

Effects of Influencers on Social Media on Interest in Buying East Java Culinary

Rahayu^{1*}, Sudarmiatin²

^{1,2}Management Science of Doctoral Program Universitas Negeri Malang, Indonesia

¹Majapahit Islamic University, Mojokerto, Indonesia

*Corresponding author:

Email: rahayusemsi.2104139@student.um.ac.id

Abstract.

This research study is to determine the effect of influencers on social media on interest in buying East Java cuisine. This is important so that consumers' perceptions of the reliability of influencer advertising on social media are known and their effect on audience interest in buying. An influencer's specific strategies and skills that must be adapted to attract consumer purchase intention to be effective across social media are important. This study was designed to examine and analyze the effectiveness of influencer promotions broadcast on social media in attracting consumer purchase intentions. The sample used was 225 respondents who were actively using social media in East Java, consisting of 130 female participants, 95 male participants, and most of them aged 18 to 24 years. Respondents' ratings illustrate that influencers who build their honesty and trustworthiness can change consumer behavior and purchase intentions. Attractiveness and relationship with the product there is a match. Optimism and agreement with the differences in the effectiveness of an influencer's advertising on consumer purchase intentions are also the focus of consumer assessments. The influencer's expertise which is reflected in knowledge and ability also has an impact on purchase intention. The perception of female respondents towards culinary promotions in East Java by influencers is more than that of men, this is due to the frequency of using the internet. Optimism and agreement with the differences in the effectiveness of an influencer's advertising on consumer purchase intentions are also the focus of consumer assessments. The influencer's expertise which is reflected in knowledge and ability also has an impact on purchase intention. The perception of female respondents towards culinary promotions in East Java by influencers is more than that of men, this is due to the frequency of using the internet. Optimism and agreement with the differences in the effectiveness of an influencer's advertising on consumer purchase intentions are also the focus of consumer assessments. The influencer's expertise which is reflected in knowledge and ability also has an impact on purchase intention. The perception of female respondents towards culinary promotions in East Java by influencers is more than that of men, this is due to the frequency of using the internet.

Keywords: *influencer, culinary, buying interest, advertising*

I. INTRODUCTION

The development of the digital era is increasingly rapid, the internet is the main supporting component, and all large and small-scale companies apply technology. The many culinary variations in the East Java area are the choice and target of influencers to market through various social media, this action is very profitable for business people, especially MSMEs in East Java who are in the culinary business of East Java. what influencers do is very helpful for East Java Culinary MSMEs with free promotions. Social media such as TikTok, Instagram, Facebook, and others are widely used as a marketing tool for products and services. Generally, consumers use different social media platforms for talking, sharing, learning, creating content, and publicity. (Mason et al., 2021; Frost & Strauss, 2016). The rise of social media can change communication between producers and consumers, consumers are more active in looking for suitable products for consumption from various choices on the market, they identify products or services ranging from their characteristics to compare prices, coupons, discounts, and offers, to seek and know better products, and seek positive information related to other people's explanations about a product (Nielsen, 2016; Coco & Eckert, 2020; Pick, 2021). The use of social media can open opportunities for social media influencers and their lives for their success in influencing consumer perceptions (Canhoto et al., 2015; Octaviana & Susilo, 2021). A large number of influencer followers can make it easier to convey information on each advertised product (Wellman, 2020; Vrontis et al., 2021; Zhou et al., 2021; Ye et al., 2021). In marketing strategy, the purpose of advertising made by business people is to encourage, inform and promote products to consumers. The importance of building a reputation and achieving the goal of meeting customer satisfaction and loyalty.

