

The Impact Of Using Social Media Influencer On Brand Awareness To Purchase Intention At Scarlett Whitening (Survey On Gen Z)

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Abstrak

Latar belakang penelitian ini adalah adanya permasalahan yang terjadi pada peringkat perusahaan Scarlett Whitening terkait penjualan produk. Scarlett whitening menduduki posisi kedua menjadi top brand lokal. Oleh karena itu penelitian ini dilakukan dengan maksud tujuan untuk menguji antar variabel yang akan diteliti pada penelitian ini yaitu, Social Media Influencer, Brand Awareness dan Purchase Intention Pada Scarlett Whitening dalam generasi Z. Scarlett menggunakan SMI untuk branding dan penjualan produk mereka. Seorang influencer biasanya memiliki jumlah pengikut yang banyak di media sosial dan secara umum mampu mempengaruhi pikiran dan tindakan pengikutnya untuk mengikuti sang influencer. Penelitian ini menggunakan metode penelitian kuantitatif, menggunakan SPSS dan Analisis SEM sebagai program perangkat lunak untuk menganalisis data dan metode survei untuk mengumpulkan data dengan menyebarkan kuesioner kepada Generasi Z yang berdomisili di DKI Jakarta yang melibatkan 250 peserta. Hasil analisis SEM-PLS menunjukkan bahwa social media influencer mempunyai pengaruh yang positif pada brand awareness dan purchase intention. Sarannya, perusahaan Scarlett whitening untuk lebih selektif dalam menentukan influencer yang lebih menarik dan kreatif secara umum untuk menarik perhatian Generasi, dapat menciptakan karakteristik yang lebih unik.

Kata Kunci-social media influencer, brand awareness, purchase intention, generation z

Abstract

The background of this research is that there are problems that occur in the ranking of the Scarlett Whitening company related to product sales. Scarlett Whitening occupies the second position as a top local brand. Therefore, this study was conducted with the aim of examining the variables to be studied in this study, namely, Social Media Influencers, Brand Awareness and Purchase Intentions on Scarlett Whitening in generation Z. Scarlett uses SMI for branding and selling their products. An influencer usually has a large number of followers on social media and is generally able to influence the thoughts and actions of his followers to follow the influencer. This study uses quantitative research methods, using SPSS and SEM Analysis as software programs to analyze data and survey methods to collect data by distributing questionnaires to Generation Z who live in DKI Jakarta involving 250 participants. The results of the SEM-PLS analysis show that social media influencers have a positive influence on brand awareness and purchase intention. The suggestion, Scarlett whitening company to be more selective in determining more interesting and creative influencers in general to attract the attention of Generation, can create more unique characteristics

Kata Kunci-Social Media Influencer, Brand Awareness, Purchase Intention, Generation Z

I. PENDAHULUAN

Recently, social media has arisen as a new communication channel that enables customers to exchange information, create content, and generate ideas (Kietzmann,2011). Many companies have used social media into their marketing strategies (Zhang, 2017). Based on the monitoring of Kompas.co.id in early 2021, sales for the Scarlett Whitening category itself had managed to reach Rp. 385 billion in just two weeks. The value of the Body Care Category includes beauty products including body lotion, bath soap, scrubs, deodorants, and so on. The use of Social Media Influencers gives the impression that consumers choose to choose and increase status by owning what is used by Social Media Influencers. (Mubarak, 2016) As for the Social Media Influencers that Felicya collaborates with,

including the number 1 YouTuber in Asia, namely Rachel Venya, Keanu, Fadil Jaidi and many more. The strategy chosen to increase the number of consumers of Scarlett products with Social Media Influencers is considered very effective. The existence of a Scarlett Whitening review from Social Media Influencers certainly makes women who want to have clean white skin and become attractive for attention. Many Indonesian people, especially Generation Z, are fans of Social Media Influencers. We can conclude that if the Influencers we like or we like to use Scarlett Whitening products, we can be sure that those who previously might not have used these Scarlett products will try to buy and start using them. According Macdonald & Sharp (2000). The knowledge and conscious consumer only buys brands that are well-known to them and are also favorable, the brand is created by the perception and experience of the consumers. When consumers desire to buy a specific product, brand awareness will continue to be the most essential and influencing aspect in their selection. When a customer is purchasing a product and has the brand name in mind, it indicates that the customer is highly aware in that brand. And if the items satisfy the customers, they not only stay loyal to the brand, but they also help it develop by promoting it through word of mouth and influencer marketing.

