

The Influence Of Influencer Endorsement And Brand Image On Purchasing Intentions Gen Y And Z

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Abstract

This research aims to analyze the influence of influencer endorsement (X1) and brand image (X2) on purchase intention (Y) at Y and Z generation consumers of Erigo products in Semarang City. The data collection method used in this research were questionnaires and literature study. The questionnaires used a Semantic Differential scale with 10-point scale and the sample collecting method used was convenience random sampling on 100 Y generation consumers and Z generation of Erigo product in Semarang City. The data analysis method used were test of validity, reliability test, three box method test, classic assumption test, multiple linear regression, F test, the coefficient determination, and t test. Based on calculations using IBM SPSS 26 version software, the result of this research showed that the regression equation $Y = 0.583 + 0.306X1 + 0.746X2$. In addition, the F test result of 519,789 was bigger than F table which was 3,09. Similarly to the F test, the t test result was bigger than t table and had a significance value less than 0,05. So, it can be concluded that influencer endorsement (X1) and brand image (X2) had a significant influence on purchase intention (Y). The most influential variable is brand image (X2)

Keywords: Endorsement, Brand Image, Purchase Intention

INTRODUCTION

The Covid-19 pandemic has had an impact on various industrial sectors, especially the fashion industry, which has impact on the closure of a number of fashion outlets. Fashion is a secondary need that is not really needed by society in the pandemic era. Therefore, sales of fashion products had dropped sharply at the

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IJEBIR, Volume 02 Issue 01, 2023



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beginning of the emergence of the *Covid-19* pandemic. The opposite condition occurs in *online* sales through *marketplaces* which experience an increase in sales of *fashion* products up to 2.5 times (Andriani, 2021). This happens because of the tendency of millennials and generation Z to buy more products online, so many business actors shift their business *online* through *e-commerce* by opening the *official store*.

Over time, the fashion world continues to develop, especially in Indonesia. Several local *brands* continue to compete to dominate the local *fashion* industry. The company will issue promotional ideas and create a competitive advantage in similar products to market their products. For example, *fashion* products are the prima donna of selling products online through *e-commerce*. Erigo is one of Indonesia's major local *fashion brands* that has been established since 2010. Throughout 2020 this *brand* managed to record an increase in sales of more than 10 times compared to the previous year (Darmawan, 2021). Erigo's achievements to date have not escaped the support of the *marketplace* after deciding to join the *e-commerce platform* ecosystem and succeed in becoming the *best-selling brand*.

Erigo has a high demand in Indonesia, reaching the market not only in Indonesia but outside Indonesia through the Shopee export program. The decision was made due to a large number of questions from consumers outside Indonesia regarding how to purchase Erigo products and the delivery system to their country. The Erigo *brand* was discussed on social media because the ad was displayed in *New York Times Square*. Muhammad Sadad shared this on his Instagram account.

Social media is a *platform* that connects people mainly between business organizations and customers. It became a marketing strategy to manage market shrinkage in the *fashion* industry. In particular, during the pandemic, all institutions, both for-profit and non-profit, were affected by the *Covid-19* virus (Anuar et al., 2020). Nowadays, *fashion* has become an identity to express yourself to people who are influenced by favorite inspiring figures on social media or commonly called *influencers* (Andriani, 2021). One form of strategy that is currently trending by industry players is endorsements through *influencers* on social media or commonly called *influencer* endorsements.

Endorsers are understood as recommendations. Who can easily recommend and introduce social media products to the public? The answer is *influencers*. Everyone must have a favorite influencer, some things that are done and used by the endorser will be followed by their fans so that the product recommended by an *influencer* it will be known and acceptable to the public. In doing marketing, Erigo



collaborates with several *endorsement influencers* such as Arief Muhammad, Rachel Venya, Gading Martin, Luna Maya, Denny Sumargo, Omar Daniel Enzy Storia, and Febby Rastanti. Erigo's collaboration with several *influencers* aims to promote Erigo products by uploading *outfits* or clothes from Erigo on every Instagram post and YouTube channel owned by the *influencer*. This causes Instagram followers and subscribers on their YouTube channel to see and feel curious about the *outfit* they are wearing, thus causing buying interest in the product Erigo. The concept of *traveling style* makes Erigo's target consumers children today, commonly called millennials and generation Z. Generation Y or commonly referred to as the millennial generation and generation Z (MZ generation) are important targets of the *fashion* industry strategy (Kim et al., 2021). The results of the 2020 population census show that Indonesia is dominated by Generation Z with a total of 74.93 million or 27.94% of the total Indonesian population. The largest population composition is then occupied by the millennial group of 69.38 million or 25.87%.

