

The Influence of Social Media Influencers, Instagram Paid Advertising, and Content Marketing on the Buying Interest of Ms. Glow Products in National University Students

Tyan Putri Isnaini, Resti Hardin, Kumba Digdowiseiso*

Faculty of Economics and Business, Universitas Nasional, Jakarta

Email : tyanputri@gmail.com, resti.hardini@civitas.unas.ac.id, kumba.digdo@civitas.unas.ac.id

Abstract:

This study aims to analyze the effect of Social Media Influencers, Instagram Paid Advertising, and Content Marketing on Buying Interest in MS Glow products. This study uses quantitative research methods. The data source for this study used primary data through a questionnaire given to 100 respondents from National University students. In sampling, researchers used non-probability sampling techniques with purposive sampling. The data analysis technique used is multiple linear regression analysis and hypothesis testing using t-statistics processed with SPSS 23 software to test the regression coefficient. Based on the partial research results, it is found that Social Media Influencers have a positive and significant effect on Buying Interest in MS Glow products with a tcount value of $5.246 > 1.9849$ ttable and a significant value of $0.000 < 0.050$, Instagram Paid Advertising has a positive and significant effect on Buying Interest in MS Glow products with a tcount value of $3.177 > 1.9849$ ttable and a significant value of $0.002 < 0.050$ and Content Marketing has a positive and insignificant effect on Buying Interest in MS Glow products with a tcount value of $0.389 < 1.9849$ ttable and a significant value of $0.698 > 0.050$.

Keywords: *Social Media Influencer, Instagram Paid Advertising, Content Marketing, Purchase Intention*

INTRODUCTION

The progress of the industrial revolution 4.0 which has an impact on the development of technology and information that affects various sectors in life. In the business industry sector, the industrial revolution brought a renewal in marketing strategies known as digital marketing. Digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, mobile / wireless and digital tv to increase target consumers to achieve marketing goals (Kotler et al, 2017). In digital marketing, the use of social media as a marketing strategy is called social media marketing. Social media marketing is a marketing activity or activity that focuses on using social media such as Instagram, Facebook, Twitter, and others to promote products through internet media (Zeggy, 2018).

This Instagram trend phenomenon is utilized by businesses because of its attractive features and easy use in providing effectiveness and efficiency in business activities, one of which is to

promote products (Saebah & Asikin, 2022). Based on the results of a survey by the Indonesian Internet Service Providers Association (2020) states that beauty products are the most frequently purchased needs online after food needs, so this is both an opportunity and a challenge for beauty businesses in online media. Sales for skincare brands in Indonesia are also growing rapidly. Reporting from compas.co.id (2021), there are ten well-known local skincare brands in Indonesia that have the best-selling sales, where MS Glow ranks first among its competitors.



Figure 1. 10 Best Selling Local Skincare Brands
 Source: compas.co.id (2021)

MS Glow is one of the local skincare brands that was pioneered in 2013 and has produced dozens of skincare products, both online and offline. In online media, MS Glow utilizes the Instagram platform in promoting its products. Currently, @msglowbeauty Instagram account already has 1.5 million followers. In addition, MS Glow also has many resellers who also promote their products through Instagram social media, so that their business is expanding and growing on Instagram.