II. RESEARCH METHODS

The primary data used in this study was obtained through distributing questionnaires using Google Forms to respondents from Gen Z in Jakarta and Bandung who have ever buy the product of Scarlett Whitening with the sampling technique used, namely non-probability sampling. The data collecting process that began on the 21th of July and completed on the 2th of August 2022 was successful in gaining 275 respondents. After the questionnaire was distributed through Google Form as media, and an analysis was carried out in this study, as follows:

A. Structural Equation Model (SEM)

According to Indrawati, (2015), this structural equation model is divided into two groups, namely covariance-based matrix structural equation modeling (CB-SEM) and variance-based matrix structural equation modeling (VB-SEM). In comparison, CB-SEM is more intended to explain the relationship between items in variables and confirm the model

B. Partial Least Square (PLS)

PLS is calculated using the SmartPLS 3 software in this study, and the various stages are detailed in (Indrawati, 2017). PLS is widely used in marketing research, with more than 30 articles in the international marketing field using it (Indrawati, 2017). PLS can handle data at various scales, including nominal, ordinal, interval, and ratio scales, and is mainly used to make predictions (Indrawati, 2017). The process in processing PLS data is the evaluation of the measurement model (outer model testing), evaluation of the structural model (inner model testing), and evaluation of the influence of moderator variables in (Indrawati, 2017).

C. Descriptive Analysis

Descriptive analysis is the transformation of data into basic characteristics like central tendency, distribution, and variability. The purpose of the descriptive analysis in this study is to explore into how Social Media Influencer on Brand Awareness to Purchase Intention at Scarlett Whitening. The frequency distribution in this study is represented by a five-interval Likert scale: strongly disagree, disagree, neutral, agree, and strongly agree. Based on the independent variables, the linear continuum analysis was used to explain the respondent's characteristics in terms of their loyalty evaluation (Riduwan, 2012).

D. Goodness of Fit Test

The GoF is a metric that measures how well a model fits observed or sample data; the higher the number, the better the model (Malhotra et al., 2017) (Henseler & Sarstedt, 2013), The GoF equation is as follows:

$$GoF = \sqrt{AVE \times R^2}$$

E. Hypothesis Test

1. Hypothesis Testing 1

H_0 = Social Media Influencer doesn't have a positive significant effect on Purchase Intention

H_1 = Social Media Influencer have a positive significant effect on Purchase Intention

2. Hypothesis Testing 2

H_0 = Social Media Influencer doesn't have a positive significant effect on Brand Awareness

H_1 = Social Media Influencer have a positive significant effect on Brand Awareness

3. Hypothesis Testing 3

H_0 = Brand Awareness doesn't have a positive significant effect on Brand Awareness

H_1 = Brand Awareness have a positive significant effect on Purchase Intention

4. Hypothesis Testing 4

H_0 = Social Media Influencer doesn't have a positive significant effect on Brand Awareness as an intervening and Purchase Intention.

H_1 = Social Media Influencer doesn't have a positive significant effect on Brand Awareness as an intervening and Purchase Intention.

III. HASIL DAN PEMBAHASAN

In this research, the data was processed using Smart PLS 3 to answer all research statements

