



The Influence Of Influencer Credibility and Price On Purchase Intention: A Study On Billionaire's Project's Fashion Products

Didi Tarmidi^{1*}, Adella Khairunnisa Mardhiyah²

^{1,2}Universitas Widyatama, Indonesia

E-mail: didi.tarmidi@widyatama.ac.id

Article Info	Abstract
Article History Received: 2022-06-20 Revised: 2022-07-28 Published: 2022-08-03 Keywords: <i>Influencer Credibility; Price; Purchase Intention.</i>	<p>The more advanced the development of technology, the wider and easier information that can be sought by the public so that it can provide new information and even new behaviors, including buying behavior towards a product. Billionaires Project as a businessman in the Fashion Industry engaged in digital marketing must be sensitive to consumer buying behavior patterns, especially on things that can increase buyer interest. This research focuses on two variables owned by Billionaire's Project, namely The Credibility of Influencer Arief Muhammad and Price which is quite competitive in his class because it is not the cheapest nor the most expensive. The research methods used in this research are quantitative methods with descriptive types of research. Sampling is done with the nonprobability sampling technique used is purposive sampling with a total of 400 respondents who know billionaire's project fashion products. While the data analysis techniques used are descriptive analysis and multiple linear regression analysis. The results of the study based on descriptive analysis for influencer credibility variables are already in the category of very good at 88%, price variables are already in the category of very good at 89%, and the re-buy interest variable is already in the excellent category of 89%. Influencer credibility and price had a positive and significant effect on buying interest with a magnitude of influence of 30.3% and the remaining 69.7% influenced by other factors that were not studied.</p>
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2022-06-20 Direvisi: 2022-07-28 Dipublikasi: 2022-08-03 Kata kunci: <i>Kredibilitas Influencer; Harga; Niat Beli.</i>	<p>Semakin majunya perkembangan teknologi maka semakin luas dan mudah informasi yang dapat dicari oleh masyarakat sehingga dapat memberikan informasi baru bahkan perilaku baru, termasuk perilaku pembelian terhadap suatu produk. Billionaires Project sebagai pebisnis di Industri Fashion yang bergerak di bidang digital marketing harus peka terhadap pola perilaku pembelian konsumen, terutama pada hal-hal yang dapat meningkatkan minat pembeli. Penelitian ini berfokus pada dua variabel yang dimiliki oleh Billionaire's Project, yaitu The Credibility of Influencer Arief Muhammad dan Price yang cukup bersaing di kelasnya karena bukan yang termurah maupun termahal. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif dengan jenis penelitian deskriptif. Pengambilan sampel dilakukan dengan teknik nonprobability sampling yang digunakan adalah purposive sampling dengan jumlah 400 responden yang mengetahui produk fashion proyek miliuner. Sedangkan teknik analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian berdasarkan analisis deskriptif untuk variabel kredibilitas influencer sudah berada pada kategori sangat baik sebesar 88%, variabel harga sudah berada pada kategori sangat baik sebesar 89%, dan variabel minat beli ulang sudah berada pada kategori sangat baik sebesar 89%. kategori sangat baik sebesar 89%. Kredibilitas dan harga influencer berpengaruh positif dan signifikan terhadap minat beli dengan besarnya pengaruh sebesar 30,3% dan sisanya sebesar 69,7% dipengaruhi oleh faktor lain yang tidak diteliti.</p>

I. INTRODUCTION

Quality clothing with an appealing design will be an option for each individual. This can be classified as a fashion trend. This Fashion Trend is supported by Indonesian fashion designers, who create an outfit that is loved by everyone in Indonesia. The result is the establishment of a fashion business. The Indonesian fashion industry can contribute approximately 18.01 percent or Rp. 116 Trillium. The Creative Economy

Agency (BEKRAF) is also continuing to make efforts to strengthen the ecosystem and encourage growth in this subsector, as fashion has evolved from a primary need to an artistic need to promote faster industrial growth. According to 2017 data, the fashion industry contributed 3.76 percent of Bruno Nasional's domestic revenue, with an export value of 13.29 billion US dollars. Previously, it contributed a significant amount of 54.54 percent in 2016. The

evolution of fashion today can cause business people to move and compete to create an innovation that can be produced, marketed, and sold to the public. Today's consumers require clothing designs that are innovative and distinct from competitors to create new fashion trends. As a result, consumers are interested in purchasing these clothes. Seeing the high demand in the market due to the growing fashion trend, and providing benefits to business owners. As a result, business owners must work on developing a design that is unique to them.