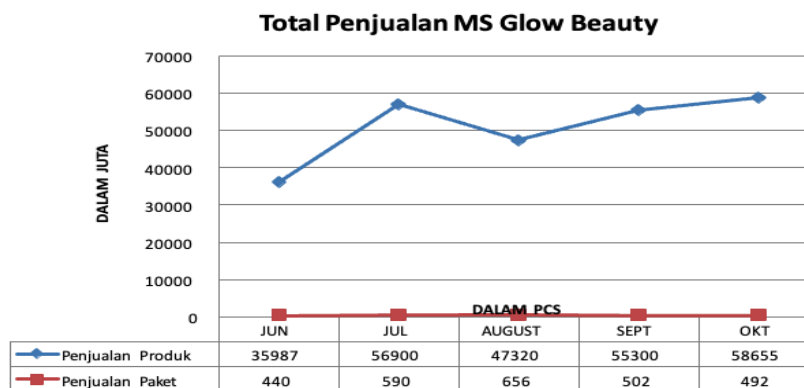


Figure 2. MS Glow Beauty Sales Chart
 Source: MS Glow Reseller

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Figure 2 shows that sales fluctuated in June-October 2021. The decline in sales mainly occurred in July/August. This sales fluctuation can illustrate a problem with consumer buying interest in MS Glow products. Consumer buying interest is a behavior that arises because of the urge to buy a product based on consumer experience in using or buying a product (Kotler & Keller, 2016). Promotion is one of the marketing activities related to attractive offers and provides marketing stimulus that can encourage buying interest (Hartawan et al., 2021). In its promotional activities on Instagram, MS Glow uses social media marketing through social media influencers, Instagram advertising features (Instagram Ads), and posting content about her products (content marketing) on her Instagram account. Thus, problems that occur in the interest in buying MS Glow products can be influenced by factors such as social media influencers, Instagram paid advertising, and content marketing.

Social media influencers are one of the tools in social media marketing that have a role in influencing their views, advice, or opinions (Setia & Sudrajat, 2019). Social media influencers have a significant influence on buying interest (Abdullah et al., 2020). In its marketing activities on Instagram, MS Glow uses the services of influencers to promote its products. It can be seen from the posts on her Instagram account, several social media influencers such as Nagita Slavina, Sarwendah, Jessica Iskandar, and others are used as models for MS Glow products. In addition, there are also testimonials from influencers to provide reviews (ratings) to MS Glow products. The services of influencers are now increasingly loved to market products to consumers through social media because more and more consumers are spending time with social media (Pusparisa, 2021). According to (Hatta & Rangga, 2019), influencers are able to create such a large target market and can increase awareness for the audience because many people make the influencers they idolize as trendsetters. With the credibility of influencers, it can also positively affect consumer buying interest on Instagram (Wilopo, 2021).

In addition to using social media influencers in its marketing strategy, MS Glow also uses paid advertising service features provided by Instagram or commonly known as Instagram Ads. Instagram paid advertising (Instagram Ads) is a feature of paid advertising services provided by Instagram to help business people in promoting (Nurudin, 2012). Based on research (Rachmatiyah, 2021), Instagram Ads can have a positive and significant effect on consumer buying interest. The use of paid advertising is intended to expand potential target consumers and establish relationships with new consumers on social media. Instagram can currently display ads, both on its users' timelines (home) and in Instagram stories. Advertising promotion on social media can build consumer trust that encourages buying interest through information or messages that are in accordance with consumer needs or desires (Hartawan et al., 2021).

Another factor that determines consumer buying interest is to use a content marketing strategy. According to (Kotler et al., 2017) content marketing or content marketing is a marketing strategy in which marketers plan, create, and distribute content that is able to attract audiences on target, then encourage them to become customers. Good product visualization through content can build quality perceptions and encourage buying interest (Teo et al., 2018) and images have a strong influence beyond just a collection of words and provide faster descriptions in encouraging consumers to buy products (Lee et al., 2015). The emergence of consumer buying interest is related

to marketing content that is interesting and relevant in the eyes of consumers so that it raises interest in the products marketed (Amri, 2021). In digital marketing, these contents are known as content marketing which aims to provide information and build relationships between companies and consumers through storytelling techniques in order to be able to create entertaining communication to potential customers on social media (Irianto, 2021). Content marketing is also one of the tools of an important social media marketing strategy because content can build brand personality and increase engagement for consumers on social media which will encourage consumers to be interested in making purchases (Rahman, 2019). Kotler et al (2017) said that marketing content not only helps product sales, but also to create an interactive relationship between consumers and companies through relevant content, so that consumers have an attraction to make purchases.

National University is a university where there is a target market for MS Glow beauty products. Female students as one of the target markets for MS Glow beauty products are said to be a target market that is close to the behavior of using social media, especially Instagram in meeting needs, so that National University students are the right unit of analysis in this study. Based on the background exposure above, the researcher is interested in researching with the research title "The Influence of Social Media Influencers, Instagram Paid Advertising, and Content Marketing on Buying Interest in MS Glow Products in National University Students".