The *brand* of a product is a concern and also a consideration for consumers in making decisions on purchasing activities, where each product has a different quality. In the selection decision, consumers really choose a product that is considered to be by their needs and desires, which is a product *brand* depends on the *image* that clinging to that is what consumers need and want.

Brand image, which is generally trusted by consumers, shows that consumers are interested in buying Erigo products because they trust products that have high quality more. Erigo is a well-known *brand* among the public, especially young people, because of products that carry high design and quality for daily needs. By frequently promoting on social media, netizens can already memorize the Erigo logo outside to. Erigo's display seems *trendy* and always keeps up with the times, resulting in most of the attention of the *fashion* world to buy Erigo products.

Lim et al.,(2017) state that *purchase intention* as a marketing tool is widely used to measure the effectiveness of a marketing strategy, and can be used to predict sales and *market share*. *Purchase intention* is something that represents a consumer who has the possibility, will, plan, or is willing to buy a product or service in the future. An increase in buying interest means an increase in the likelihood of purchase.



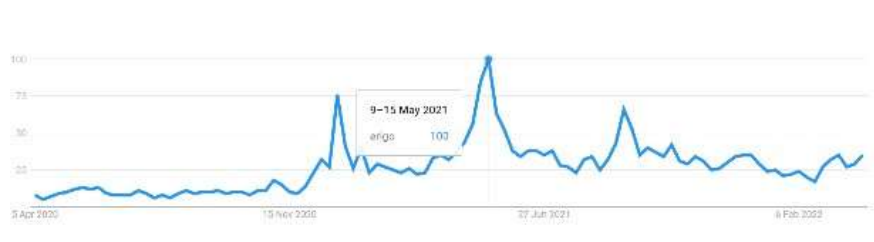


Figure 1 Erigo Product Search Data On Google

Source: Google Trends, 2022.

Erigo product search data on Google trends has increased during the pandemic, with a peak in the second quarter of 2021 in May, then decreased and tended to fluctuate. The data proves that erigo consumer intentions are unstable. According to Haliyani, (2019) products or *brands* with high purchase intentions tend to have a higher probability of being purchased. Therefore, companies need to pay attention to consumer behavior and factors that influence purchasing decisions to increase the intensity of purchases (Pratama, 2019).

Several studies have been conducted regarding purchasing intentions yielding different results. In the study (Septiani et al., 2019) non-celebrity endorsers had a significant effect on buying interest, while according to research by Salasa Ahmada et al., (2021) *Influencer marketing* has no effect on *purchase intention*. *Brand* image has a positive and significant effect on purchasing intentions (Isyanto et al., 2020) but in research, Setiawan and Suryani (2015) stated different results, namely image The brand has an insignificant influence on purchasing intentions. In accordance with the phenomena and research gaps that have been described, the authors are interested in showing the truth, managerial contributions as well as knowledge and consistency of previous research so they want to do research.

LITERATURE REVIEW

This research has free variables in the form of *Influencer Endorsement* and *Brand Image*, with the bound variable being Purchase Intention. Here is the thinking framework of this study:

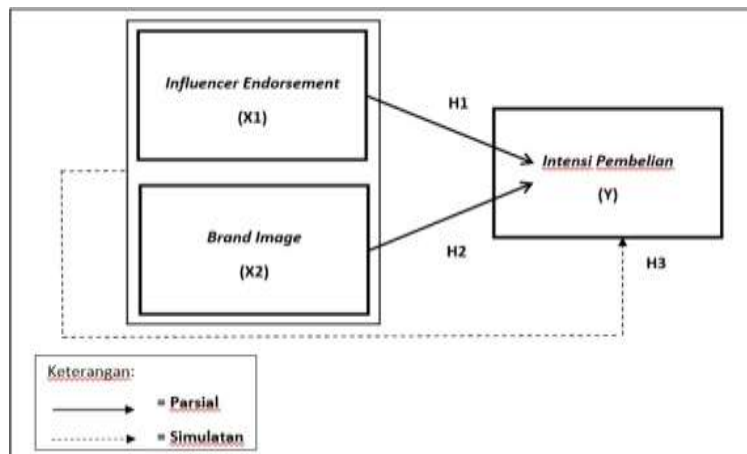


Figure 2 Theoretical Framework of Thought

Source: Secondary data, developed in this study (2022)

Purchase Intentions

The tendency of consumers to buy a brand or make a purchase action can be measured by the likelihood of the consumer making a purchase (Assael, 1998). This study uses indicators of purchasing intentions according to Ferdinand (2014), namely:

1. Exploratory interest
2. Preferential interests
3. Referential interests
4. Transxonal interest

Influencer Endorsement

Activities in order to influence potential purchases by taking part in marketing activities through the process of identifying and using a brand through sponsored content (Scott, 2015). This study uses indicators of *influencer endorsements* according to Salinas and Perez (2009)

1. Visibility
2. *Credibility*

3. Attractiveness
4. Power

Brand Image

A collection of brand associations based on various interests developed by consumers at all times, human-like brands can take the form of ideas with their own individuality (Shimp, 2007). This study uses indicators on *the brand image* according to Salinas and Perez (2009) including:

1. Quality brand.
2. A leading brand in its sector.
3. The brand did not disappoint.
4. Unlike the competitors' brands

RESEARCH METHOD

The population used in this study is generation Y and generation Z in Semarang City which amounts to 525,831 people listed in the Central Statistics Agency of Semarang City. The sampling technique used *non-probability* is *Accidental Sampling (convenience sampling)*. The number of samples needed is determined based on calculations using the slovin formula with an error rate of 10% (Sugiyono, 2017). Based on calculations using the slovin formula, the sample size (n) in this study was 100 people taken in generation Y and generation Z residents in Semarang City.

1. Sampling is carried out by determining the criteria that have been set by filtering the questions as follows:
2. Consumers of Erigo products.
3. Domiciled in Semarang City.
4. Age 20-39 years (adjusted to the interval class in BPS Semarang City data)
5. Purchasing Erigo products in Semarang City on Shopee International e-commerce.

The scale used to fill out the questionnaire is a 10-point *Semantic Differencial* scale. The data analysis methods used are validity test, reliability test, classical assumption test, t test, F test, and coefficient of determination with the SPSS 26 application tool.

RESULTS

Validity Test

The validity test is performed by comparing the results of the r count with the r of the table. The result of the validity test, namely the calculated r-value > the table, then all items of the questionnaire statement in this study are valid.

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Reliability Test

A construct or variable is said to be reliable if it gives a *Cronbach Alpha* value of > 0.70 (Ghozali, 2018). The results of the reliability test in this study showed that all variables in the questionnaire had a *Cronbach Alpha* value of > 0.70 , then the questionnaire questions were declared reliable or could be trusted.

Test Classical Assumptions

Classical assumption testing is intended to provide certainty that, the regression equation obtained has accuracy in estimation, is unbiased, and is consistent (Ghozali, 2018).

Table 1 Classical Assumption Test

Test	Result	Keterangan
Normality	<i>Kolmogorov-smirnov Test</i> : $0.200 > 0.05$	Normalized distributed data
Linearity	<i>Linearity</i> : <i>Influencer Endorsement</i> $0.000 < 0.05$ <i>Brand Image</i> $0.000 < 0.05$ <i>Deviation from Linearity</i> : <i>Influencer Endorsement</i> $0.989 > 0.05$ <i>Brand Image</i> $0.059 > 0.05$	Meets linearity requirements
Multicholenearity	<i>Tolerance</i> $0.356 > 0.1$ <i>VIF</i>: $2,812 < 10$	Data freed from multicholenearity
Heteroscedasticity	<i>Glejser Test</i> : <i>Influencer Endorsement</i> $0.126 > 0.05$ <i>Brand Image</i>	Data freed from heteroscedasticity



	0.066 > 0.05	
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Source: primary data treated, 2022.

Multiple Regression Analysis

This analysis is used to determine the influence of *influencer endorsement* and *brand image* free variables on the bound variable, namely purchase intention.

Table 2 Multiple Regression Analysis

	Type	Unstandardized Coefficients		Standardized Coefficients Beta	t
		B	Std. Error		
1	(Constant)	.583	3.121		.187
	Influencer Endorsement	.306	.054	.281	5.645
	Brand Image	.746	.052	.716	14.401

The interpretation of the above regression is as follows:

1. A constant of 0.583 means that if the *influencer endorsement* (X1) and *brand image* (X2) variables are equal to zero, then the purchase intention variable (Y) is 0.583.
2. The regression coefficient of the influencer endorsement variable (X1) is positive at 0.306 which means that every increase in the *influencer endorsement* variable (X1) by one unit will have an effect on increasing the intention purchase (Y) of 0.306.
3. The regression coefficient of the brand image variable (X2) is positive at 0.746 which means that every increase in the *brand image* variable (X2) by one unit will have an effect on increasing intentions purchase (Y) of 0.746.

Test F

Table 3 F TEST

		Sum of Squares	Df	Mean Square	F	Sig.
Model						
1	Regression	14579.290	2	7289.645	519.789	.000b



Residual	1360.350	97	14.024		
Total	15939.640	99			

a. Dependent Variable: Purchase Intentions

b. Predictors: (Constant), Brand Image, Influencer Endorsement

Source: primary data treated, 2022.