A. Descriptive Analysis

1. Social Media Influencer

Table 3.1 Social Media Influencer

Item		SD	D	N	A	SA	Total	Total Score	Ideal Score	Cat- e- gory
		1	2	3	4	5				
SMI1	P	0	3	12	94	166	275	1248	1375	Very Good
	%	0.00%	1.09%	4.36%	34.18%	60.36%	100.00%	90.76%		
SMI2	P	0	4	23	165	83	275	1152	1375	Very Good
	%	0.00%	1.45%	8.36%	60,00%	30,18%	100.00%	89.52%		
SMI3	P	0	1	24	93	157	275	1231	1375	Very Good
	%	0.00%	0.36%	8.73%	33.82%	57.09%	100.00%	89.53%		
SMI4	P	0	3	19	99	154	275	1229	1375	Very Good
	%	0.00%	1.09%	6.91%	36.00%	56.00%	100.00%	89.38%		
SMI5	P	1	2	21	91	160	257	1231	1375	Very Good
	%	0.36%	0.73%	7.64%	33.09%	58.18%	100.00%	89.53%		
SMI6	P	0	0	18	179	78	275	1160	1375	Very Good
	%	0.00%	0.00%	6.55%	65.09%	28.36%	100.00%	92,80%		
SMI7	P	0	5	25	76	169	275	1234	1375	Very Good
	%	0.00%	1.82%	9.09%	27.64%	61.45%	100.00%	89.75%		
SMI8	P	0	2	22	103	148	275	1222	1375	Very Good
	%	0%	0.73%	8,00%	37.45%	53.82%	100.00%	88.87%		
SMI9	P	0	5	19	96	155	275	1226	1375	Very Good
	%	0%	1.82%	6.91%	34.91%	56.36%	100.00%	89.16%		
Total Average Score									1215	
Total Average Percentage									88.36%	Very Good
Overall Total Score									4860	

Source: Researcher Processed Data (2022)

all nine dimensions were rated as "Very Good" in terms of Social Media Influencer. With a percentage score of 92.80% item SMI6 is classified as the highest item. Explaining that respondents agreed that Scarlett Whitening's Influencer has similar interest with Generation Z in the products. The SMI1 item received the lowest score of 88.89%, it means respondent's disagreed that Scarlett Whitening's Influencer are very popular in Instagram and has a lot of followers.

2. Brand Awareness

Table 3.2 Brand Awareness

Item		SD	D	N	A	SA	Total	Total Score	Ideal Score	Category
		1	2	3	4	5				
BA1	P	0	3	15	92	165	275	1244	1375	Very Good
	%	0%	1.09%	5.45%	33.45%	60.00%	100.00%	90.47%		
BA2	P	0	5	19	94	157	275	1228	1375	Very Good
	%	0%	1.82%	6.91%	34.18%	57.09%	100.00%	89,31%		
BA3	P	0	1	14	82	178	275	1262	1375	Very Good
	%	0%	0.36%	5.09%	29.82%	64.73%	100.00%	91.78%		
BA4	P	0	2	22	181	70	275	1144	1375	Good
	%	0%	0.73%	8.00%	64.73%	25.45%	100.00%	83.20%		
BA5	P	0	3	21	96	155	275	1228	1375	Very Good
	%	0%	1.09%	7.64%	34.91%	56.36%	100.00%	89,31%		
Total Average Score									1211.33	
Total Average Percentage									88.69%	Very Good
Overall Total Score									4878	

Source: Researcher Processed Data (2022)

According to the Table above, Brand Awareness Variables are categorized as very good. The table shows that there is one item that indicate as “Good”. The item BA4 had a lowest score and is equivalent to 83.20% although is still indicate as “Good. The item BA3 had a highest score and is equivalent to 91.78%. This measures and described the respondents agree that they are can recognize the particular of Scarlet Whitening products with the other competitors. Respondents statements on the Brand Awareness variable received an overall total score of 4878 and a total average percentage of 88.69%.

Table 3.3 Purchase Intention

Item		SD	D	N	A	SA	Total	Total Score	Ideal Score	Category
		1	2	3	4	5				
PI1	P	1	4	31	82	157	275	1215	1375	Very Good
	%	0.4%	1.5%	11.2%	29.8%	57.1%	100.00%	88.36%		
PI2	P	2	5	32	175	61	275	1113	1375	Good
	%	0.7%	1.8%	11.6%	63.6%	22.2%	100.00%	80.95%		
PI3	P	2	3	28	112	130	275	1190	1375	Very Good
	%	0.7%	1.1%	10.2%	40.7%	47.3%	100.00%	86.55%		

Total Average Score	1172.67	
Total Average Percentage	85.28%	Very Good
Overall Total Score	5818	

Source: Researcher Processed Data (2022)

The Purchase Intention variable is categorized as “Very Good” in the assessment summary. One of four items are categorized as “Good” and the others “Very Good”. Based on Table .3.3, all of the items are categorized as “Very Good” with the highest percentage is on the item PI1 in a score 88.36%. Which means respondents are agree that gen Z likely to purchase Scarlett Whitening products advertised by Social Media Influencer. Meanwhile, the PI2 item shows the lowest value, with the score is 80.95% but still classified as “Good”. Item PI2 explain respondents are agree that will buy the Scarlett Whitening products advertised by Social Media Influencers.