In recent years, influencers have shown that they are potential supporters of the new generation with the help of keywords that generate various meanings that can capture attraction and change the way netizens think on social media (Legendre & Baker, 2021). In contrast to other marketing strategies regarding promotion, which are carried out by celebrities and endorsers (Talavera, 2015; Cocker et al., 2021; Bennett et al., 2021). Influencer marketing is an efficient, budget-friendly, and on-trend marketing strategy that never goes away. Based on the opinion of Cohen (2018), more than 500,000 videos are watched on YouTube, Facebook, Ig, and Tiktok by social media users around the world. Changes in the entertainment world are starting to shift and traditional media channels used by marketers do not have effective benefits to keep up with the times. The use of digital marketing is starting to bloom. It is influenced by peers, influencers, and realistic opinions and explanations because it is important to find an effective alternative promotion recommendation (Lovitt, 2020; Hamilton et al., 2021). Promising business opportunities for social media influencers, millions of followers on their accounts, influencers promote their products as well as other products as brand ambassadors to their followers and other customers (Tapinfluence, 2017). Social media has great potential on the internet, not only for communication but also for evolution over the years. Digital transformation has achieved new changes that make people fanatical about influencers on social media (Michelle & Susilo, 2021). Business people see that this change is a good opportunity for the development of their products. So that through observation and development, business people start looking for or finding social media influencers that are suitable for their products and assess the ability of influencers to create positive consumer perceptions (Kapitan et al., 2021). This study aims to: determine the impact of social media influencers on East Java culinary purchase intentions. This is important so that consumers' perceptions of the efficacy or reliability of social media influencer advertisements on purchase intention are known to buy east java culinary

What needs to be studied in this research is to analyze how influencers influence consumers and understand the capabilities of influencers on consumer decision making by assessing influencer attractiveness and credibility, building a connection system and how influencers convey messages about products to consumers. (2010), states that social learning theory provides an understanding of the magnitude of the impact of a celebrity on consumers. Social learning theory is a contextual basis for understanding how much influence social media influencers have because these influencers represent third-party advocates who can change consumer perspectives, thinking styles, and behavior in determining buying decisions. (Naraine et al., 2021; Drummond et al., 2020). Consumers more rationally choose and trust content created by influencers who are considered credible and honest compared to those made by producers. Many brands have used social media influencers for marketing as consumers have learned to recognize influencers as an irresistible source of compelling and persuasive persuasion. Source credibility began in the 1960s when researchers measured and checked to scale the results from reliable and valid data to measure endorser credibility. It is widely used to analyze the effectiveness of an endorsement (Taghipoorreyneh and De Run, 2016). Credible, reliable, and trusted endorsers or influencers have a positive effect on consumer perceptions. Credibility is an element of trust and expertise of influencers who score higher (Verhellen et al., 2013). Knowledge and the ability to provide explanations have a positive effect on buying interest (Berger & Keller, 2016). A series of reliable information influences: attitudes, behavior, and consumer opinions (Wang et al., 2017). Expertise is the main aspect that shows influencer professionals, at some level communicators can recognize that the source is a credible informant. This allows for the amount of knowledge a credible source has about the product being supported. Trust that is seen as good illustrates the honesty and reliability of influencers to build consumer image. Influencers who can influence changes in consumer interests and attitudes are influencers who can be trusted.

The source credibility variable is correlated with the source expertise variable. The company found that endorsers who have expertise and trust are very influential on attitude change (Amriely, 2017). Influencer credibility is important because influencers can make consumers recommend products and brands. Connick's opinion (2016), is that influencers as the subject of introducing brands can achieve peer endorsement success. Increasing the credibility of influencers is important to grab the attention of consumers

who are looking for product recommendations. influencers tend to be trusted by consumers because they produce required content such as explanations, tweeting and posting, and even unboxing than celebrities whose information produces content from producers such as advertisements or billboards. In general, influencers are more likely to convey and express positive ideas and negative n that they experience about the characteristics of the product or service to attract the attention of consumers. Influencers and YouTubers share their ideas and beliefs by telling the truth about products/services, their expressions show sincerity and honesty to attract the attention of viewers (MacKinnon, 2012). The innovation of various creativity, attraction, and social media platforms on YouTube and Instagram is a source of inspiration for digital and social influencers (Lieber, 2014). Attractiveness is an important standard that shows the important role of audience perception to stimulate buying interest. Attraction shows the characteristics of influencers on social media so that consumers are recognized and liked. Ariely, 2017). Influencer attractiveness has a direct effect on effectiveness as support so it depends on the Influencer (Amriely, 2017). Product compatibility indicates the match between the characteristics of the endorser when creating a campaign in an advertisement that is delivered effectively. The ability of influencers to build talent and connections in products is fundamental to persuading and attracting customers to buy. Influencers continue to act to differentiate the brand of a product when marketing products on social media (Zietek, 2016). The relevance of the relationship between influencers and products focuses on identifying to identify influencers so that there is a match when modeling brands. Understanding products and services are very important because what will be conveyed has a positive effect on trust and purchasing decisions (Liengradit et al., 2014). The transfer of meaning to explain the methods and processes used when the endorser plays a role in promoting the product must be focused and able to illustrate the image and message felt by consumers; then the message is forwarded to product promotion.

