

Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure

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ABSTRACT

The purpose of this study was to determine and analyze the impact of micro-influencer marketing and brand image simultaneously and partially to purchase intention cosmetics Focallure in Karawang.

The variables of this research that micro-influencer marketing (X1) and brand image (X2). While the dependent variable is the purchase intention (Y). The method used is descriptive and verification method with a sample of 380 people. Shape sampling using simple random sampling. Methods of data analysis used in this research is the analysis of the path (Path analysis).

In this study, it can be seen that partial, influencer marketing micro variables (X1) significantly affects the purchase intention (Y) while the brand image variable (X2) significantly affects the purchase intention (Y).

Simultaneously, the micro influencer marketing (X1), brand image (X2) significantly affects the purchase intention (Y). R2 coefficient value by looking at the value of R Square is 0.295. This means that 29.5% variable purchase intention influenced by two independent variables, namely Micro Influencer Marketing and Brand Image.

Keywords: Micro influencer marketing, brand image, purchase intention

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INTRODUCTION

PRELIMINARY

Very fast development of the Internet world and is increasing from year to year. Based on data taken from wearesocial.com a site development statistical data digital world that Internet users grew 10% from 2018, with the number of users 4,021 billion until October 2019 when it increased 416 million users of the total world population of 7 billion.

Instaram as social media with no small number of users occupying the 6th position in 2019 in the statistics of active users of the top social media platforms. In October 2019 active users of social media instagram reach 879 million users by the women was 50.6% and the rest are men.

Internet and social media like instagram in Indonesia also increased rapidly every year. Based on data from a survey on the website statisti and wearesocial.com Indonesia in 2019, Internet users in Indonesia reached 150 million Internet users, with penetration of 56% of the total population. Then the active users of social media also reach the entirety of the internet users are 150 million users. It shows that the internet was never out of sight and reach the millennial society in Indonesia.

Named Instagram social media platforms in Indonesia also could not in view of one eye. Because, Instagram in No. 4 of mengalahkan some famous platform in Indonesia scored 81% of the total population of Internet users in Indonesia.

This phenomenon creates a lot of opportunities in business, ranging from sales of products, services and others who rely on the Internet to maximize sales. Besides being used for social media business today become a means of proving identity for those who want recognition or self-actualization of others. The rise of the internet gait in Indonesia also created the famous and influential social media melauli especially instagram itself. Those people are the Influencers.

According Hariyanti & Wirapraja (2018: 141). influencer is a person or figure in social media that has a number of followers a lot or significant, and that they convey can affect the behavior of followers. Or more simply Influencers is someone who influences or inspires a lot of people on the use of social media.

Influencers itself has several categories, namely: Celebrity Industries Expert, and blogger or content creators. As for the level of popularity of followers Influencer divided into four levels, namely: Mega influencer with the number of followers over 1 million, macro influencers range of followers who owned between 100,000 to <1 million followers, micro influencers with the number of followers ranging from 1000 to <100,000 followers, usually a lot of brand or trademark holder cooperating with a micro influencers in order for consumers targeted for micro scope under 100,000 followers so that interaction with consumers more intertwined than mega Influencer or macros. And the last is a nano-influencers that are also in the ordinary person on this work with the brand or trademark holder with the people closest to the target influencers such as nano-influencers have the attachment of a larger real-world large. Followers social media accounts was below 1000 (starnage.com).

Another aspect which is also very important is the image of the brand product itself. According to Kotler and Keller (2007: 346), brand image is a "perception and consumer confidence, as reflected in the association that occurs in the memory of consumers as to the brand of a product is seen, thought and imagined". By creating the right brand image for a product, it will be very useful for marketers, because the brand image will influence consumer ratings on alternative brand expected. Which not only can meet the needs of consumers, but can give better satisfaction and more secure.

One Influencer instagram with a niche in the world who do native ads beauty that Elin Ivana. He is a blogger and vlogger as well as social media influencers in instragam with the number of followers is now 48 thousand. Some brands have worked with both makeup and skincare. In one posting he made a makeup tutorial using the product Focallure originating from China that is currently booming in Indonesia and a lot of the talk by Indonesian women.

