

# The Influence Of Influencer Marketing Rafi Ahmad On The Interest In Buying Erigo Products On Social Media Instagram On Ums Communication Science Students

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**Abstract:** *The purpose of this study was to analyze the effect of influencer marketing Rafi Ahmad on buying interest in Erigo products on Instagram social media for UMS Communication Science students. This research method is quantitative. Researchers used a survey method with a questionnaire that was conducted online via google forms. In this study, the population determined was Rafi Ahmad's Instagram followers in 2023, which amounted to 71,200,000 followers. Researchers used non-probability sampling techniques, with purposive sampling techniques. The data collection technique in this study used a questionnaire and research instruments. Data analysis methods with the help of the SPSS program to prove the relationship and influence between the research variables, by conducting data tests. The results of this study are that using the SOR theory framework, the influence of influencer marketing Rafi Ahmad on buying interest in Erigo products on Instagram social media has a positive and significant effect so that it can be explained Stimulus: Interesting promotional content and positive interaction between Rafi Ahmad and his followers on Instagram. Organism: Followers respond to the content with a sense of connection to Rafi Ahmad, trust in his recommendations, and interest in the lifestyle displayed. Response: Followers show increased purchase intention towards Erigo products, reflected in purchase actions, search for more information, and engagement with the brand within the Instagram platform. Thus, the SOR theory provides a comprehensive view of how influencer marketing can affect product purchase intention on Instagram social media through the process of stimulus, organism, and response.*

**Keywords:** *Erigo Products, Influencer Marketing, Purchase Intention, Social Media*

## Introduction

Nowadays, the internet has become a part of people's lives in general. The internet is a communication network that has a function to connect one electronic media with another electronic media quickly and precisely. One of the developments of the internet is the emergence of social media (Saputro, 2020). Social media is a form of media revolution that gives great power to consumers in getting information, the presence of social media is also related to marketing which can make one way to build good relationships with consumers (Halim et al., n.d.). Social media can be a counterweight in marketing such as big brands that can raise without a large investment while small brands can make a big name for themselves (Paiola & Gebauer, 2020).

Where the current business world cannot be separated from technology, especially with the existence of social media where now it is not uncommon for people to promote

through social media or utilize the services of an influencer (Fathor AS et al., 2021). An influencer is an ordinary individual who is well-known online for his or her knowledge and expertise in a particular topic such as food, fashion, promotion, technology, travel, education, reviews, music, movies, sports, etc. Influencers are also a form of marketing strategy that is usually referred to as influencer marketing (Isyanto et al., 2020).

Influencer marketing refers to a paid marketing activity that uses the services of influencers to introduce a product through social media in the short term, while influencer relations refers to an unpaid marketing activity that targets long-term relationships with its audience (Ketaren & Ruswanti, n.d.). Influencer marketing requires having the right content strategy through posts or stories if it is to create a positive perception. Therefore, Influencers are required to make good use of the features on Instagram, namely Instagram stories, live, highlights, Instagram TV, and Instagram hastags (Lin et al., 2019).

Social media marketing basically has many types and platforms available and social media is popular among business people and the public. Among others, Facebook, Twitter, TikTok, Youtube, Instagram and so on, but the use of social media must be in accordance with the needs and promotional strategies made (Santoso, 2023). One of the popular social media today is Instagram (Rania et al., n.d.). By occupying the fourth position as the most frequently accessed social media in Indonesia with 79% users, Instagram focuses on uploading photos and videos. Indonesia is also the largest community of Instagram users in Asia Pacific with an explanation from Instagram founder Mark Zuckerberg that there are more than 2 million active advertisers and also 25 million registered business accounts on Instagram. This has also triggered the emergence of influencers who are now widely utilized for marketing and promotional media (Evelina & Handayani, 2018).

Erigo brand has become a successful clothing product in Indonesia. There are so many marketing strategies carried out by Erigo, one of which is active on several social media, it can be seen from the number of Erigo followers on Instagram which reaches 2.4 million (Hariyadi et al., n.d.). Brand Erigo is very active in using Instagram as one of its marketing strategies by using influencer marketing, the Erigo brand uses influencer marketing ranging from large to small (Fathurahman & Sihite, 2022). One example such as Rafi ahmad has a great influence and triggers the creation of a good relationship based on the sales aspect. Rafi Ahmad is a famous presenter and actress since 2009. Raffi Ahmad is one of the 5 Influencers who have the most followers in Indonesia. Rafi ahmad has many fans can be seen from the followers on Instagram which reached 71.2 Million. This makes erigo interested in the influencer Rafi Ahmad (Phwaa & Putrib, n.d.).