RESEARCH METHODS

This study used quantitative research methods. The source of data in this study is quantitative data obtained from questionnaires distributed to respondents. The type of data used in this study is primary data. Primary data is data obtained from the first party who has data to the data collector (Sugiyono, 2013). Population is a generalized area consisting of objects or subjects that have certain characteristics which are then determined by researchers to be studied and conclusions drawn (Sugiyono, 2013). The population of this study was students of the National University. This sampling technique uses a non-probability sampling technique with a type of purposive sampling, namely the sampel intake system used in research based on certain criteria or considerations (Sugiyono, 2013). The criteria needed for this study are as follows:

1. National University students who are active in using Instagram and follow @msglowbeauty Instagram account.
2. Respondents to belum once nailed the MS Glow beauty products.

With a large and unknown population, the sample size in this study is determined by the formula Anderson et al. (2014) as follows:

$$n = \frac{(z \frac{\alpha}{2})^2 p * (1 - p *)}{E^2}$$

Di mana:

P* = proportion of population

E = fault tolerance limit 10%

α = alpha 0.05

(Z α/2)² = Norm distribution score with real level 5% (1.96)

Jadi minimal sampel yang diambil peneliti adalah:

$$n = \frac{(1,96)^2 0,5 (1-0,5)}{0,1^2} = 96.04$$

The minimum sample that can be taken is 96 respondents. But to get more valid results, this study was fulfilled to 100 respondents. In this study, the acquisition of sampel was carried out by distributing questionnaires *online* via *google form* to 100 respondents who became the criteria for this study. The questionnaire distribution to collect a sample of 100 respondents took place on December 6 – 23, 2021. The data analysis techniques used are multiple linear regression analysis and hypothesis testing using t-statistics processed with SPSS 23 software to test regression coefficients.

RESULTS AND DISCUSSION

Result

1. Validity Test

The validity test is calculated by comparing the value of rcalculate (correlated itemtotal correlation) with rtable. If the rcount > rtable (at a significant level of 5% with a two-sided test), then the statement is declared valid. All statements amounted to 19 items out of 5 items for the social media influencer variable (X1), 4 points for the Instagram paid advertising variable (X2), 6 points for the content marketing variable (X3) and 4 points for the buying interest variable (Y). This study used the number of samples (n) = 100, then the value on the table is 0.196. The following are the validity test results for each statement item of each variable using SPSS Statistics software version 23.

Tabel 1. Hasil Uji Validitas

Variable	Statement	rCalculate	rTable	Information
Social Media Influencer	Statement 1	0,702	0,196	VALID
	Statement 2	0,720	0,196	VALID
	Statement 3	0,701	0,196	VALID
	Statement 4	0,691	0,196	VALID
	Statement 5	0,753	0,196	VALID
Instagram Paid Advertising	Statement 1	0,564	0,196	VALID
	Statement 2	0,586	0,196	VALID
	Statement 3	0,674	0,196	VALID
	Statement 4	0,653	0,196	VALID
Content Marketing	Statement 1	0,612	0,196	VALID
	Statement 2	0,675	0,196	VALID
	Statement 3	0,568	0,196	VALID
	Statement 4	0,558	0,196	VALID
	Statement 5	0,586	0,196	VALID
	Statement 6	0,565	0,196	VALID
Buying Interest	Statement 1	0,569	0,196	VALID

Statement 2	0,671	0,196	VALID
Statement 3	0,755	0,196	VALID
Statement 4	0,670	0,196	VALID

Source: SPSS Output Data Validity Test (Processed, 2021)

Table 1 above shows the results of a validity test on 100 respondents stating that all statement items in the questionnaire for the variables of social media influencer, Instagram paid advertising, content marketing, and buying interest are declared valid. This can be proven by the calculation results of rcalculate greater than rtablel.

