The Effect of Influencers and Product Quality on Buying Decisions of Brand B. Second

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Abstract. Background Behind:Social media influencers are one part of the world of online information for several other social media such as Facebook and Youtube Instagram have been used to promote various products and services. Purchase intention occurs when consumers make choices among several products. And perform an act of purchase on the product he likes the most.

Aim: Knowing influencers have a positive effect on purchasing decisions, knowing product quality has a positive effect on purchasing decisions, knowing influencers and quality have a positive effect on purchasing decisions.

Methods: This study used a non-probability sampling technique with a total of 180 respondents. The data analysis method used is the classical assumption test and multiple linear regression analysis.

Results: The result of the purchasing decision variable is 42.4% while the remaining 57.6% is likely to be influenced by other variables not examined through this study.

Conclusion: Based on the results of multiple regression analysis, it can be concluded that the most dominant variable on the purchase decision variable is the purchase decision variable.

Keywords: influencers · Media

1 Preliminary

The internet has greatly influenced the business world where previously people had to go directly to the shop and now they only sit where they can shop using a smartphone. Information technology and the internet, with the development of technology, make business without space and time. This is a challenge for business people to carry out marketing strategies and attract the attention of consumers. In this modern era, business people promote goods or services through influencers or can be called someone who is known to be popular by the public. Influencers are also considered an effective marketing strategy, and are able to build strong trust with their followers.

Purchase intention occurs when consumers make choices among several products. And perform an act of purchase on the product he likes the most. Purchase intention shows the extent of its commitment in making purchases (Sukmawati and Suyono 2012).

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The use of influencer marketing which is increasingly in demand plays an important role in promotion. The use of effective influencer marketing encourages consumers to buy products right away. Influencer marketing is now a common terminology in the business world. Seeing this trend, where influencers endorsed by brands not only adorn TV screens or traditional advertisements, but also dominate social media. Product marketing communication strategies, especially the use of influencers in the digital era, have become a popular choice and are considered more effective, because internet users in Indonesia always experience an increase every year (APJII, May 2019) and use of social media such as Youtube, Instagram, Facebook, and others. Very high (We are social, Hootsuite 2020).. Because more and more attracting the product, the more consumers will increase in purchasing the product.

2 Methods

This type of research uses a quantitative approach, using a survey method that systematically asks the same questions to a number of respondents. The basis for considering the use of the survey method is because surveys are an appropriate method for obtaining data on consumer attitudes, motivations, and preferences in a descriptive study.

The population in this study are consumers who shop at B. second. The sample in this study are consumers in Sukabumi district who own and use B. second products. In this study using nonprobability sampling method using purposive sampling.

Data analysis used in this study used Software Statistical Product and Service Solution (SPSS) version 25. The analytical methods used included validity test, reliability test and classic assumption test consisting of data normality test, multicollinearity test, and heteroscedasticity test. The parametric statistical test in this study used multiple regression analysis.

3 Results

1. Influencer Validity Test Results (XI)

Table 1 It can be seen that the 10 instrument item influencer variables (X1) are declared valid. The instrument items are declared valid because count > rtable of 0.183 to = 113 with a significant level of 5%.

2. Product Quality Validity Test Results (X2)

In Table 2, it can be seen that 9 product quality variable instrument items (X2), are declared valid. The instrument items are declared valid because the value of rcount > rtable is 0.183 for n = 113 with a significant level of 5%.

3. Purchase Decision Validity Test Results (Y)

Table 3 above shows that 4 items of the purchasing decision variable instrument (Y) are declared valid. The instrument items were declared valid because rcount > rtable of 0.183 for n = 0.183 with a significant level of 5%.