B. Outer Model Test Result

Testing the measurement model using the measurement model, also known as the outer model, is the first step in this research. As indicated in Figure 3.1 , the principle is to determine how much or how far the indicator or item may explain the latent variable. The validity test and the reliability test of the questionnaire items are the two phases of this test. Convergent validity, discriminant validity, and reliability are the three test indicators that can be used to assess measurement models, also known as outer models (Indrawati, 2017). However, in this study, testing was carried out utilizing SmartPLS 3.0 software. The PLS-SEM model used in this investigation is shown in the image below.

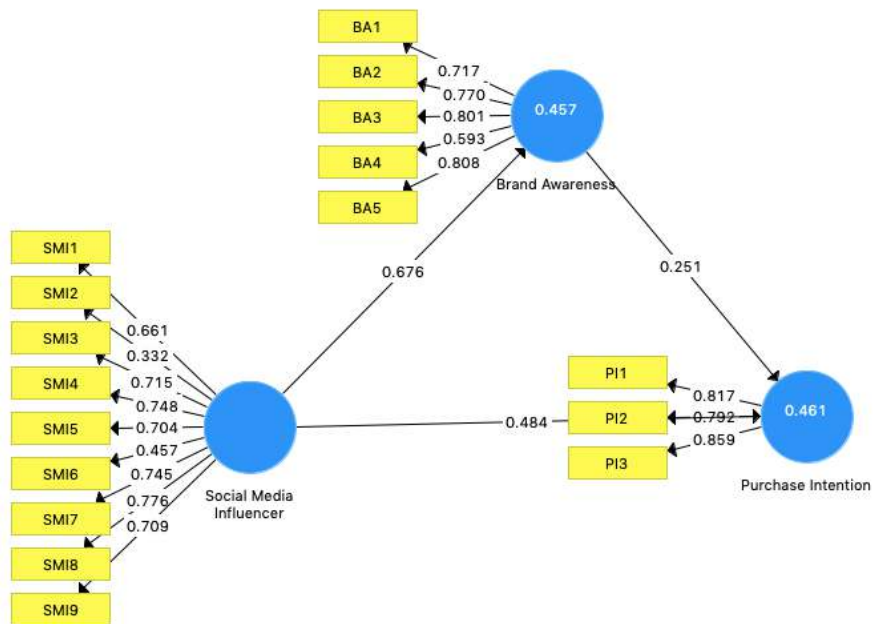


Figure 3.1 Outer Model Test
Source: SmartPLS Data Processing Results (2022)

1. Convergent Validity Test

Table 3.4 Convergent Validity Test

Latent Variable	Indicator	Loading Factor	Conclusion
	SMI1	0,661	Valid

Social Media Influencer	SMI2	0,332	Not Valid
	SMI3	0,715	Valid
	SMI4	0,748	Valid
	SMI5	0,704	Valid
	SMI6	0,457	Not Valid
	SMI7	0,745	Valid
	SMI8	0,776	Valid
	SMI9	0,709	Valid
	Brand Awareness	BA1	0,717
BA2		0,770	Valid
BA3		0,801	Valid
BA4		0,593	Not Valid
BA5		0,808	Valid
Purchase Intention	PI1	0,817	Valid
	PI2	0,792	Valid
	PI3	0,859	Valid

Source: SmartPLS Data Processing Results (2022)

From the table 3.4, which summarizes the findings of the convergent test, shows that each indicator in this study there is three of all the item no valid, use the standarts of convergent validity >0.50 then the loading value below 0.50 remove from the model. The Average Variance Extracted (AVE) figure is then put to the test. When comparing items to measure one variable to items to test other variables in a model, the AVE is used to measure how much the items can be correlated or unified. According to Indrawati (2017), if the AVE value is more than 0.50, it is regarded to be legitimate.