1. Reliability Test

A questionnaire is considered reliable if the respondent's answers to the statements are consistent or stable over time. Reliability tests in research are carried out with cronbach's alpha statistical tests using SPSS Statistics software provided that the variables studied are declared reliable if the value of cronbach's alpha > 0.60. The results of reliability testing for each variable obtained the following data:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Limitation	Information
<i>Social Media Influencer</i>	0,876	>0,60	Reliable
<i>Instagram Paid Advertising</i>	0,804	>0,60	Reliable
<i>Content Marketing</i>	0,824	>0,60	Reliable
Buying Interest	0,834	>0,60	Reliable

Source: SPSS Output Data Reliability Test (Processed, 2022)

Table 2 above shows that each variable in the questionnaire has a value of more than 0.60. So, it can be stated that the questionnaire of this study is reliable or reliable.

1. Double Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction of the relationship between the independent variable (X), namely Social Media Influencer (X1), Instagram Paid Advertising (X2), and Content Marketing (X3) and the dependent variable (Y), namely consumer Buying Interest in MS Glow products. In addition, this analysis method can also predict the value of the dependent variable if the value of the independent variable increases or decreases. The following table of multiple linear regression test results using SPSS Statistics software version 23.

Table 3 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,754	1,474		,512	,610

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Social Media Influencer	,407	,078	,502	5,246	,000
Instagram Paid Advertising	,345	,108	,301	3,177	,002
Content Marketing	,030	,078	,036		,698

Sumber: Data Output SPSS Uji Regresi Berganda (Diolah, 2022)

Based on tabel 3 above, it can be explained that the multiple linier regression equation is known in the Standardized *Coefficients* colom as follows:

$$Y = 0,502 X1 + 0,301 X2 + 0,036 X3$$

Y = Beli mined

X1 = *Social Media Influencer*

X2 = *Instagram Paid Advertising*

X3 = *Content Marketing*

With this regression equation, the explanation of the relationship between independent variabel and dependent variabel is as follows:

1. The regression coefficient in variabel *Social Media Influencer* (X1) is 0.502. That is, if the *Social Media Influencer* (X1) variabel increases, then Beli (Y) Interest will increase.
2. The regression coefficient in variabel *Instagram Paid Advertising* (X2) is 0.301. That is, if the *Instagram Paid Advertising* (X2) variant increases, Beli (Y) interest will increase.
3. The regression coefficient in variabel *Instagram Paid Advertising* (X2) is 0.036. That is, if variabel *Content Marketing* (X3) increases, then Beli Interest (Y) will increase.

1. Test Coefficient of Determination (R2)

The coefficient of determination test is used to show how much the percentage of the relationship between the independent *variable, namely Social Media Influencer, Instagram Paid Advertising, and Content Marketing* to the dependent variable, namely Buying Interest. The following are the results of the coefficient of determination test using SPSS Statistics software version 23.

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762a	,580	,567	1,808

Source: SPSS Output Data Coefficient of Determination Test (Processed, 2022)

In table 4 above, the R value is 0.762 which shows that there is a very strong relationship between *Social Media Influencers, Instagram Paid Advertising, and Content Marketing on Buying Interest*. While the value of the coefficient of determination (*Adjusted R Square*) of 0.567 which means the influence of *Social Media Influencers, Instagram Paid Advertsing, and Content Marketing on Buying Interest can be explained by 56.7% and the remaining 43.3% is explained by other variables that are not studied*.

1. **Statistical Test t (Partial)**

The t test is used to partially test the effect of independent variables, namely *Social Media Influencers*, *Instagram Paid Advertising*, and *Content Marketing* on the dependent variable, namely *Buying Interest*. The basis for the return of the decision is as follows:

H0: *Social Media Influencer*, *Instagram Paid Advertising*, and *Content Marketing* partially have a positive and insignificant effect on *Buying Interest* with the test criteria being $t_{table} < t_{calculate}$ and significant value > 0.05 .

Ha: *Social Media Influencer*, *Instagram Paid Advertising*, and *Content Marketing* partially have a positive and significant effect on *Buying Interest* with the test criteria being $t_{calculate} > t_{table}$ and significance value < 0.05 .

Value $t_{table} = t(\alpha/2; n-k-1) = (0.05/2; 100-3-1) = (0.025; 96) = 1.984$. The t test in this study uses *coefficients analysis* with SPSS Statistical 23 software processing which obtained output results as the following table.