Table 1. Influencer Validity Test Results (XI)

No items	R count	R table	Information
Item 1	0.528	0.183	Valid
Item 2	0.485	0.183	Valid
Item 3	0.563	0.183	Valid
Item 4	0.338	0.183	Valid
Item 5	0.538	0.183	Valid
Item 6	0.548	0.183	Valid
Item 7	0.573	0.183	Valid
Item 8	0.586	0.183	Valid
Item 9	0.604	0.183	Valid
Items 10	0.617	0.183	Valid

Table 2. Product quality validity test results (X2)

No items	R count	R table	description
Item 1	0.645	0.183	Valid
Item 2	0.548	0.183	Valid
Item 3	0.563	0.183	Valid
Item 4	0.558	0.183	Valid
Item 5	0.493	0.183	Valid
Item 6	0.622	0.183	Valid
Item 7	0.498	0.183	Valid
Item 8	0.500	0.183	Valid
Item 9	0.574	0.183	Valid

Table 3. Decision Validity Test Results Purchase (Y)

No items	R count	R table	description
Item 1	0.608	0.183	Valid
Item 2	0.674	0.183	Valid
Item 3	0.651	0.183	Valid
Item 4	0.647	0.183	Valid

4. Influencer Ruleability Test Results

Table 4. Ruleability Test Results Influencers (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,735	10

In Table 4. The reliability test of the influencer variable (X1) with an r table value of 0.183 for n = 113 and a significant level, an alpha (Cronbach's Alpha) is 0.735. So it can be concluded that the resulting value is greater than the stable value or 0.735 > 0.183 means that the questionnaire instrument is declared reliable.

5. Product Quality Reliability Test Results (X2)

In Table 5. Variable reliability test product quality (X2) with the value of r table 0.183 for n = 113 and a significant level, obtained alpha (Cronbach's Alpha) of 0.721. So that it can concluded that the value is generated is greater than the stable value or 0.721 > 0.183 means instrument reliable questionnaire.

6. Purchase Decision Reliability Test Results (Y)

In Table 6. The reliability test of the purchase decision variable (Y) with an r table value of 0.183 for n = 113 with a significant level, an alpha (Cronboch's Alpha) of 0.731 is obtained. So it can be concluded that the resulting value is greater than the rtable value or 0.731 > 0.183, meaning that the questionnaire instrument is reliable.

7. Data Normality Test Results

Table 7. The results of the normality test above, it can be seen that the Asymptotic Significance value is 0.200. Which shows that the Asymtotic Significance value is greater than the significant level, namely 0.05, it can be concluded that each variable is normally distributed and can meet the requirements of parametric analysis.

Table 5. Product Quality Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,721	9

Table 6. Purchase decision reliability test results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,731	4

Table 7. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		115
Normal Parameters, b	Means	,0000000
	std. Deviation	1.36754114
Most Extreme Differences	absolute	,069
	Positive	,069
	Negative	-.052
Test Statistics		,069
asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

8. Multicollinearity Test Results

In Table 8. the VIF value on the influencer variable is 1.470 and the tolerance value is 0.680, the vif value on the product quality variable is 1.470 and the tolerance value is 0.680. Thus it can be concluded that there are no symptoms of multicollinearity in the variables above because the VIF value is < 10 and the tolerance value is > 0.01.

9. Heteroscedasticity Test Results

Table 8. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	2,306	1,474		1,564	, 121		
	Influencers (X1)	,105	043	,209	2,427	,017	,680	1,470
	Product quality (X2)	,264	044	,517	6,003	,000	,680	1,470
a. Dependent Variable: Purchase Decision (Y)								

Table 9. Heteroscedasticity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	1,068	,915		1.166	,246		
	Influencers (X1)	-,011	,027	-.048	-,420	,675	,680	1,470
	Product quality (X2)	,012	,027	051	,449	,654	,680	1,470
a. Dependent Variables: RES2								

In Table 9. The influencer variable (X1), product quality (X2) has a significant value > 0.05, meaning that in this study there were no heteroscedasticity problems or perfect correlations. Thus the data in this study there is no heteroscedasticity.

10. Multiple Regression Analysis Test Results

In Table 10.
Y = 2.306+0.105X1+0.264X2
From these equations interpreted as follows:
1. a =

11. Test Results t

In Table 11. Based on the SPSS calculation results, it can be concluded that:
1) Influence variable (X1) on purchasing decision variable (Y)
The results of the partial test (t test) between influencer variables on purchasing decisions show a calculated t value of 2.427 with t table = 1.659 and sig 0.017 <0.05 because t count > t table, it can be concluded that hypothesis 1 is accepted which means

Table 10. Multiple Regression Analysis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,306	1,474		1,564	, 121
	Influencers (X1)	,105	043	,209	2,427	,017
	Product quality (X2)	,264	044	,517	6,003	,000
a. Dependent Variable: Purchase Decision (Y)						

Table 11. Test Results t

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	2,306	1,474		1,564	, 121		
	Influencers (X1)	,105	043	,209	2,427	,017	,680	1,470
	Product quality (X2)	,264	044	,517	6,003	,000	,680	1,470
a. Dependent Variable: Purchase Decision (Y)								

there is a significant influence between influencer variable (X1) on purchasing decisions (Y).