The calculation results show that the calculated F value is $510.789 > F_{table} 3.09$ Dependent Variable: Purchase Intentions In Table 2 multiple regression analyses can be compiled regression equations as: ($N_1 = 2$, $N_2 = 97$) with a significance of $0.000 < 0.005$ The conclusion that can be drawn is that the *influencer endorsement* and *brand image* variables together have a significant effect on purchasing intentions on Erigo products.

$$Y = 0.583 + 0.306X_1 + 0.746X_2$$

Coefficient of Determination

Table 4 Coefficient Determination

Type	R	Rsquare
1	.956 ^a	0.913

Adjusted R Square value of 0.913 or 91.3% which means the contribution of *influencer endorsement* (X_1) and *brand image* (X_2) is able to explain 91.3% of the causes of variations or changes that occurs in the purchase intention variable (Y). The remaining 8.7% was influenced by other factors that were not included in the study.

T-test

Table 5 T-Test

Variables	t _{Count}	t _{Table}	Sig.
<i>Influencers endorsements</i>	5,645	1,9847	0,000
<i>Brand Image</i>	14,401	1,98472	0,000

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Source: primary data treated, 2022.

1. **Endorsement Influence (X1) on Purchase Intentions (Y)**

The results of the t-test above show that the *influencer endorsement* variable (X1) has a calculated t value of $5.645 > t \text{ table } 1.98472$ with a significance value of $0.000 < 0.05$. The decision-making criteria for the t-test, then H_a is accepted and H_0 is rejected so that it can be concluded that the *influencer endorsement* variable has a significant effect on purchase intentions in product consumers Erigo generation y and generation z in Semarang City. It was concluded that the *brand image* variable affects the purchase intention of consumers of Erigo generation y and generation z products in Semarang City.

2. **Brand Image (X2) to Purchase Intentions (Y)**

The results of the t-test above show that the working environment variable (X2) has a calculated t value of $14.401 > t \text{ table } 1.98472$ with significance values of $0.000 < 0.05$. The decision-making criteria of the t-test, then H_a is accepted and H_0 is rejected so that it can

CONCLUSION

Based on the results of partial significance (t-test) shows that the *variables Influencer endorsement* and *Brand image* have a significant partial effect on the dependent variable Purchase Intention (Y). Based on the results of simultaneous significance (test f) shows that the variables independent *Influencer endorsement* (X1) and *Brand image* (X2) have a significant effect together on the dependent variables Intention Purchase (Y). Based on the results of the coefficient of determination (R^2) the variables *Influencer endorsement* (X1) and *Brand image* (X2) contributed 91.3% to the Purchase Intention variable (Y), while the remaining 8.7% determined by other variables that were not studied in the study. The results of obtaining the value of the respondent response index through the questionnaire can be used as suggestions that need to be considered by the company as follows:

1. Judging from the results of the descriptive analysis of *Influencer endorsement*, the indicator that has the lowest index score is the attractiveness indicator,

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then it is expected that Erigo needs to find the influencer's reputation with a level of good reputation, especially in the field of *fashion*. The better the reputation of an influencer or endorser, the better the consumer response to the influencer will be because it can add to the attractiveness of the *influencer* itself, so that it affects the products and brands being promoted. In other words, consumers will increasingly trust *influencers* who have a good reputation, thus affecting the products and brands being promoted. To attract the attention of consumers, it is necessary to better educate the *selected influencers* to be attractive so that consumers will have interest through advertisements that are presented, Such as appearance, language speech, and other things that support the *influencer* to be even more attractive.

2. Seen *brand image* indicator that has the lowest index score are different indicators from competing brands, then it is hoped that Erigo can develop product variants and *designs* that are Unique by paying more attention to the characteristics of generation Y and generation Z to be different from other competitors. Furthermore, Erigo must maintain *an image* in the eyes of the public by maintaining the quality of premium and quality raw materials, proper quality control with high standards, and providing guarantees to consumers that the products provided are in accordance with consumer orders so as not to cause disappointment in consumers when making purchases.
3. Judging from the results of the descriptive analysis of purchasing intention variables, the indicator that has the lowest index score is the preferential interest indicator. Therefore, it is hoped that Erigo can maintain the *brand image* on the market that Erigo products are quality products with a unique design and in accordance with teenagers nowadays and increase advertising through *influencer endorsements* by adding *influencers* in marketing their products, so that more and more advertisements about Erigo, peoples will always be on Erigo when they want to make purchases of *fashion* products.

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