For information about the product to be accepted, it must be fully informed about the characteristics of the product to the customer, so that the customer can determine the purchase decision. The main topic in marketing management is the study of behavior in making purchasing decisions and how marketers can direct consumers to achieve satisfaction and loyalty. Purchase intention is improvised as an estimate to achieve future sales results. (Vineyard, 2014). In the era of digitalization, consumers play an active role in finding the desired product/service, they are free to choose the product they like and meet the criteria they need. The concept of purchase intention can be modified through cognitive behavioral observations, namely by determining how consumers intend to buy products, humans think rationally when making decisions by referring to what is and is available (Dash et al., 2021). Purchase intentions arise from certain behaviors, so consumers will have their perceptions, behaviors, and attitudes towards experiences, persuasion, and preferences that products or advertisements should be able to influence purchasing decisions. Research by Lim et al., (2017) entitled "The Influence of Social Media on Purchase Intention mediated by Customer Attitudes" is designed to observe and investigate the effectiveness of the performance of social media influencers. This study focuses on variables: source attractiveness, credibility, meaning transfer, and product suitability of social media influencers. The purpose of influencers is to mediate products into consumer attitudes and to determine the effect of consumer buying intentions. The results of Fred's (2015) research with the theme "Examining Endorsement and Viewership Effects on the Source Credibility of YouTubers 2015" concluded that there was a significant effect of brand recognition and popularity on endorser reputation based on trust, experience, and appearance (beauty) of YouTubers.

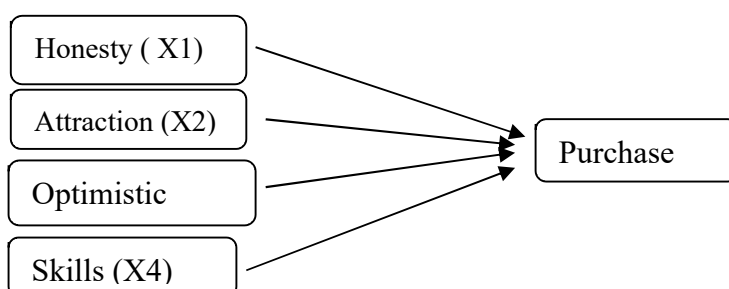
The next conclusion is that viewership affects the audience's perception of " Trust in social media can influence the purchase intention of millennial consumers. Influencers influence consumers' perspectives and purchase intentions. So the thoughts and attitudes of consumers are determined by the differences in the techniques and methods used by influencers. Abreu (2019), concludes the findings of his research that purchase intention is influenced by the authenticity of the influencer and trust. The study conducted by the researchers above has the same goal, namely to identify how social media influencers (marketers) influence purchase intentions. The findings of previous researchers can be studied as an important study in understanding empirical and theoretical conditions. So the thoughts and attitudes of consumers are

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The effectiveness of advertising from social media influencers can be different when viewed from factors: credibility, attractiveness, transfer of knowledge, and product suitability, these factors can influence purchase intention. Credible influencers are judged as those who are professional in the appearance of their social media accounts. Reinikainen et al (2021) the results of their research on the understanding brand and influencer infringement highlight the fact that both influencers and brands must collaborate to take responsibility for the performance of the product being marketed. This study reflects a wise concept for influencers to achieve the success and goals of social media influencers, this study also explains the company's desires and product features that can be threatened through the betrayal of the influencer or endorser of the brand. These conditions will harm consumer attitudes and beliefs, this response will affect the purchase intention of the brand advertised by the influencer. The correlation between customer attitudes and purchase intentions forms a positive relationship (Peetz et al., 2004). Endorsers who can transfer images to certain products will stimulate positive feelings in consumers so that they generate purchase intentions (Shan et al., 2020).