Previous research related to influencer marketing conducted by (Handayani, 2023) researchers looked at how the influence of the implementation of influencer marketing on social media Instagram on consumer buying interest (Rosmika, 2023). Researchers found that the credibility of an influencer marketing on Instagram shows a positive influence on buying interest. According to research, trustworthy social media influencers can increase consumer purchase intention. Therefore, businesses should identify trustworthy social media influencers, as consumers will have more purchase intent if the advertisements, which they see are trustworthy, marketing using social media is more effective than using television media (Dewi & Gunanto, 2023).

Based on observations related to the research above, this research cannot be said to be the first research or researching things that have not been in previous studies because there have been researches that raise similar topics (Permadani & Hartono, 2022). This research is important to study because it is seen from the struggle of Brand erigo established from 2013 which initially moved in a studio room and without a single employee, brand erigo markets its products by participating in various events. Then in 2017 Brand Erigo began to develop its business using various e-commerce platforms and using social media as one of its marketing media such as Instagram. By using celebrity marketing such as Rafi Ahmad, the Erigo brand is currently a local fashion product that is much loved by the Indonesian people, as evidenced by the followers on the official Erigo Instagram reaching 2.4 million. Erigo also represents a local Indonesian brand that is global as seen from erigo who successfully appeared at New York Fashion Week (NYFW) and opened a new pop-up in New York in 2021.

The purpose of this study was to analyze the influence of Influencer Marketing Rafi Ahmad on buying interest in Erigo products on Instagram social media (Lestari, 2021).

## Methodology

This study uses a quantitative approach to determine or measure the relationship between two variables through research instruments which are number-based research in field data collection techniques. Researchers used a survey method with a questionnaire conducted online via google forms. The questions that have been formulated into one in the questionnaire will be measured using a Likert Scale (Sekaran & Bougie, 2016).

In this study, the population determined is Rafi Ahmad's Instagram followers in 2023, which amounted to 71,200,000 followers. Researchers use non-probability sampling techniques, with purposive sampling techniques, namely, respondents in this study have criteria (Ekasari, 2024).

1. Follow Rafi Ahmad and Erigo Store's Instagram
2. At least 18 years old
3. Domiciled in Indonesia.
4. Having an interest in buying Erigo products

Data collection techniques in this study using questionnaires and research instruments Data Analysis. The results of the calculation of the score or value are then in statistical analysis carried out with the help of the SPSS program to prove the relationship and influence between the research variables, by conducting data tests.

## Result and Discussion

### Validity Test

**Table 1.** Results of Validity Test

Correlations					
X1.1	X1.2	X1.3	X1.4	X1.5	Rafi Ahmad's influence

<b>X1.1</b>	Pearson Correlation	1	0,098	,398**	,385**	,483**	,728**
	Sig. (2-tailed)		0,287	0,000	0,000	0,000	0,000
	N	121	121	121	121	121	121
<b>X1.2</b>	Pearson Correlation	0,098	1	0,000	,423**	,255**	,550**
	Sig. (2-tailed)	0,287		1,000	0,000	0,005	0,000
	N	121	121	121	121	121	121
<b>X1.3</b>	Pearson Correlation	,398**	0,000	1	0,133	,418**	,596**
	Sig. (2-tailed)	0,000	1,000		0,147	0,000	0,000
	N	121	121	121	121	121	121
<b>X1.4</b>	Pearson Correlation	,385**	,423**	0,133	1	0,172	,653**
	Sig. (2-tailed)	0,000	0,000	0,147		0,060	0,000
	N	121	121	121	121	121	121
<b>X1.5</b>	Pearson Correlation	,483**	,255**	,418**	0,172	1	,718**
	Sig. (2-tailed)	0,000	0,005	0,000	0,060		0,000
	N	121	121	121	121	121	121
<b>Rafi Ahmad's influence</b>	Pearson Correlation	,728**	,550**	,596**	,653**	,718**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	121	121	121	121	121	121

		Y1.1	Y1.2	Y1.3	Y1.4	Purchase Interest
Y1.1	Pearson Correlation	1	,272**	,329**	,394**	,741**
	Sig. (2-tailed)		0,003	0,000	0,000	0,000
	N	121	121	121	121	121
Y1.2	Pearson Correlation	,272**	1	,229*	,340**	,683**
	Sig. (2-tailed)	0,003		0,012	0,000	0,000
	N	121	121	121	121	121
Y1.3	Pearson Correlation	,329**	,229*	1	0,065	,601**
	Sig. (2-tailed)	0,000	0,012		0,482	0,000
	N	121	121	121	121	121
Y1.4	Pearson Correlation	,394**	,340**	0,065	1	,669**
	Sig. (2-tailed)	0,000	0,000	0,482		0,000
	N	121	121	121	121	121

