

The Effects of Content-Influencer Marketing on Consumer Attitude to Brand (A Case Study on SkinnyIndonesian24 in Bukalapak E-Commerce Company)

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ABSTRACT

This research was intended to reveal the effects of influencers' attractiveness, trustworthiness, and expertise on consumer attitude towards advertising content partially and simultaneously, as well as the effect of consumer attitude towards advertising content on consumer attitude towards the brand. The object of this research was SkinnyIndonesian24 as the influencer and Bukalapak as the brand. The population in this research was the e-commerce consumers who know about Bukalapak as a marketplace and have watched SkinnyIndonesian24's vlog entitled "Kantor Idaman di Indonesia, Bukalapak Research and Development Bandung Office Tour". The form was distributed to 150 respondents and the purposive sampling method was used as the sample distribution technique. Both multiple and simple linear regression analyses were used to analyze the data in this study. The results showed that the attractiveness, trustworthiness, and expertise of influencers have been proven to influence consumer attitude towards advertising content. Meanwhile, consumer attitude towards ads content has also been proven to have significant effect on consumer attitude towards the brand.

Keywords: *Influencer, Attractiveness, Trustworthiness, Expertise, Consumer Attitude Towards Brand.*

1. INTRODUCTION

The vast digital world is not entirely beneficial for the markets, as the markets will not be effective if the product information the producers aim to provide fails to achieve the targeted consumer segmentation. To overcome this problem, there are skillful figures needed to introduce the products to certain marketing segments, that allow the marketers to fulfill their marketing targets in the digital world. These skillful and passionate figures, who are competent in content creating, and active followers, who keep themselves updated via social media, are called influencers. Influencer marketing is possible to realize on a number of social media platforms, such as Youtube®, Twitter®, Instagram®, Facebook®, and other social media that allow product persuasion by the influencers.

Companies need this third party namely influencers, because consumers, who are active on social media, tend to use many platforms to help compare the expected price and quality of their desired products. Some of the well-known Indonesian influencers are two brothers namely Jovial and Andovi Da Lopez, who manage a Youtube® Channel dubbed SkinnyIndonesian24. Both of these influencers have a tag-line, "Fearless, Intelligent, Indonesian".

The influencers above also created a series of vlogs entitled "School Tour" and "Office Tour" to help the people of Indonesia cope with uneducational entertainment. Through School Tour and Office Tour series, the audiences are

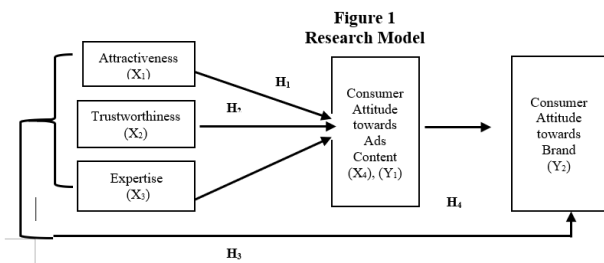
expected to broaden the mind about "non-conventional" schools and offices in Indonesia. One of them is the office of the e-commerce company Bukalapak®, that appeared in one of the episodes of Office Tour series entitled "Indonesian Dream Office, Bukalapak Research and Development Bandung Office Tour".

The video was uploaded on February 14th, 2019 which talked about the mission of Bukalapak® office, that is offering the utmost comfort while working for the workers, as well as how Bukalapak® manages to maintain its existence by their constant effort to offer the best quality for the consumers. Also, Bukalapak's contribution to the education by creating AI Research Center in Bandung Institute of Technology is one of "Academic x Industry" programs the company of Bukalapak® has planned.

These Office Tour vlog series were updated a day after the controversy of Bukalapak's CEO, Achmad Zaky, who wrote his opinion on Twitter about the government's budget for Research and Development programs. Such controversy of Bukalapak's CEO has caused the internet users to boycott Bukalapak e-commerce application and a hashtag #UninstallBukalapak appeared. Also, the rating of Bukalapak application had gone down in several platforms of application such as App Store (in iOS) and Play Store (in Android system). This phenomena was triggered by the differences in political views in the wake of the 2019 Presidential Election.