2. Discriminant Validity

Discriminant Validity test is conducted to measure the validity of the measurement model by looking at the value of correlation between variables as well as the correlation value of cross loading. According to Indrawati (2015), variables are said to have discriminant validity if their AVE square root is greater than the correlation between two variables in the model.

Table 3.5 Discriminant Validity Test (Correlation Value between Variables)

Variable	Brand Awareness	Purchase Intention	Social Media Influencer
Brand Awareness	0.785		
Purchase Intention	0.579	0.823	
Social Media Influencer	0.688	0.663	0.729

Source: SmartPLS Data Processing Results (2022)

Based on table 3.5 it can be seen that the convergent validity results are based on AVE value. These results indicate that Social Media Influencer score approach 0.5. all variables have a score > 0.5 . This indicates that the indicators the latent construct can be declared valid. Thus, this study meets the criteria of convergent validity.

Table 3.6 Discriminant Validity Test (Cross Loading)

Variable	Brand Awareness	Purchase Intention	Social Media Influencer
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BA1	0.731	0.409	0.500
BA2	0.760	0.398	0.536
BA3	0.811	0.487	0.547
BA5	0.833	0.514	0.577
PI1	0.469	0.820	0.556
PI2	0.386	0.784	0.424
PI3	0.562	0.862	0.626
SMI1	0.530	0.403	0.656
SMI3	0.524	0.483	0.725
SMI4	0.531	0.494	0.758
SMI5	0.434	0.503	0.708
SMI7	0.518	0.543	0.749
SMI8	0.530	0.493	0.783
SMI9	0.433	0.458	0.719

Based on Table 3.6, the value of Cross loading on every indication has a higher score than other factors. Thus, it may be determined that each indication fulfills the criteria for assessing discriminant validity. Reliability

3. Internal Consistency Reliability

Table 3.7 Reliability Testing

Variable	Cronbach's Alpha	Composite Reliability
Social Media Influencer	0.853	0.888
Brand Awareness	0.852	0.865
Purchase Intention	0.764	0.862

Source: SmartPLS Data Processing Results (2022)

Table 3.7 shows that the questionnaire meets the Cronbach's Alpha and Composite Reliability criteria. As a result of testing the measurement model for this study, we can say that it is a good research measuring tool > 0.70

C. Inner Model Test

After completing the outer model test, the inner model test is the next step in the PLS Data processing process. The inner model testing is required to determine the independent variable's influence on the dependent variable.

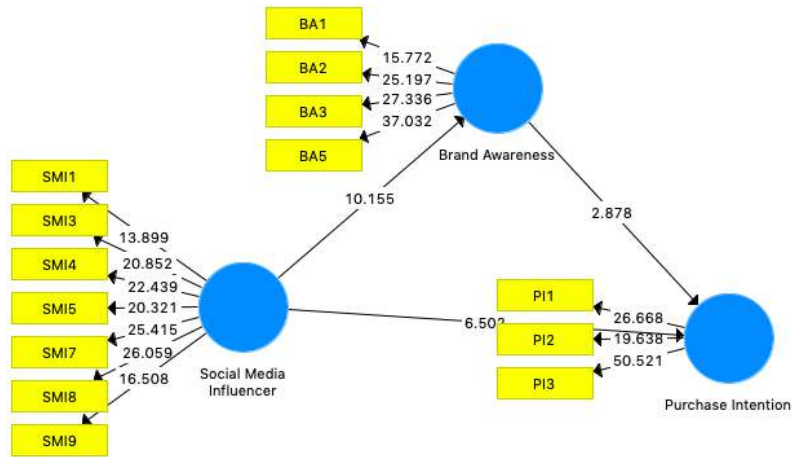


Figure 3.2 Inner Model Test

Source: SmartPLS Data Processing Results (2022)

The path coefficient and t-value in this research are shown in the table below. The path coefficient and t-value calculation results are shown in the Table 3.8 below:

Table 3.8 Path Coefficient and T-Value

No	Path Diagram	Path Coefficient	T-Values	P-Values	Conclusion
1	SMI → PI	0.503	15.349	0.000	H1 accepted
2	SMI → BA	0.688	10.115	0.000	H1 accepted
3	BA → PI	0.233	2.878	0.004	H1 accepted
4	SMI → BA → PI	0,160	2.757	0.006	H1 accepted

Source: SmartPLS Data Processing Results (2022)