Focallure its elf is a product belonging to Guangzhou Jizhi Trading Co.Ltd., The company also provides OEM products (Original Equipment Manufacturing) / ODM (Original Design Manufacturing). So the company is producing a variety of cosmetic products then labeled brand by brand owner of his own. Brand from China, has a minimalist yet

stylish packaging in the eye. Even more interestingly, the price is cheap but its products are of good quality (sociolla.com).

One strategy is the promotion that carried Focallure advertise using Influencer, including Tasya Farasya were invited to cooperate by Focallure. It is expected that consumers will feel interested in Focallure cosmetic products, especially consumer segmentation to the middle.

Brand image or brand image are rated by consumers can not only help the company to generate a sustainable advantage, but the effect on the increase in sales of products, making the company better performance and convenience for consumers of cosmetics. Similarly, the brand Focallure which develop its brand image and has a brand image or brand image overseas as a cosmetic product that is already registered BPOM of Indonesia and Cruelty Free. It is able to steal the hearts of consumers for their BPOM and Cruelty Free on cosmetic

Focallure, it means that the cosmetics brand Focallure is safe for public consumption.

THEORITICAL REVIEW

INFLUENCERS MARKETING

Influencer marketing is a marketing strategy that uses the influence of individuals or key opinion leaders to drive brand awareness by consumers or their purchasing decisions (ie., Brown and Hayes, 2008; Scott 2015), while according Mukhofas Al - Fikri People who have a strong influence and is capable of carrying opinion, idea, idea - the idea to the audience the crowd or his followers to accept what is presented in its online media. Or simply the act of promoting and selling products or services through people (influencers) that has the ability to create the effect on the character of a brand. So Influencer marketing it self a promotional strategy to use people who are influential in social media they use.

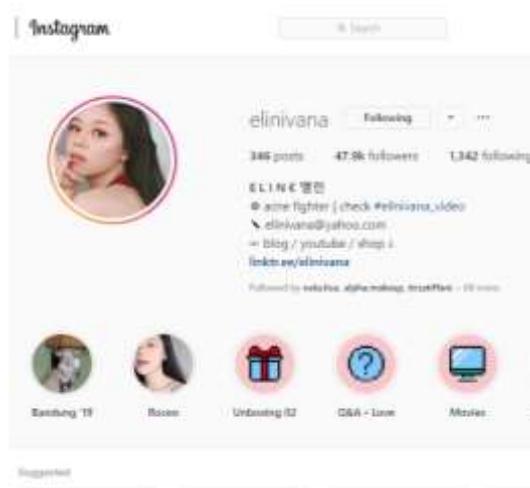


Figure 1 Micro Influencer Marketing

Source: <https://www.instagram.com/elinivana/>

DIMENSIONS INFLUENCERS MARKETING

Here are some of the dimensions or factors in influencer marketing experts say:

a. Advertising Content Value

According to Sheth and Uslay (in Chen Yuan Lou & Shupej 2018), from a marketing perspective, means that the value created exchanged for marketing activities and suggested that marketing deals can satisfy the needs of consumers. Advertising value refers to the subjective evaluation of the relative value or usefulness of advertising to consumers.

b. influencer Credibility

The credibility of a communicator or source of the message is an important factor in a persuasive (Hovland and Weiss 1951). Therefore an influencer must have credibility or can be believed by consumers or followers of social media accounts. Influencer also must convey advertising messages in a subtle way in order to generate confidence in prospective customers.

c. perceived Trust

Related marketing and exchange, Moorman, Deshpande, and Zaltman (in Chen Yuan Lou & Shupej 2018) describe trust as "a willingness to partner with people who have self-confidence". Racherla, Mandviwalla, and Connolly (2012) investigated consumer confidence in the product reviews online, and found the quality of the message argument - element content -

perceived similarity background - that reflects the social element - contributed to the increase in confidence.

BRAND IMAGE

According to Kotler and Keller (2007: 346), brand image is the "perceptions and beliefs held by consumers. As reflected in the association held in consumer memory. That perception and consumer confidence, as reflected in the associate in consumer memory". By creating the right brand image for a product, it will be very useful for marketers, because the brand image will influence consumer ratings on alternative brand expected. Which not only can meet the needs of consumers, but can give better satisfaction and more secure. As told by Schiffman and Kanuk (2000: 141), consumers always choose brands based on its image. If consumers do not have experience with a product, then they tend to "trust" the preferred brand or famous.