Economic growth in the Fashion Industry is currently linked to the advancement of technology and information advances. Technology offers convenience in all aspects of life. One of them is the internet, which has grown in popularity throughout the world, including in Indonesia. People in Indonesia benefit from technological advancement. What we know can make communication easier, but technology also has an impact on the business field in Indonesia. According to a national survey of data from the Indonesian Internet Service Providers Association (APJII) conducted in 2021, 73.7 percent of the population, or 196.7 million, are internet users in Indonesia. According to data from the Indonesian Internet Service Providers Association, the Java region has the most internet users in Indonesia (41.7 percent), followed by Sumatra (16.2 percent), Sulawesi (5.1 percent), Kalimantan (4.6 percent), Bali and Nusa Tenggara (3.9 percent), and Maluku and Papua (2.2 percent). In comparison to data from 2018, internet users account for only 64.8 percent of the population in Indonesia, with 171.17 million internet users out of a total population of 264.14 million. As a result, it can be concluded that Indonesia has an active internet user population that is growing year after year. This can be used as evidence that doing business online is a great opportunity for SMEs to increase market share and sales. According to survey data collected by the Indonesian Association of Internet Service Providers, internet users are currently familiar with online shopping for meeting their needs. Fashion and beauty products account for 25.0 percent of online purchases in Indonesia, followed by household products (6.5 percent), electronic products (6.4 percent), and travel ticket purchases (4.4 percent). 43.2 percent of internet users have never purchased anything online.

Because all information is open and consumers have a large selection of products that

suit their needs (needs) & desires (wants), it can be concluded that 65.1 percent use the Internet as the primary source of information (primary sources) in researching the products/brands they want to buy. The more open the information, the more fierce the competition, not only among local products but also among international products. As a result, local Indonesian products must have a significant competitive advantage to remain the product of choice and attract market purchasing interest. The formation of preferences for all available preferred brands precedes the emergence of consumer buying interest in a brand (Kotler and Armstrong, 2016: 185). Purchasing interest plays a critical role. The buying interest stage is where consumers evaluate the information they have received. Buying interest can be defined as the likelihood that a consumer will purchase a specific product. Although the customer's willingness to buy has a higher probability, the customer does not always buy it (Resmawa, 2017). Consumer buying interest is the stage at which consumers choose between several brands that are integrated into their preferred device. Finally, make a purchase on an alternative that he prefers or the process that consumers go through to purchase a good or service based on various factors. The buying interest itself demonstrates his level of commitment to making a purchase. According to the APJII Survey, one of the major factors influencing purchasing interest is the price (price). Sunyata and Kashmir (2016:197) argue in Ahmad (2019) that the purpose of pricing includes survival, maximizing profits, maximizing sales results, filtering sales results, filtering the market to the greatest extent possible, and selling prices can influence the amount of demand. According to this theory, price strategy can also be a competitive advantage because it affects the amount of demand for an item, or in other words, consumers' purchasing interest. Billionaire's Project has branding strength because it bears the name of one of Indonesia's well-known Influencers, namely Arief Muhammad, who has 2.6 million Instagram followers and a YouTube channel with a total of 2.64 million subscribers. It is also important to note that the two digital channels owned by Arief Muhammad have been registered Verified Mark (official sign) if on Instagram it is marked with a blue tick and Youtube. Credibility is undoubtedly the most important asset for an influencer to be able to support all activities ranging from creating content to conducting business. Because

he is an official influencer and part of the billionaire's project, Arief Muhammad is essential.

