are those who have popularity or ability on social media that can be shown to their loyal followers on the influencer's social media properties (Nurhandayani et al., 2019). Social media influencers also use their social media to engage in certain topics, as well as provide new information to their followers (Loeper et al., 2014). Social media influencers are a powerful combination in digital marketing campaigns. Marketing using influencers is effective because most of the audience is influenced by influencers and the costs incurred by the company are cheaper than advertising with conventional media such as TV (Halim & Karami, 2020). It is concluded that social media influencers are third parties who recommend, describe and convey information so that they can influence the attitudes of their audience through their social media.

Brand Image is a perception and belief held by consumers, as reflected in associations that are embedded in consumers' memories (Kotler & Keller, 2009). Brand image must be unique and represent the core benefits provided by the brand to consumers. Some new products fail because they are perceived as not offering consumers any unique advantages or advantages over competing products. Brand image is a very important element of a brand and can be based on reality or fiction depending on the consumer's perception of the brand (Schiffman & Wisenblit, 2015). According to Shimp, (2006) brand image is considered as an association created in the minds of consumers when remembering a particular brand. It can be concluded that brand image is a perception or association that appears in the minds of consumers towards a brand.

The results of the study Halim & Karami, (2020) show that social media influencers do not have a positive influence on online purchase intention. This is also supported by research Hermanda et al., (2019) and Nurhandayani et al., (2019) which state that social media influencer do not have a positive effect on online purchase intention. Meanwhile, research Isyanto et al., (2020) states that Influencers show a positive and significant effect on purchase intention. Influencer marketing is one of the tools to reach consumers to buy. By providing honest product reviews, not making it up and not giving too much influence and the credibility of the influencer also determines the influence on purchase intention. The influence of influencers can really arouse the purchase intention of their followers from the content they post, whether in the form of photos, videos, or Instagram stories, which can influence the purchase intention of their followers.

Brand image has a positive and significant effect in building online purchase intention for beauty and skin care products. Brand image has an important role in the emergence of consumer purchase intentions (Nurhandayani et al., 2019). The influence of brand image on online purchase intention is also supported by the results of research from Isyanto et al., (2020) which states that brand image has a positive and significant influence on online purchase intention. Research Hermanda et al., (2019) also shows that there is a significant positive relationship between brand image and purchase intention.

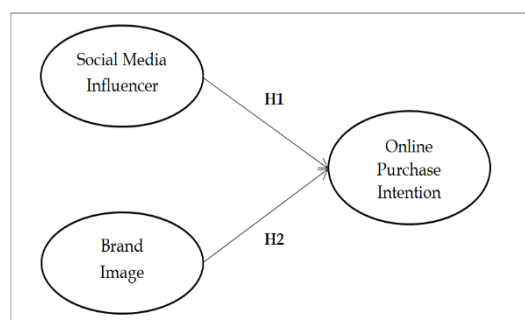


Figure 1. Framework

From this research model, the researcher will build a hypothesis that will be proposed, namely:

H1: Social media influencers have a positive effect on online purchase intention

H2: Brand Image have a positive effect on online purchase intention

METHODS

This study uses a type of conclusive research that has the main goal of testing a relationship or hypothesis specifically to obtain evidence of a causal relationship from the existing variables. From the resulting data then analyzed quantitatively (Malhotra, 2010). This

study uses a non-probability sampling technique with a judgment sampling method which aims to provide convenience for researchers in finding respondents and can choose the right elements to be included in the research sample (Malhotra, 2010). The number of samples used in this study found 211 samples which were women aged 18 years and over who followed Tasya Farasya's Instagram and knew about Maybelline cosmetic products.

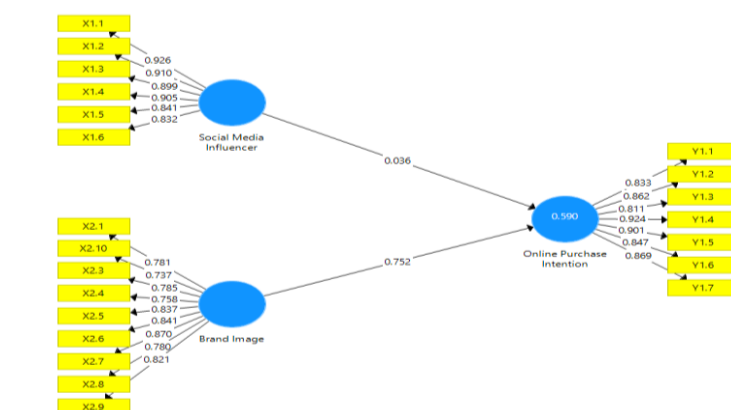
The research instrument used a questionnaire that was distributed online to respondents which included questions about social media influencers, brand image, and online purchase intentions. Indicators on social media influencer variables include expertise (Halim & Karami, 2020), trust (Weismueller et al., 2020), and attractiveness (Lim et al., 2017). Indicators of expertise, trustworthiness and attractiveness are also used in research (Samat et al., 2016). There are three indicators in the online purchase intention variable, namely searching for product information (Nurhandayani et al., 2019), purchase realization (Ismayanti & Santika, 2017) and will continue to buy products (Khodabandeh & Lindh, 2021). Brand image is measured by indicators of strength, advantage and uniqueness (Kotler & Keller, 2009), with questions obtained from the results of a survey conducted on 30 respondents using the free association technique.