		Y1.1	Y1.2	Y1.3	Y1.4	Purchase Interest
Purchase Interest	Pearson	,741**	,683**	,601**	,669**	1
	Correlation					
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	
	N	121	121	121	121	121

Source: Primary data processed, 2024

Based on the results of the correlation calculation in Table 1. between the score of each statement item and its total score, for a sample of  $n = 121$  respondents, through data using the SPSS 26 program, the results of these correlation values are compared with the benchmark set to determine whether the item is valid or not, namely if the correlation value is  $> 0.1786$ , it means that the item is valid. The results show that all statement items of the influencer credibility variable and four statement items of the purchase intention variable are declared valid (Isnaini et al., 2023).

### Reliability Test

The reliability test is used to determine how the alignment or consistency of an instrument in different situations. The instrument can be said to be reliable if the calculated alpha value  $> 0.60$ .

**Table 2.** Results of Validity Test

Variabel	Cronbach's Alpha	Keterangan
Influencer marketing	0,657	Reliable
Purchase Interest	0,602	Reliable

Source: Primary data processed, 2024

From table 2, it can be shown that the Cronbach's alpha value of all research variables is  $> 0.6$ . For Influencer marketing value of 0.657, and Purchase intention of 0.602. This shows that each variable has met the reliability test so that it can be concluded that all variables have a high level of reliability (Haslinda, 2022).

### Classical Assumption Test

The classical assumption test is a requirement before multiple linear regression tests are carried out. This test includes normality test, multicollinearity test, and heteroscedasticity test (Haslinda, 2022).

### Normality Test

The normality test is used to test whether the data used is normally distributed or not, good data is normally distributed. The test uses a normal probability plot curve, provided that if the points on the graph spread along the diagonal line, the data is normally distributed

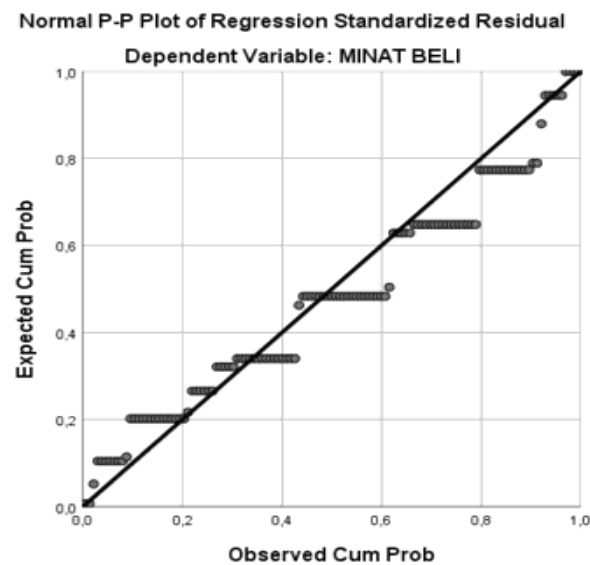


Figure 1. P-Plot Normal

The curve results show that the points on the graph appear to follow the diagonal line, so based on the normal probability plot curve, the data used is normally distributed.

### Heteroscedasticity Test

The heteroscedasticity test is intended to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the graph forms a special pattern then the model has heteroscedasticity. However, if there is no clear pattern, and the dots spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Widiastuti et al., 2022).

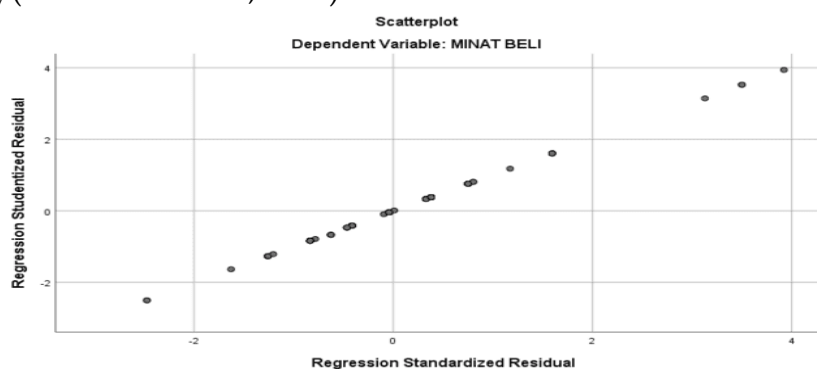


Figure 2. Heteroscedasticity Test' Scatterplot

The scatter plots graph shows that the points on the graph do not form a certain clear pattern, where the points spread above and below the number 0 on the Y axis, so that the graph cannot be read clearly. This result indicates that there is no heteroscedasticity (Alfisyahr & Devita, 2019).