Based on this explanation, the author would like to see consumers' perceptions of the SkinnyIndonesian vlog24

entitled "The Ideal Office in Indonesia, Bukalapak Research and Development Bandung Office Tour" after the Bukalapak controversy and boycott by paying attention to the educational persuasion carried out in terms of marketing. Therefore, this study was conducted to answer the alleged influence of content-influencer marketing on consumer attitudes toward brand: A case study on SkinnyIndonesian24 in Bukalapak e-commerce Company. The results of this study can be expected as a reference for SkinnyIndonesian24 and other influencers in general to highlight the content-influencer marketing, influencer's attractiveness, trust in influencers, and their expertise as important factors in determining marketing strategies. In addition, the results of this study can also be a suggestion for Bukalapak Company to determine marketing strategies, especially the selections on the influencers marketing and the content that will be displayed. The choice of the content is very important, because it is related to the marketing objectives targeted by the company. The following figure shows the proposed framework of this research.



2. HYPOTHESES

Singh, Shiv, and Diamond (2012) stated that influencer marketing is a technique using the social media by providing contents and the social influence to fulfill the needs of the marketers and business. Influencer marketing can be done on a number of social media such as Youtube®, Twitter®, Instagram®, Facebook®, and other social media that are able to support the product persuasion by the influencers.

According to Brown and Fiorella (2013), the marketers that constantly pay attention to the changes in their environment may implement The Fisherman's Influence Model as the first step in deciding the market planning. The Fisherman's Influence Model is a marketing concept implementation with "spread the net widely to fish as much fish as possible" principle as the influencer marketing strategy. It is inferred that companies are meant to employ these figures, who have quite a number of loyal followers and wide social network, so that they can encourage better brand awareness and promote the desire to make purchases. Brown and Fiorella (2013) also suggested four points of the influencer marketing strategy in this modern era namely creating, managing, supervising, and measuring.

On the other hand, attraction is a form of means to support promotional activities aimed to persuade viewers to pay attention to advertisements displayed by marketers (Suryanto, 2005). Therefore, the attractiveness of

advertisements must pay attention to the message that will be conveyed and has a match with the desired impact by advertisers. In this research, the purpose of attraction is not only related to the advertising content, but also from the uniqueness of influencers that can attract viewers to watch the content presented.

Widiyanto (2013) stated that the consumers' trustworthiness toward the marketers is a strong foundation for the business as it is the first step to build a relationship with the consumers, so that companies do not lose consumers, as well as the consumers' loyalty to make more purchases in the future. Trustworthiness on the influencers is considered as the first process of customer engagement from the branding company party to their consumers.

Meanwhile according to Shimp (2007), the expertise shown by the information giver refers to the knowledge, experience, creativity, and skills possessed, so that it is easily connected with the supported brand. This is because the knowledge, experience, and skills possessed by influencers will support the content that is more persuasive and attracts the audience. Based on the discussions above, the following hypotheses were suggested:

H1: There is a positive and significant effect of the attractiveness of SkinnyIndonesian24 to the attitude of consumers toward the advertising content of the influencers.

H2: There is a positive and significant effect of the trustworthiness of SkinnyIndonesian24 to the attitude of consumers toward the advertising content of the influencers.

H3: There is a positive and significant effect of the expertise of SkinnyIndonesian24 to the attitude of consumers toward the advertising content of the influencers.

H4: There is a positive and significant effect of the attitude of consumers toward the advertising content of the influencers on the attitude of consumers toward the Bukalapak® brand.

3. RESEARCH METHOD

3.1 Sampling Design and Sample Size

According to Sekaran and Bougie (2013), population is a form of overall generalization of objects that are the target of research, objects derived from all events, objects, groups, and members that are clearly formulated and have the same research quality, and characteristics that have been determined. In this study, the population used was e-commerce consumers who know the information about the Bukalapak marketplace and have watched the content from the SkinnyIndonesian vlog24 entitled "The Office of Dreams in Indonesia, Bukalapak Research and Development Bandung Office Tour". To find out whether a respondent has watched a vlog by SkinnyIndonesian24, then in the questionnaire the first question asked was "Have you ever watched a video from the SkinnyIndonesian24 channel on Youtube?". If the respondent answered that he/she has never watched it, the respondent would be provided a direct link to the SkinnyIndonesian24 content.

We used a survey method to collect the data. The survey method, according to Morissan (2012) in some quantitative studies, have several ways of data collection method, which are via phone calls, letters, as well as the internet. The data was gathered through online personal questionnaires on Google Forms. In this study, 162 respondents were gathered as the samples, however 12 of the respondents did not

provide adequate data, turning the data invalid. Therefore, only 150 data of the respondents were valid to use.