The framework of thinking of researchers in conducting this study with the assumption that the formation of buying interest in a billionaire's project is based on the strength of the credibility of influencers to set more expensive prices is the basis of the theory and phenomenon above. However, according to interviews with ten friends who knew Arief Muhammad and the Billionaire's Project, four of them had no interest in buying fashion products for various reasons such as high prices, product designs that were not to their taste, and felt that Arief Muhammad's presence as part of the Billionaire's Project did not provide a significant increase in respondents' buying interest in the journal "The Role of Digital Influencers on Buying Intention. (1) To determine the influence of influencer credibility on the interest in purchasing Billionaire's Project fashion products. (2) To determine the impact of price on interest in purchasing Billionaire's Project fashion products and (3) Determine the impact of influencer credibility and price on interest in purchasing Billionaire's Project fashion products. The Advantages of Academic Research This research is expected to provide information and add studies related to the theme of influencer credibility, price, and interest in purchasing Billionaire's Project fashion products, and it can be used as a medium for increasing science or as a reference and reference material for future research. Companies are expected to use the research results to determine the influence of influencer credibility, prices, and buying interests in Billionaire's Project fashion products to determine the appropriate marketing strategy.

II. METHOD

The quantitative method was used in this study. Noor (2017: 38) defines quantitative research as a method for testing theories by examining the relationship between variables. This variable is measured with research instruments so that numerical data can be analyzed using statistical procedures. Meanwhile, quantitative methods, according to Ahmad (2015:2), essentially include determining the subjects from which information or data will be obtained, the techniques used in data collection, and the treatment to be held. Quantitative methods, in general, seek to discover the relationship between two or more variables that

have been previously explained by the theory on which they are based.

III. RESULT AND DISCUSSION

1. Validity and Reliability

Validity and reliability tests are carried out by correlating each statement with the number of variable scores. The authors assessed the validity of a questionnaire distributed to 400 people. SPSS 25 for Windows is used to aid in the calculation of the validity test results. The author conducted the following Validity Test in this study.

2. Normality Test

The normality test is used to determine whether or not the residual value is normally distributed. If the residual value is normally distributed, the regression model is good (Basuki, 2016). Meanwhile, the normality test itself, according to (Widodo, 2017), seeks to determine the residual distribution. A normally distributed residual characterizes a good model. The Kolmogorov-Smirnov normal test was used to assess normality (K-S).

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.01188556
Most Extreme Differences	Absolute	.049
	Positive	.039
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200 ^{a,c}

Source: Author (2022)

The normality test with the Kolmogorov-Smirnov test yielded a significant value of $0.200 > 0.05$, indicating that the regression model in this study meets normal assumptions. Another type of normality test is a plot graph in which the assumption of normality is met by points on the graph approaching the diagonal axis.

3. Multiple Linear Regression

Multiple linear regression analysis is used to determine the functional relationship between two or more independent variables and the dependent variables so that it can be obtained when only the other variables are known. This is illustrated in the table below:

Table 2. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.587	2.217		7.934	.000
TOTAL_X1	.126	.043	.163	2.913	.004
TOTAL_X2	.352	.046	.428	7.624	.000

Source: Author (2022)

4. Simultaneous Hypothesis Test

The following are the results of the author's simultaneous f test, which will be described in the table below: Based on the analysis in table 4, if the significance value is less than 0.05, it is said to have an effect. It can be seen in table 4 that the significance value is 0.000, so it can be concluded that influencer credibility (X1) and price (X2) both affect buying interest (Y).

Table 3. Simultaneous Hypothesis test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1572.587	2	786.294	86.243	.000 ^a
	Residual	3619.510	397	9.117		
	Total	5192.098	399			

Source: Author (2022)

Source: Author (2022)

5. Coefficient of Determination

According to Ghazali (2016), a small coefficient of determination indicates that independent variables' ability to explain dependent variables is very limited. On the other hand, if the value is close to 1 (one) and not 0 (zero), it indicates that independent variables can provide all of the information required to predict dependent variables.