Table of 2.9 above show that the calculation result of R Square in this research. can be seen R Square for the Brand Awareness variable (dependent variable) of 0.469 which means that is able to explain the latent variable of Customers' Loyalty by 47.3%. also, R Square for Brand Awareness (intervening variable) 0.469 which means is able to explain the latent variable of Customers' Satisfaction 46.9%. The result are shown on the theoretical framework on figure 3.9 below:

Table 3.9 R Square Testing

Variable	R ²	Conclusion
Brand Awareness	0.473	Strong
Purchase Intention	0.469	Strong

Source: SmartPLS Data Processing Results (2022)

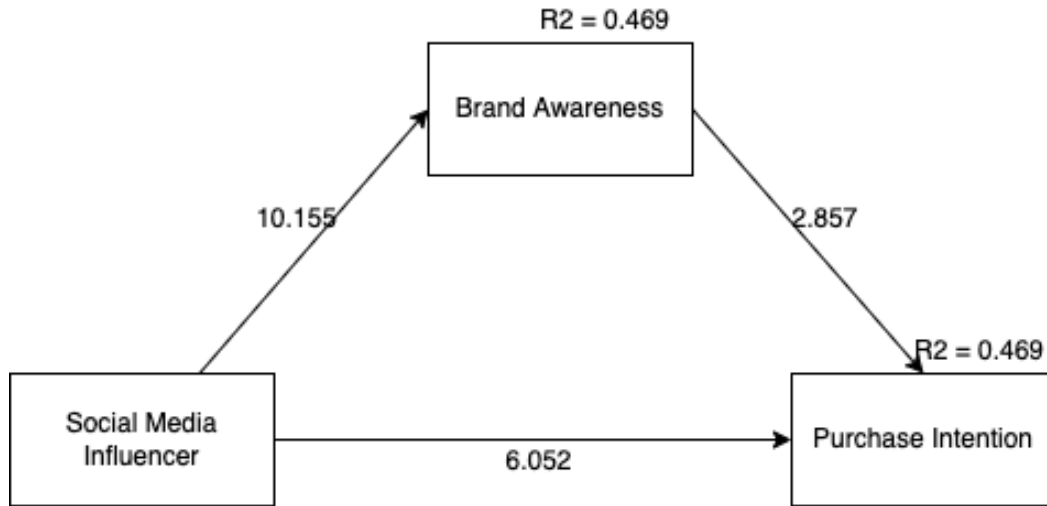


Figure 3.3 Framework Result
Source: Processed Data

D. Goodness Fit Testing

The GoF scale runs from 0.1 to 1, with 0.1 denoting a low GoF, 0.25 denoting a moderate GoF, and 0.36 denoting a large GoF, (Ghozali & Latan, 2012)

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{1,29 \times 0,971}$$

$$GoF = 1,120$$

Based on these calculations, the goodness of fit obtained from this model is 0.516. Based on the results of these calculations, the overall model validation in this study was 0.516 including a large GoF of more than 0.36. Therefore, all the indices needed in the inner model test have met the requirements, so the structure of the proposed model is feasible to predict all the hypotheses proposed in this study.

IV. CONCLUSION

The result of the research and analysis described in the previous section can be concluded to answer the following research questions:

A. Social Media Influencer at Scarlett Whitening

Based on the result of descriptive analysis described on previous chapter, it shows that overall respondents agree with the statement on the questionnaire item in the Purchase Intention variable and means that the Social Media Influencer at Scarlett Whitening is categorized as “Very Good” with an overall percentage score of 86%. On the questionnaire item in product involve variable, it can be found that the lowest response is in item SMI8 with a score of 88.87% where it states that “Endorsements from Scarlett Whitening’s Influencer in Instagram get a huge amounts of likes and comments.”, although the score is still categorized as “Very Good” according to the respondents. Which means that the comment and likes from influencer it gets from the content that influencer made. is important to them but has a low percentage with the amount of respondent on PI2 that answer strongly disagree 0 person, Disagree 2 person and neutral as many as 22 person.