3.2. Measurement

The following is a table that shows the measurement of the variables used in this study:

Table 1. The Measurement of Variables

Variable	Operational Definition	Indicator	Source	Question
Attractiveness of Influencers	The attractiveness of an ads both in terms of advertisers and ads content. The attractiveness of advertising is a means of support for promotional programs, because it can attract viewers to see the advertisements.	<ul style="list-style-type: none"> • Interested • Suitability • Popularity 	Suyanto (2005)	<p>The thumbnail of the SkinnyIndonesian24 video is interesting</p> <p>The SkinnyIndonesian24 is suitable into an influencers in the review video</p> <p>The SkinnyIndonesian24 is an influencers favored by Youtube users</p>
Trustworthiness of Influencers	The trust of advertisers (trustworthiness) is a strong foundation for business as an initial step in building relationships with consumers so that companies can form customer loyalty to make repurchases in the future.	<ul style="list-style-type: none"> • Trust • Reliability • Credibility • Informative 	Widiyanto (2013)	<p>The SkinnyIndonesian24 have the credibility to review the content in Bukalapak</p> <p>The SkinnyIndonesian24 reviews provide positive information for me</p> <p>The SkinnyIndonesian24 review creates trust in the Bukalapak marketplace</p>
Expertise of Influencers	The expertise shown by the information provider refers to the knowledge, experience, creativity, and skills possessed, so that it can be easily linked to a supported brand.	<ul style="list-style-type: none"> • Knowledge • Quality • Communicative • Persuasive 	Shimp (2007)	<p>The SkinnyIndonesian24 has a good knowledge</p> <p>The SkinnyIndonesian24 is proficient in communicating the message</p> <p>The SkinnyIndonesian24 uses an educative persuasion approach towards its audience to deliver content messages</p>
The attitude of the consumers toward the advertising content of the influencers	Advertising becomes one of the variables that influences the formation of consumer attitude with effective promotions carried out through advertising by a product or brand. Advertising provides information that contains the advantages and benefits of the product and creates a positive attitude towards the brand.	<ul style="list-style-type: none"> Characteristic Quality content Interesting content 	Khasanah (2012) and Qolby (2014)	<p>The SkinnyIndonesian24 review video provides additional knowledge for me</p> <p>The SkinnyIndonesian24 has its own characteristics in the video content</p> <p>The SkinnyIndonesian24 has quality content</p> <p>The SkinnyIndonesian24 contents enable their viewers to think more critically</p>
The attitude of consumers toward the brand	Consumer attitude towards brand is formed based on the evaluations by consumers of brand, consumer emotional	<ul style="list-style-type: none"> • A view of the brand • Favorite for brand • Brand reputation • Interest in buying 	Kotler (2012)	<p>The review video gives me a positive view of the Bukalapak marketplace</p> <p>I like the Bukalapak marketplace</p>

feeling towards brand, as well as the tendency of long-lasting actions by consumers towards the product and brand.	I am considering to make transaction in the Bukalapak marketplace The Bukalapak marketplace has a good reputation in the public's view
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3.3 Data Validity and Reliability

The data in this study has been through the test of data instruments, namely the validity and reliability tests. Both tests show that there was no problem of validity and reliability. In this study, the validity test used the Pearson Product Moment Correlation method, which refers to each

Pearson correlation value of the research variables (Ghozali, 2013). Pearson correlation value will be compared with the value of r-table that has been adjusted to the number of respondents. If the calculated r is greater than r-table, then it is declared valid. The number of respondents in the study as many as 150 people, with a significance level of 5%, has obtained the r-table of 0.1603. The following table shows the results of the validity test:

Table 2. The Results of Validity Test

Variable & Code	R-Value	Result	Variable & Code	R-Value	Result
Attractiveness of Influencers (AI)			The Attitude of Consumers toward the Advertising (AA)		
AI1	0.838	Valid	CA1		
AI2	0.918	Valid	CA2	0.889	Valid
AI3	0.894	Valid	CA3	0.889	Valid
Trustworthiness of Influencers (TI)			CA4	0.915	Valid
TI1	0.913	Valid		0.870	Valid
TI2	0.878	Valid	The Attitude of Consumers toward the Brand (AB)		
TI3	0.862	Valid	CB1		
Expertise of Influencers (EI)			CB2	0.860	Valid
EI1	0.910	Valid	CB3	0.875	Valid
EI2	0.877	Valid	CB4	0.807	Valid
EI3	0.915	Valid	CB5	0.905	Valid
				0.851	Valid

The next data instrument test was a reliability test used to determine the consistency of the respondents' answers in a study. The instrument is declared reliable if it has a Cronbach's Alpha coefficient above 0.60 (Suliyanto, 2018). The reliability test results are shown in Table 3.