According to Keller (2013: 97) main dimensions to form the image of a Brand is *brand Identity*, Brand Personality, Brand Association, Brand Attitude and Behavior, and Brand Benefit and Excellent.

PURCHASE INTENTION

Consumer buying interest is basically pengambilan driving factor in purchasing decisions for products. According Yamit (2001: 77) consumers to buy an after-purchase evaluation or

evaluation results after comparing what is perceived to his expectations. According Durianto, et al (2003: 109) buying interest is something that relates to consumers plan to buy a particular product, as well as how many units of the product is needed at a particular period.

Indicators Interests Buy By Ferdinand (2006), buying interest was identified through indicators as follows:

- a. interests transactional, Namely the tendency of a person to buy a product.
- b. referential interest, Ie a person's tendency to refer products to others.
- c. preferential interest, The interest that describes the behavior of someone who has the main preferences on such products. These preferences can only be replaced if something goes wrong with the product preferences.
- d. interests explorative, This interest describe the behavior of someone who is always looking for information about a product that interested and looking for information to support the positive properties of the product.

Buying interest is obtained from a process of learning and thought processes that form a perception. Buying interest emerged to create a motivation that keeps recorded in his mind, that in the end when someone consumer must satisfy his need to actualize what is inside the minds of consumers.

RESEARCH METHODS

In this research, the writer used descriptive quantitative analysis and verification approach, because of the variables to be explored relationship and aim to present an overview of the relationship between the variables studied. The statistical methods used to analyze the link between between the variables studied by using path analysis (path analysis) to test the effect of the partial / individual that influence each of variable and simultaneously.

RESEARCH RESULT

Test this hypothesis related to the presence or absence of the influence of the independent variables (Micro Influencer Marketing and Brand Image) on the dependent variable (Interests Buy) either partially or simultaneously.

T test (Hypothesis Testing Partial)

T test aims to determine the effect of independent variables consisting of Micro Influencer Marketing and Brand Image in partial or each of the Interests Buy. T test performed at the 0.05 level. If the significance value of t test is greater than 0.05 then H0 is accepted and Ha is rejected, otherwise if the significance value of t test was smaller than 0.05 then H0 is rejected and Ha accepted. Based on the results of data processed in SPSS 24 can be as follows:

Table 1: Hypothesis Test Results Partial (t test)

Model		Coefficients ^a				
		Coefficients unstandardized		standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	9522	2,172		4,384	.000
	MIM (X1)	.248	.104	.271	2382	.019
	BI (X2)	.343	.121	.323	2838	.006

a. Dependent Variable: Interest Buy (Y)

Source: Results of the data with SPSS, 2019

Table 4.11 Based on the statistical test t show that of the two independent variables (Micro Influencer Marketing and Brand Image) which is incorporated into the regression model, these two variables significantly influence Interests Buy. The following describes the t test results in Table 11 are as follows:

- a. Effect of Micro Influencer Marketing to Interests Buy
Table 4.11 Based on the above, it is known Influencer Marketing Micro variable has a value of t count equal to 2,382 with significant value 0.019. The significance value indicates a value less than 0.05 (0.019 <0.05), which means Micro Influencer Marketing Interests Buy significantly influence so that the first hypothesis stating Micro Influencer Marketing Buy significant effect on the interest received.

- b. Influence of Brand Image on Interests Buy
Table 4.11 Based on the above, it is known Brand Image variable has a value of t count equal to 2.838 with a significance value of 0.006. The significance value indicates a value less than 0.05 (0.006 <0.05), which means a significant effect on the brand image of Interests Buy so that the second hypothesis which states significantly influence the brand image of Interests Buy accepted.

2. Test F (Simultaneous Hypothesis Testing)
F test aims to determine the influence of the independent variables consisting of Micro Influencer Marketing and Brand Image simultaneously towards Interests Buy. F test conducted at the 0.05 level. If the value of the F test of significance is greater than 0.05 then H0 is accepted and Ha is rejected, otherwise if the value of the F test of significance less than 0.05 then H0 is rejected and Ha accepted. Here is the result of simultaneous significance test (test F).