### Multicollinearity Test

The multicollinearity test is used to show whether there is a correlation between the independent variables. Detection of the absence of multicollinearity can be seen in the collinearity statistics, provided that if the tolerance value of each independent variable is

above 0.1 and the variance inflation value or VIF value is below 10, then there is no multicollinearity.

**Table 3.** Multicollinearity Test's Result

Source: Primary data processed, 2024

Based on table 3, it can be seen that the multicollinearity test results show a tolerance value of  $1.000 > 0.10$  and VIF of  $1.000 < 10$ . So it can be concluded that there is no multicollinearity in this research model.

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,796	1,353		1,327	0,187		
Rafi Ahmad's influence	0,533	0,060	0,630	8,848	0,000	1,000	1,000

## Hypothesis Test

### Partial Hypothesis Test (t)

According to Ghozali, this test is basically used to partially see whether the explanatory variable has a significant effect or not on the dependent variable. If the sig value.  $< 0.05$  or  $t_{\text{count}} > t_{\text{table}}$  then  $H_0$  is rejected and  $H_a$  is accepted, it means that variable X on variable Y has a significant effect, and vice versa if the sig value.  $> 0.05$  or  $t_{\text{count}} < t_{\text{table}}$  then  $H_0$  is accepted and  $H_a$  is rejected, it means that variable X to Y has no significant effect.

**Table 4.** Partial Hypothesis Test (t)

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,796	1,353		1,327	0,187		
Rafi Ahmad's influence	0,533	0,060	0,630	8,848	0,000	1,000	1,000

Source: Primary data processed, 2024

T tabel ( $\alpha/2; n-k-1$ )

Based on table 4, it can be seen that the influencer marketing variable (X) gets a sig value.  $< 0.05$ , namely 0.00 or  $t_{\text{count}} < t_{\text{table}}$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is



accepted, meaning that influencer marketing rafi ahmad can have a significant effect on the purchase interest variable (Y) of erigo products on Instagram

## Discussion

### Influencer marketing affects the purchase intention of erigo products

It is known that sig. for the effect of X on Y is  $0.00 < 0.05$  and the value or  $t_{\text{count}} < t_{\text{table}}$ , so it can be concluded that  $H_a$  is accepted, which means that there is an influence of influencer marketing on buying interest (Hanifah et al., 2024).

The influence of influencer marketing Rafi Ahmad on buying interest in Erigo products on Instagram social media can be explained **Stimulus** (Susilo et al., 2023): Interesting promotional content and positive interaction between Rafi Ahmad and his followers on Instagram. **Organism**: Followers respond to the content with a sense of connection to Rafi Ahmad, trust in his recommendations, and interest in the lifestyle displayed. **Response**: Followers show increased purchase intention towards Erigo products, reflected in purchase actions, search for more information, and engagement with the brand within the Instagram platform (Andarista et al., 2022). Thus, the SOR theory provides a comprehensive view of how influencer marketing can affect product purchase intention on Instagram social media through the process of stimulus, organism, and response (Wiraguna & Aulia, 2024).

This study is in line with research (Masuda et al., 2022) and (Jin et al., 2019) which explains that influencer marketing affects the purchase intention of erigo products on Instagram social media (Tengku, 2023).

## Conclusion

Based on the results and discussion, it is found that by using the SOR theory framework, the influence of influencer marketing Rafi Ahmad on buying interest in Erigo products on Instagram social media has a positive and significant effect so that it can be explained **Stimulus**: Interesting promotional content and positive interaction between Rafi Ahmad and his followers on Instagram. **Organism**: Followers respond to the content with a sense of connection to Rafi Ahmad, trust in his recommendations, and interest in the lifestyle displayed. **Response**: Followers show increased purchase intention towards Erigo products, reflected in purchase actions, search for more information, and engagement with the brand within the Instagram platform. Thus, the SOR theory provides a comprehensive



view of how influencer marketing can affect product purchase intention on Instagram social media through the process of stimulus, organism, and response.

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