The questionnaire in this study is a structured questionnaire using a Likert research scale. The Likert research scale is a scale that is widely used by asking respondents to know about everything about the stimulus object (Malhotra, 2010). The hypothesis test of this study was processed using Partial Least Square (PLS) from the Smart-PLS 3.0 program.

RESULTS AND DISCUSSION

This study used a sample of 211 respondents. Respondents in this study were women aged 18 years and over who followed Tasya Farasya's Instagram and knew about Maybelline cosmetic products. From the data obtained, the majority of respondents are aged 21-25 years (61.6%), most of the respondents are students (59.7%) and the majority of respondents' income is <Rp 1,000,000 (39.8%).

Validity test is conducted to see how valid a research instrument can be used to measure a certain variable. There are two ways that can be used to measure the validity of the instrument, namely convergent validity by looking at the outer loading and average variance extracted (AVE) values of all questionnaire items, if all items have an outer loading value of 0.70, the item is declared valid. (Ghozali, 2014). Figure 2 shows that all questionnaire items have an outer loading value of 0.70, it can be concluded that all questionnaire items are valid.



Source: Output Smart-PLS 3.0 (data processed by the author)

Figure 2. Structural Model (Outer Model)

Discriminant validity which can be seen from the cross loading and comparison of average variance extracted (AVE) in each variable. An indicator is declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs. Table 1 shows that the loading factor for the social media influencer indicator (X1.1 to X1.6) has a higher loading factor value than the other constructs. As an illustration, the loading factor X1.1 for social media influencers is 0.926 which is higher than the loading factor for brand image (0.422) and online purchase intention (0.373). The same can be seen in other indicators.

Table 1
Cross Loading

	Brand Image	Online Purchase Intention	Social Media Influencer
X1.1	0,422	0,373	0,926
X1.2	0,396	0,339	0,910
X1.3	0,358	0,328	0,899
X1.4	0,402	0,303	0,905
X1.5	0,344	0,266	0,841
X1.6	0,374	0,299	0,832
X2.1	0,781	0,650	0,317
X2.10	0,737	0,531	0,280
X2.3	0,785	0,600	0,335
X2.4	0,758	0,586	0,405
X2.5	0,837	0,657	0,381
X2.6	0,841	0,609	0,340
X2.7	0,870	0,695	0,407
X2.8	0,780	0,578	0,275
X2.9	0,821	0,613	0,372
Y1.1	0,626	0,833	0,425
Y1.2	0,631	0,862	0,339
Y1.3	0,626	0,811	0,239
Y1.4	0,738	0,924	0,300
Y1.5	0,716	0,901	0,318
Y1.6	0,625	0,847	0,252
Y1.7	0,672	0,869	0,320

Source: Data processed by the author (2021)

The second is the comparison of AVE values. If each variable has an AVE value of 0.5, it can be said that the variable has a valid discriminant validity value (Ghozali, 2014). In table 2, the results of the AVE trial for each variable are as follows: social media influencer (0.785), brand image (0.643), online purchase intention (0.748). The three variables have an AVE value of 0.5 so that all variables meet the valid discriminant validity criteria and can be used as measuring tools in research.

Table 2
Cronbach's Alpha, Composite Reliability, And Ave Test Result

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Media Influencer	0,945	0,956	0,785
Brand Image	0,930	0,942	0,643
Online Purchase Intention	0,943	0,954	0,748

Source: Data processed by the author (2021)

Reliability test is used to show that the research instrument is reliable or reliable. The reliability of this research instrument can be seen from the results of the composite test

(composite reliability) and the value of Cronbach's alpha 0.70 (Ghozali & Latan, 2015). Table 1 shows the value of composite reliability and the value of Cronbach's alpha for all variables is 0.70. So, it is concluded that each variable in this study is reliable and reliable.