Table 2: Simultaneous Hypothesis Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	mean Square	F	Sig.
1	Regression	600 896	2	300 448	20 265	.000a
	residual	1438.094	97	14 826		

Total	2038.990	99		
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- a. Predictors: (Constant), Brand Image (X2), Micro Influencer Marketing (X1)
 - b. Dependent Variable: Interest Buy (Y)
- Source: Results of the data with SPSS, 2019

Table 4.12 Based on the results of simultaneous hypothesis test (Test F) can be seen that the F-count equal to 20.262 with a significance value of 0.000. Due to the significance value less than 0.05 (0.000 < 0.05), the regression model can be used to predict interest Buy or it can be said that the Micro Influencer Marketing and Brand Image together or simultaneously significant effect on Interests Buy. Thus, so the third hypothesis stating Micro Influencer

Marketing and Brand Image simultaneous significant effect on the Interests Buy accepted.

3. Test Coefficient of Determination (R²)

Test the coefficient of determination (R²) is a test conducted to determine how much the independent variables are able to explain and influence the dependent variable. Here is the result of determination test:

Table 3: Test Results The coefficient of determination (R²)

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543a	.295	.280	3,850
a. Predictors: (Constant), Brand Image (X2), Micro Influencer Marketing (X1)				
b. Dependent Variable: Interest Buy (Y)				

Source: Results of the data with SPSS, 2019

Table 4.13 Based on the test results of the coefficient of determination (R²) the amount of R-square value is 0.295. This means that 29.5% variable interest Buy influenced by two independent variables, namely Micro Influencer Marketing and Brand Image. While the remaining 70.5% is influenced by other variables that are not described in this study.

DISCUSSION

Effect of Micro Influencer Marketing to Purchase Intention

Based on the test results of the first hypothesis showed a positive and significant influence between micro influencer marketing to the buying interest. From the answers to questionnaires filled out by respondents, influencer marketing is becoming one of the tools to reach consumers to buy. By giving an honest review not making this up and exaggerating and credibility influencers also determine whether or not an effect on respondents' interest to buy brand makeup products Focallure.

The results of the first test is in line with the results of the testing of previous research and also to advocate for their relationship a positive and significant correlation between micro influencer marketing to the buying interest that the research undertaken by Lea Müller, Christian Maier, Jens Mattke (2018), which also examines the variable influencer marketing to the buying interest that gives results that influencers have a strong causal relationship with the buying interest.

Influence of Brand Image on Purchase Intention

Based on the test results of the second hypothesis showed a positive and significant influence between the brand image of buying interest. From the answers to questionnaires filled out by respondents can be concluded that indicators of brand image that gives a great influence on brand Focallure is at a

relatively ternjangkau that foster interest in buying for consumers and anyone can benefit from the product Focallure.

The results of the second test is in line with the results of the testing of previous studies that also supports the existence of a positive and significant correlation between brand image of buying interest that study done Sunanti, Wibowo and Utami (2019), which also examines the variable brand image of buying interest gives results that the brand image of a product / service can influence consumers to buy.

Effect of Micro Influencer Marketing and Brand Image of the Purchase Intention

Based on the test results of the third hypothesis showed a positive and significant effect of micro influencer marketing and brand image of buying interest. From the answers to questionnaires filled out by respondents, both above variables together influence on consumer purchase interest Focallure product. Although Focallure less in promotion but the attitude remains positive respondents indicating that cooperated with influencers can also give a positive effect on brand image.

Results of testing the third is in line with the results of the testing of previous studies that also supports the relationship positif between micro influencer marketing and brand image of buying interest that research be undertaken Fund and Jatra (2015) were also examined variables influencer marketing and brand image of interest buy the results that the strength of the brand image with influencers as an electronic word of mouth (eWOM) effect on buying interest.

CONCLUSION

From the data obtained and the analysis conducted in this study it can be concluded is:

- a. Based on the analysis of data revealed that the micro-influencer marketing partial effect on

- consumer buying interest in cosmetic products Focallure.
- b. Based on the analysis of data revealed that the brand image partial effect on consumer buying interest in cosmetic products Focallure.
 - c. Based on the analysis of data revealed that the micro-influencer marketing and brand image together or simultaneously significant effect on consumer interest in cosmetic products Focallure.

SUGGESTION

For further research may use other factors such as consumer behavior and product quality in predicting buying interest. For better results, this study in addition to using the questionnaire also using interviews in order to obtain more accurate results that can support the research results

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