Table 3. The Results of Reliability Test

Variable	Cronbach's Alpha	Result
Attractiveness of Influencers (AI)	0.858	Reliable
Trustworthiness of Influencers (TI)	0.858	Reliable
Expertise of Influencers (EI)	0.863	Reliable
The Attitude of Consumers toward the Advertising (AA)	0.839	Reliable
The Attitude of Consumers toward the Brand (AB)	0.818	Reliable

4. RESULT

In this study, the hypotheses testing used two ways, namely: multiple regression tests (for H₁, H₂ and H₃) and simple regression tests (for H₄). The multiple linear regression test was performed to prove the effect of more than one independent variable on the dependent variable (Cahyono, 2016). Meanwhile, the simple linear regression test serves to test the influence of one independent variable on the dependent variable (Sarwono, 2012). In this study, both multiple linear regression test and simple regression test used a significance value of 0.10. If the result of the significance value is less than 0.10, then there is a significant effect of the independent variable on the dependent variable. Conversely, if the significance value is greater than 0.10, then there is no significant effect of the independent variable on the dependent variable.

Table 4. The Results of Hypothesis Tests

Hypothesis	β	P-Value	Result
AI - AA	0.430	0.000	Supported
TI - AA	0.196	0.088	Supported
EI - AA	0.663	0.000	Supported
AA - AB	0.851	0.000	Supported

5. DISCUSSION

The attractiveness of the influencers had significant impact on the attitude of consumers toward the advertising contents. SkinnyIndonesian24 had some attractive points, ranging from their personalities, physical appearances, to the similarity of the mind between SkinnyIndonesian24 and their subscribers, so that they are able to gain the support from the subscribers toward the aired contents. This is in accordance with the previous research conducted by Sarashadi and Dewi (2018) entitled "The Effect of Using Vlogger Endorsers on Advertising in Shaping Consumer Purchase Intention", which stated that the vlogger attractiveness variable positively and significantly influences consumer attitude towards advertising.

The trustworthiness of the influencers had significant effect on the attitude of consumers toward the advertising contents. The trustworthiness to SkinnyIndonesian24 was reflected from their honesty, consistency, sincerity, as well as the capability of SkinnyIndonesian24 in creating contents, and the audience believe in the contents created by the influencers because of their credibility. The results of this study are in accordance with the previous research conducted by Sarashadi and Dewi (2018), which stated that the variable of trustworthiness in vloggers has a positive and significant effect on consumer attitude towards advertising. The expertise of the influencers had significant impact on the attitude of consumers toward the advertising contents. When delivering information, SkinnyIndonesian24 showed their experience, skills, capability and their knowledge. Having many skills becomes a credit point for SkinnyIndonesian24 in the mind of their subscribers, because it gives off an impression that the information offered is factual, concrete, and accurate. These results support the previous research which stated that vlogger expertise has a positive and significant effect on consumer attitude towards advertising (Sarashadi and Dewi, 2018).

The attitude of consumers toward the advertising contents had significant impact on the attitude of consumers toward brand. The positive or negative attitude of consumers toward the advertising contents comes from the consumers' judgment about the credibility of SkinnyIndonesian24, the honesty while describing the product in the content of the video, as well as the clarity of SkinnyIndonesian24 while delivering the information. This is in accordance with Prabowo's research (2017) entitled "The Effect of Peer Endorser Credibility on Advertising Effectiveness", which stated that the variable of consumer attitude towards advertising positively influences consumer attitude towards brand.

As limitations of this study, it only measured the effects of the independent variables on the dependent variable after the incident #uninstalbukalapak (post-test). Thus, the results of this study do not reflect the differences in respondents' views between before and after the incident. In addition, this study also used a simple statistical analysis tool, namely SPSS, which may not provide accurate results in explaining the effect of each independent variable on the dependent variable.

6. CONCLUSION

The results of this study indicate that all hypotheses were supported. This shows that by using influencers as one of the trusted figures to represent or be an ambassador is very important at this time. The current shift of the younger generation that uses more internet than watch television, makes an influencers one of the choices as a representative of a company or brand. The influencers' attractiveness, trustworthiness, and expertise can be used by a company as considerations in choosing the influencers who will represent the company or the brand.

The results of this study can also provide some suggestions for influencers. As public figures, influencers must always build credibility by upgrading their knowledge, improving communication skills, and building their good name and personality images by displaying the contents that are interesting and useful to others. All of these will increase the credibility and trust of the audience, so that it will affect their level of popularity as well.

Suggestions for further research are the use of experimental methods with pre-test and post-test to find out exactly the differences in respondents' views before and after the event. In addition, the use of statistical analysis tools such as PLS is also recommended for future studies, so that the results of data analysis can be more accurate.

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