Table 5 Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,754	1,474		,512	,610
Social Media Influencer	,407	,078	,502	5,246	,000
Instagram Paid Advertising	,345	,108	,301	3,177	,002
Content Marketing	,030	,078	,036	,389	,698

Source: t-Test SPSS Output Data (Processed, 2022)

Based on table 5 above, several hypotheses can be explained as follows:

1. The influence of the Social Media Influencer (*X1*) variable can be seen from the calculated value of $5.246 > 1.9849 t_{table}$ and a significant value of $0.000 (0.000 < 0.050)$, then H_0 is rejected and H_1 is accepted which means, Social Media Influencers partially have a positive and significant effect on the Buying Interest of MS Glow products in National University students.
2. The effect of the Instagram Paid Advertising (*X2*) variable can be seen from the calculated value of $3.177 > 1.9849 t_{table}$ and a significant value of $0.002 (0.002 < 0.050)$ then H_0 is rejected and H_2 is accepted which means, Instagram Paid Advertising partially has a positive and significant effect on the Buying Interest of MS Glow products in National University students.
1. The effect of the Content Marketing variable (*X3*) can be seen from the calculated value of $0.389 < 1.9849 t_{table}$ and a significant value of $0.698 (0.698 > 0.050)$ then H_0 is accepted and H_3 is rejected which means, Content Marketing partially has a positive and insignificant effect on the Buying Interest of MS Glow products in National University students.

Discussion

1. The Influence of *Social Media Influencers* on MS Glow Product Buying Interest

Based on the t test using SPSS software version 23, it can be seen that *Social Media Influencers* have a positive and significant effect on the interest in buying MS Glow products. *Social media influencers* consisting of five indicators including, *trustworthiness*, *expertise*, *likability*, *familiarity*, and *similarity* have a positive and significant influence on the buying interest of MS Glow products. This is obtained based on the t test which shows that the tcount is $5.246 > 1.984$ ttable and the significance value is $0.000 < 0.050$. These results can also be shown by the largest mean value on the *trustworthiness* indicator, where the average consumer agrees that they are interested in MS Glow products because Nagita Slavina as *an influencer* is able to give an honest assessment of MS Glow products.

The trust (*trustworthiness*) that *influencers* have in promoting products can be one of the factors that influence consumers. According to Purwanto & Purwanto (2019), sources of information in the form of reviews or ratings can be taken into consideration by consumers before deciding on a purchase. Therefore, valid, honest, and reliable assessments can generate trust that ultimately provides persuasion to consumers to want to make a purchase. In this case, Nagita Slavina consistently makes posts uploaded on the account @msglowbeauty provides information about how to use MS Glow products accompanied by the effects of use on her facial skin, so that the assessment given by Nagita Slavina can be accounted for because she proves directly the results of using MS Glow products. Rebelo, (2017) states that *trustworthiness* is the most favorable dimension in source credibility to influence buying interest. Lim et al. (2017) also stated the same thing that *social media influencers* who have high expertise and trust are considered more influential on *audience* behavior on social media.

The results of this study are supported by Pratama research (2020) which states that social media influencers *have a positive and significant effect on buying interest because the information provided by influencers on social media* is considered to help consumers increase knowledge about the products that are needed.

1. The Effect of *Instagram Paid Advertising* on MS Glow Product Buying Interest

Based on the t test using SPSS software version 23, it can be seen that *Instagram Paid Advertising* has a positive and significant effect on the interest in buying MS Glow products. *Instagram paid advertising* consists of four indicators including, *empathy*, *persuasion*, *impact*, *communication* has a positive and significant influence on the interest in buying MS Glow products. This is obtained based on the t test which shows that the calculated value is $3.177 > 1.984$ ttable and the significance value is $0.002 < 0.050$. These results can also be shown by the largest mean value on the *communication indicator*, which is 4.11, where MS Glow is considered effective in delivering messages by displaying the *tagline* "Magic For Skin" on *Instagram Ads* that are easy to remember and understand by consumers, thus attracting consumer attention to MS Glow products.