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 ^a	.303	.299	3.01946

Source: Author (2022)

According to the results in table 5, the value of the coefficient of determination of R square in this study is 0.303 or 30.3 percent, indicating that Influencer Credibility and Price influence Buying Interest by 30.3 percent. The remaining 69.7 percent, or 0.697, was influenced by unstudied variables or other factors. This demonstrates that if the Billionaire's Project can increase the credibility of influencers through more educational marketing communications, pricing can be strengthened to increase customer purchasing interest once more. As a result, there will be an increase in interest in purchasing Billionaire's Project fashion products regularly.

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Several conclusions were obtained to answer several problem formulations in this study based on the results of research that was conducted regarding the influence of influencer credibility and price on the interest in buying Billionaire's Project fashion

products. The researcher arrived at the following conclusions: With an average of 89 percent, the credibility of Billionaire's Project influencers is excellent. The indicators of Arief Muhammad's statement look elegant as a brand ambassador, Arief Muhammad can be trusted as a brand ambassador, Arief Muhammad has the skills to become a brand ambassador, Arief Muhammad has the experience to become a brand ambassador, and Arief Muhammad's statement has 87 percent knowledge about the brand he advertises. The prices for Billionaire's Project are excellent, with an average of 89 percent. The indicator of the statement of the quality of t-shirts not only on fabrics but also on the big-name Arief Muhammad obtained the lowest percentage, which was 86%. The buying interest in Billionaire's Project is excellent, with an average of 89 percent. The billionaire's project's marketing communication statement indicator consistently provides interesting information that piques my interest, resulting in the lowest percentage, 87 percent. The credibility of Influencers (X1) and Price (X2) individually or simultaneously affects the Buying Interest (Y) of Billionaire's Project fashion products. It is obtained in the planned $F_{count} = 86,423 > F_{table} = 2.6049$. In this study, the coefficient of determination of R square was 0.303 or 30.3 percent, indicating that Influencer Credibility and Price influence Buying Interest by 30.3 percent. The remaining 69.7 percent, or 0.697, was influenced by unstudied variables or other factors.

The results of this study show that cumulatively the credibility variables of influencers and prices have a positive and significant influence on the variable of buying interest in the Billionaire's Project by 30.3% although partially the price variable is more influential than the influencer credibility variable, so the author would like to give some suggestions as follows: Based on the findings of this study, it is possible to conclude that the pricing strategy for the Billionaire's Project company will be far more effective than relying solely on the credibility of Arif Muhammad's influencers. The Billionaires Project can experiment with several pricing strategies, including 1) Captive Pricing: The Company charges different prices for core products and product accessories. The price of the core product is usually lower than the price of the product accessory. 2) Prestige Pricing,

Prestige pricing, also known as premium pricing, is a pricing strategy in which a company sets a high price to give the impression of superior quality.

B. Recommendations

The researcher suggested to subsequent researchers to conduct further research using other variables such as Product Quality, Quality of Service, Brand Image, Brand Trust, and Promotion on buying interest as a comparison of this study while looking for higher formulations of Cumulative Influence (R Squared). If this can be done, it will certainly be very useful for the company as input in determining competitive strategies and will also increase the wealth of information related to research in the field of Marketing.