2) The product quality variable (X2) on purchasing decisions (Y) shows at a count of 6.003 with t table = 1.659 and a sig value of 0.000 < 0.05 because t count > t table it can be concluded that hypothesis 2 is accepted which means there is a significant influence between product quality variable (X2) on purchasing decisions (Y).

12. Test Results f

In Table 12. Testing together (X1) and product quality (X2) on purchasing decisions (Y). From the table above, the Fcount value is 42.936 with a probability sig = 0.000, fcount (42.936) > ftable (?) and a sig level value of 0.000 <0.05. So, together influencers and product quality have a significant effect on purchasing decisions.

13. Test Results r

In Table 13. Based on SPSS data processing, the Summary Model above obtained a coefficient of determination (R2) of 0.424 (42.4%). This shows that the influence of influencers (X1) and product quality (X2) has an influence on purchasing decisions (Y) of 42.4% while the remaining 57.6% is influenced by other variables.

Table 12. Test Results f

ANOVAa						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	163,462	2	81,731	42,936	,000b
	residual	213,199	112	1,904		
	Total	376,661	114			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Product quality (X2), Influencers (X1)						

Table 13. Test Results r

Summary model b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	, 659a	,434	,424	1,380	1,689
a. Predictors: (Constant), Product quality (X2), Influencers (X1)					
b. Dependent Variable: Purchase Decision (Y)					

4 Discussion

1. The Influencer's Influence On Purchasing Decisions.
   An influencer is a person or individual who has a significant following on social media who is able to influence his followers as a decision maker. Based on the partial test, a significant value of 0.017 is lower than the significant level of the research results of 0.005 or 0.017 > 0.05 and the tcount value is greater than the ttable value or 2.247 > 1.659, so the influencer variable has a significant effect on purchasing decisions.
2. Effect of Product Quality on Purchasing Decisions
   According to Prawirosentoso, product quality is the physical condition, function and characteristics of the product in question that can satisfactorily meet the tastes and needs of consumers according to the value that has been issued. The results of the study with the partial test obtained with a significant value of 0.000 less than a significant level of 0.05 or 0.000 <0.05 and the value of tcount is greater than ttable or 6.003> 1.659, the product quality variable has a significant effect on purchasing decisions.
3. The Influence of Influencers and Product Quality on Purchasing Decisions
   Purchasing decision is a series of activities by the customer to determine a product based on the type of product chosen in an effort to meet customer needs which ends through a purchase. Based on the simultaneous test, the Fcount value is 42.936 with a probability sig = 0.000, the Fcount value is (42.936) > (?) and the sig level value is 0.000 <0.05, which means that the influencer independent variable (X1) and product quality (X2) simultaneously influence purchase decisions (Y). In the test results of the determinant coefficient (R2) a value of 0.424 is obtained, meaning that the influence of influencers (X1) and product quality (X2) on purchasing decisions is 0.424 or 4.24% while the remaining 57.6% is influenced by outsiders variables study.

5 Conclusion

Based on research conducted on B.second social media followers entitled "The Influence of Influencers and Product Quality on Purchase Decisions of Brand B.second" it can be concluded that the influence on the purchasing decision variable is 42.4% while the remaining 57.6% is likely influenced by other variables not researched through this research.

6 Suggestions

Based on the results of this study, the following are suggestions that can be considered by B.second Stores, which in this case are the holders of the authority to return consumer purchasing decisions.

1. The results of the study show that together with Influencers, Product Quality on purchasing decisions, Bsecond is expected to improve the quality of its products.
2. The results of the study show that influencers influence purchasing decisions, it is expected that they will always maintain the influencer's character and always innovate.
3. The results show that product quality has a positive effect on purchasing decisions, with good quality, attractive products and low prices that can influence purchasing decisions.

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