Table 3.
R-Square

Variable	R Square	R Square Adjusted
Online Purchase Intention	0,590	0,586

Source: Data processed by the author (2021)

In table 3, it is known that the R-Square value on the online purchase intention variable is 0.590 so that the results can be concluded that the social media influencer and brand image variables affect online purchase intention by 59% and the rest can be explained by other factors outside of this study.

Hypothesis testing was carried out using Bootstrapping on the Smart-PLS 3.0 program. The hypothesis is accepted if the level of significant or P-value is 0.05 and the t-statistics value exceeds the minimum standard (1.96) (Ghozali & Latan, 2015). Which means that there is an influence between endogenous variables and exogenous variables. However, if the P-value is 0.05 and the t-statistics is 1.96, then the effect is not significant or there is no effect between the relationship between exogenous variables and endogenous variables. The results of hypothesis testing can be seen in the following table:

Table 4
Hypothesis Test

Relation Between Variables	Hypothesis	Original Sample	St Dev	T Statistics	P Values	Result
Social Media Influencer → Online Purchase Intention	H1	0,036	0,053	0,685	0,494	Not accepted
Brand Image → Online Purchase Intention	H2	0,752	0,038	19,547	0,000	Accepted

Source: Data processed by the author (2021)

In the analysis of the results of the hypothesis testing that has been carried out, it can be seen that the first hypothesis (H1) is not accepted or not significant. This means that social media influencers have no effect on online purchase intention because the P-value is 0.494 0.05 and the t-statistics is 0.685 1.96. Furthermore, the second hypothesis (H2) regarding the effect of brand image on online purchase intention, the results of hypothesis testing indicate that brand image has a positive and significant effect on online purchase intention, indicated by P-value 0.000 0.05 and t-statistics 19.547 1.96. So it can be concluded that (H2) is accepted.

The Effect of Social Media Influencers on Online Purchase Intention

The results of the hypothesis test state that social media influencers have no effect on online purchase intention. This means that social media influencers cannot influence online consumers' purchase intentions for Maybelline cosmetic products. Influencer marketing is indeed one of the tools to reach consumers to influence purchases (Isyanto et al., 2020). However, in this study, respondents indicated that Tasya Farasya as an influencer who has expertise and knowledge in her field, and millions of followers on Instagram cannot influence the purchase intention of Maybelline cosmetics online consumers. These results are supported by research conducted by Halim & Karami, (2020) and Hermanda et al., (2019) which state that

social media influencers have no influence on online consumer purchase intentions. Nurhandayani et al., (2019) also stated that social media influencers have no influence on the purchase intention of cosmetic and beauty products.

The Effect of Brand Image on Online Purchase Intention

The results of the hypothesis test state that brand image is known to have a positive and significant influence on online purchase intention. This means that brand image can influence the online consumer's purchase intention of Maybelline cosmetic products. The answers to the questionnaires given by respondents indicate that brand image has a major influence in determining purchase intentions. The brand image shown through the quality, price, ease of use, uniqueness and benefits obtained from Maybelline cosmetics can influence online consumer buying intentions. The influence of brand image on online purchase intention is also supported by the results of research from Isyanto et al., (2020) which states that brand image has a positive and significant effect on purchase intention. Research (Hermanda et al., 2019) also shows that there is a positive and significant relationship between brand image and online purchase intention.

CONCLUSION

The conclusion of this study answers the current social media phenomenon, namely companies that are competing to use social media influencers to increase marketing or consumer buying intentions online. Especially at this time the Covid-19 outbreak is still hitting globally, making consumer behavior change, which causes companies to have to adapt, one of which is by marketing through social media. However, based on the results of the research that has been done, social media influencers do not have a positive and significant effect on increasing online purchase intention of Maybelline cosmetic products even though these influencers have millions of followers on social media and have expertise and knowledge in using Maybelline cosmetic products. Meanwhile, brand image directly has a positive and significant influence on the online purchase intention of Maybelline cosmetic products. The brand image shown through the quality, price, ease of use, uniqueness and benefits obtained from Maybelline cosmetics can influence online consumer buying intentions. Therefore, if the company wants to increase consumer buying intentions for its products, the company can build a good brand image on its products. Companies can improve product quality, ease of use of products, the uniqueness offered, and the benefits that the company provides to consumers. In research Nurhandayani et al., (2019) companies can use social media influencers to assist in building the brand image of a product.

Suggestions for further researchers can research on social media such as Youtube, Facebook, Twitter, and other social media which might produce different findings compared to current research which only uses Instagram social media. Future research should also examine some cosmetic or beauty products targeting older consumers. Older consumers may have different behavior in obtaining cosmetic product information.

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