REFERENCES

- Adrian Junio Adiwidjaja, Z. J. (2017). Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Sepatu Converse.
- Amron, A. (2017). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars.
- Aprilia, T. L. (2017). Pengaruh Brand Image Produk Apple Terhadap Keputusan Pembelian Konsumen Pada Komunitas Instamarinda.
- Aridanu, K. N. (2017). *Statistik Parametrik Penelitian Pendidikan*. Palembang: Pearson Education, Inc.
- Armanto, I. D. (2018). PENGARUH DIMENSI KUALITAS LAYANAN TERHADAP. *E-Jurnal Manajemen Unud*, 1282-1309. doi:https://doi.org/10.24843/EJMUNUD.2018.v7.i03.p06
- Basuki, A. T. (2016). *Analisis Regresi Dalam Penelitian Ekonomi & Bisnis : Dilengkapi Aplikasi SPSS & EVIEWS*. Depok: PT Rajagrafindo Persada.
- Basuki, T. A. (2016). *Analisis Regresi dalam Penelitian Ekonomi dan Bisnis (Dilengkapi dengan SPSS dan EvIEWS)*. Yogyakarta: PT Rajagrafindo.
- Bayu, A. (2017). Pengaruh Brand Image Terhadap Keputusan Pembelian Smartphone Xiaomi (Studi Kuantitatif pada Komunitas Xiaomi di halaman Facebook Mi Indonesia).
- Chaniago, A. (2016). Pengaruh Kualitas Pelayanan PT.Telkom Terhadap Kepuasan Pelanggan SpeedyDi Kota Palangkaraya. *jurnalopenlibrary*.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 295-336.
- Devita Lusy Deasyana Rahma, S. A. (2018). THE INFLUENCE OF FASHION CONSCIOUSNESS AND BRAND IMAGE ON PURCHASE DECISION: A SURVEY ON FEMALE CONSUMER AT HOUSE OF RIA MIRANDA.
- Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS 24. *Badan Penerbit Universitas Diponogero*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.
- Hanifah, N. (2018). Pengaruh Brand Association, Brand Loyalty, Brand Awareness, Brand Image Di Indonesia untuk generasi Y pengguna Telkomsel. *Jurnal Openlibrary*.
- Indra Kurniawan, Z. W. (2016). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk Pizza Hut Kota Palembang. *ejournal.unsri*, 4019.
- Lusiah, H. d. (2017). Impact of Brand Image, Product Quality and Self-Efficiency on Purchase Decisions on Private Label Rights Products. *Empirical Study*.
- M.Sc., I. O. (2016). The influence of brand image and promotional mix on consumer buying decision- a study of beverage consumers in Lagos State. *European Centre for Research Training and Development*.
- Mohamad Rizan, K. L. (n.d.). *Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian (Studi Banding Konsumen Indomie dan Mie Sedap)*. 2016.
- Noor, J. (2015). *Metodologi Penelitian*. Jakarta: Kencana Prenada Media Group.

- Oktariani, L. (2018). Pengaruh Persepsi Kualitas, Brand Image dan Brand Trust terhadap Brand Loyalty (Studi pada Konsumen Pengguna iPhone di Bandar Lampung). *Universitas Lampung*.
- P.D, S. (2018). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Bandung: Alfabeta.
- Prawoto. (2016). *Analisis Regresi Dalam Penelitian Ekonomi & Bisnis : Dilengkapi Aplikasi SPSS & EVIEWS*. Depok: PT Rajagrafindo Persada.
- Putra, S. W. (2019). Pengaruh Brand Image dan Kualitas Produk terhadap Proses Keputusan Pembelian Zara di Kota Bandung. *Openlibrary*.
- Semadi, I. P. (2018). Pengaruh Brand Experience ,Brand Image dan Brand Trust terhadap Brand Loyalty Tcash. *Jurnal openlibrary*.
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: CV. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis & Ekonomi, Cetakan Pertama*. Yogyakarta: Pustaka Baru Press.
- Sumarwan, U. (2016). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bandung: Penerbit Ghalia Indonesia.
- Unaradjan, D. D. (2019). *Metode Penelitian Kuantitatif*. Jakarta: Universitas Katolik Indonesia Atma Jaya.
- Wibowo. (2016). *Manajemen Kinerja*. Jakarta: PT. Rajagrafindo Persada.
- Widodo. (2017). *Metodologi Penelitian, Populer & Praktis*. Jakarta: PT. Raja Grafindo Persada