This study uses AC Nielsen theory which uses four indicators including: 1) Empathy, 2) Persuasion, 3) Influence, and 4) Communication to measure the effectiveness of advertising on

Instagram. The communication dimension focuses on how information about the consumer's ability to remember the main message conveyed, consumer understanding and the impression left by the message. The information conveyed can be in the form of messages about the products offered, such as slogans or *taglines* that must be made as attractive as possible to attract attention and be easy to understand (Amira & Nurhayati, 2019). *Instagram ads* used by MS Glow display images and videos that can appear in *Instagram stories* and feeds. Ads that appear on Instagram contain brief information such as special promos, usage effects, and slogans about products offered by MS Glow to audiences or consumers on Instagram. This can affect consumer buying interest in MS Glow products. As said by Hartawan et al (2021), information, images, and promotions displayed on Instagram ads can increase consumer buying interest.

The results of this study are further supported by Tripiawan et al. (2019) who also use Nielsen's AC theory, where communication indicators have the highest results in measuring the effectiveness of Instagram ads (*Instagram Ads*) which proves that communication indicators are the main force to make consumers remember the main message displayed on Instagram Ads. Likewise, the results of Rachmatiyah's research (2021) stated that *Instagram Ads* have a positive and significant effect on buying interest, which means that the better the condition of *Instagram Ads* used by MS Glow, it can affect the increase in buying interest of MS Glow consumers.

1. The Influence of *Content Marketing* on MS Glow Product Buying Interest

Based on the t test using SPSS software version 23, it can be seen that *Content Marketing* has a positive and insignificant effect on the interest in buying MS Glow products. *Content marketing* which consists of six indicators including , relevance, *informative*, reliability, *value*, *uniqueness* and *emotions* has a positive and insignificant influence on the interest in buying MS Glow products. This is obtained based on the t test which shows that the calculated value is $0.389 < 1.984$ ttable and significant $0.698 > 0.050$. These results can also be shown by the largest mean value on the informative indicator (*informative*) which is 4.26. From the mean results, it means that MS Glow is able to create informative marketing content for consumers, so that it can influence consumers to make purchases.

In this study, the problem of marketing content that does not have a significant effect may be caused by the *uniqueness* indicator which has the lowest average value with the percentage who answer disagree the most among other indicators. That means, consumers assume that the content produced by MS Glow on Instagram @msglowbeauty does not yet have characteristics that can represent the advantages of MS Glow products. According to Abdurrahim & Sangen (2019), content marketing not only creates a lot of content and good content, but also needs to know what the audience really wants and can stick in the minds of consumers, so that consumers will continue to remember the product and be interested in making purchases.

Meanwhile, according to Amri (2021), interesting, current, creative, and easy-to-understand marketing content can create consumer interest in making purchases of these products. Content marketing is closely related to the marketing strategy of a product to increase buying interest, because a consumer really needs a variety of information that is accurate and relevant to what they want, so it becomes a source of information for consumers about the product. A content can be a marketing strategy for a business if it can represent the personality of a business and unique

product advantages so that it can be trusted by target consumers (Gunelius & Susan, 2011). Kotler et al (2017) also stated that in creating marketing content, a content needs to have its own character that is easy to remember and can attract consumer attention.

The same result is stated in Sudarsono's research (2020) that a content does not have a significant effect because the existence of *content marketing inserted by marketers is distracted from the content accessed by users (users), so that marketing content is not rarely skipped* Or just skip it without paying more attention to the details of the content inserted by marketers. Therefore, a marketing content needs a characteristic or uniqueness that can provide attention to consumers.

KESIMPULAN

Based on the results of research on the influence of Social Media Influencers, Instagram Paid Advertising, and Content Marketing on the Buying Interest of MS Glow products in National University students, several conclusions were obtained as follows: 1) Social Media Influencers influence the interest in buying MS Glow products in National University students. This means that if the Social Media Influencers used by MS Glow have good performance, it will increase interest in buying MS Glow products for National University students. 2) Instagram Paid Advertising affects the interest in buying MS Glow products for National University students. This means that if Instagram Paid Advertising on MS Glow has a good performance, it will increase interest in buying MS Glow products for National University students. 3) Content Marketing affects the interest in buying MS Glow products in National University students. This means that if the Content Marketing carried out by MS Glow has a good performance, it will increase interest in buying MS Glow products in National University students.

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