B. Brand Awareness at Scarlett Whitening

Based on the result of descriptive analysis, overall respondents agreed with the statement on the items in the Brand Awareness dimension. This shows that Brand Awareness at Scarlett Whitening is in the “Very Good” category with a score of 88.69%. From all statement regarding perceived values, the statement with the lowest response was in 2 item BA2 and BA5 where it states, “Some characteristics of the particular Scarlett Whitening products that appeared

in the social media come to my mind quickly” and “I know how the particular of scarlett whitening products looks like”, although the score is also categorized as “Very Good” with a score of 89.31% according to the respondents. Which means, that the way of Brand Awareness is important to them but has a low percentage with the amount of respondent on BA2 who answer strongly disagree by 0 person, Disagree by 5 person and neutral as many as 19 person, and BA5 who answer strongly disagree by 0 person, Disagree by 3 person and neutral as many as 21 person.

C. Purchase intention at Scarlett Whitening

The overall respondents agree with Purchase Intention at Scarlett Whitening of the item questionnaire statement variable according to descriptive analysis result. It shows that the Purchase Intention at Scarlett Whitening is categorized as “Very Good” with a score of 85.28%. From all of the item questionnaires regarding Purchase Intention at Scarlett Whitening, it can be found that the lowest score obtained by Purchasing is on item PI5, where it states “I will buy the Scarlett Whitening products advertised by social media influencer” with a score of 80.95%. Although, it is also still categorized as “Good”. Which means, that brose flash sale is a recreation for them but has a low percentage with the amount of respondent on PI2 who answer strongly disagree by 2 person, disagree by 5 person and neutral 32 person.

D. Social Media Influencer influence Brand Awareness

Based on the t-value 10.115 and p-value 0.000 hypothesis above, it indicates that Social Media Influencer has a significant positive effect on Purchase Intention. As a result, it can be seen that Social Media Influencer has a significant positive effect on Purchase Intention and this statement is also supported by the R2 value of Brand Awareness 0.473 or 47.3%, even though is categorized as “Moderate”.

E. Social Media Influencer influence Purchase Intention at Scarlett Whitening

Based on the t-value 10.115 and p-value 0.000 hypothesis above, it indicates that 10.115. As a result, it can be seen that Social Media Influencer has a significant positive effect on Purchase Intention and this statement is also supported by the R2 value of Purchase Intention 0.469 or 46.9%, even though is categorized as “Moderate”.

F. Brand Awareness affect Purchase Intention at Scarlett Whitening

Based on the t-value 2.878 and p-value 0.004 hypothesis above, it indicates that Brand Awareness a significant positive effect on Purchase Intention. As a result, it can be seen that Brand Awareness has a significant positive effect on Purchase Intention and this statement is also supported by the R2 value of Brand Awareness 0.473 or 47.3%, even though is categorized as “Moderate” R2 value of Purchase Intention 0.469 or 46.9%, even though is categorized as “Moderate”.

G. Brand Awareness influence on Social Media Marketing and Purchase Intention at Scarlett Whitening

According to the result of indirect effect calculation, it shows that There is the influence of Brand Awareness as an intervening variable on Social Media Influencer and Purchase Intention. It can be seen from the greatest path coefficient value of Perceived values with a score of 0,006 and t-value 2.575 where Brand Awareness influence on Social Media Marketing and Purchase Intention at Scarlett Whitening. it means that there is the influence of Brand Awareness as an intervening variable on Social Media Influencer and Purchase Intention.

V. SUGGESTION

The Company need to pay attention to the lowest score of the Social Media Influencer Variable in the statement "Endorsement from Scarlett Whitening Influencers in Instagram gets a huge amounts of likes and comments" so that companies to be more selective in determining more interesting and creative influencers in general in order to attract the attention of Generation Z. Companies need to pay attention to the lowest score of the Purchase Intention Variable on the statement "some characteristics of the particular Scarlett Whitening product that appear on Social Media come to my mind quickly" the company may can create the more unique characteristics, the differences and trying to make consumers to well know about the characteristics of the products than compared to other products. customers will be attracted to Scarlett Whitening by carrying out the Recognize the brand. The company needs to pay attention to the lowest score of the Purchase Intention Variable in the statement "I will buy the Scarlett Whitening product advertised

by Social Media Influencers" so that the company is expected to be able to improve the lowest score of the Social Media Influencer variable because this variable is very influential on the purchase intention

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