Respondents consider Instagram influential and beneficial for the level of consumer mental well-being. Following other people's Instagram does not affect the activities of users, including how they change their appearance and lifestyle and make buying decisions. Meanwhile, many respondents also stated that purchasing decisions are often not influenced by Instagram ads. There are differences between the buying and non-purchasing groups, the results of the analysis show that there are significant differences in the variables of self-esteem, personal strength, liking, and competence. Significant differences were found in physical attractiveness and overall self-esteem, likability, lovability, personal strength, vitality, and competence. Staniewski and Katarzynaawruk (2021), concludes that there is a correlation negative and significant correlation between components of self-control, self-esteem: competence, lovability, increased self-defense, identity integration, frequency, and intensity of social media users. The ideal match between social media influencers and businesses can improve promotional performance and influence consumers' purchase intentions to purchase goals (Park & Lin, 2020; Schouten et al., 2020).

Fig 1. Research Conceptual Framework Model



Referring to the theoretical study that has been described previously, the hypotheses designed in this study are:

Honesty (X1) has a significant effect on purchase intention

Attractiveness (X2) has a significant effect on purchase intention

Optimistic attitude (X3) has a significant effect on purchase intention

Expertise (X4) has a significant effect on purchase intention

II. METHOD

By the research objectives that have been described previously, namely to determine the impact of influencers on buying interest in East Java culinary. This is important so that consumers' perceptions of the efficacy or reliability of influencer advertisements displayed on social media are known to purchase intentions. In this study, we specifically examine the intention to buy culinary products in East Java through videos shown on Tiktok, Instagram and Facebook made by influencers. This study uses a quantitative design to analyze and observe the collected data. The research was conducted in the East Java region, especially in the Regency area which has a lot of culinary tourism. The selection of the province of East Java was chosen because of the many culinary variations, and large population, so the probability of respondent selection is higher and many respondents spend their time on social media and watching influencers convey promotions of various culinary delights in East Java. referring to the opinion of Faul et al., (2007), the minimum sample size is 169 respondents based on the G-Power software application.

To anticipate and minimize errors in filling out questionnaires and collecting data, the number of samples is determined to be 225, besides that it is also intended to fulfill the requirements to assess and analyze the research process and produce the best interpretation. The criteria for the sample (respondents) in this study, are internet users and watching influencer videos on Facebook, Tiktok, and Instagram to provide information on the answers needed in this study. The sampling technique used is the purposive sampling method, this technique allows researchers to determine the actions taken to identify respondents for their willingness to participate in providing answers and information needed according to knowledge and experience (Bernard, 2017). The arrangement of standardized questionnaires is based on the design to achieve an assessment when analyzing the effectiveness of social media influencer activities in influencing consumers' purchase intentions. Researchers found respondents who fit the predetermined criteria, namely respondents who actively use social media and watch vlogs or various photos and videos made by influencers around the city of Surabaya, Mojokerto, Kediri, Madiun and Malang will then provide instruments to respondents who were selected by purposive sampling through a google survey form. Instruments will be disseminated online.

III. RESULTS AND DISCUSSION

Respondent Data Finding

Based on the respondent's data excavated in this study, it can be shown in the following table:

Table 1. Respondent Data Based on Age and Gender

Age (years)	Number (person)	Male (person)	Female (person)
18 – 24	105	43	62
25 – 34	80	35	45
35 – 50	40	17	23
Quantity	225	95	130

Source: research data

Based on the data above, according to Clement (2019), most active internet users are aged 18 to 29 years, from young and adult ages, according to Fallows (2005), 86% of women aged 18-29 are active on the internet when compared to men. with a percentage of 80%. a total sample of 225 respondents, the number

consists of 130 female respondents while 95 male respondents answered the questionnaire/instrument of this research. The opinion of Hargittai & Walejko (2008), is that internet users in the more men than women especially for activities related to technical skills, for example looking for work and activities related to e-banking. The results of another study found that women tend to be online more often than men, especially regarding social goals and activities (Fallows, 2005). It was also explained that 54% of women used various applications while 46% of men used them.

Of the 102 respondents are single while 127 respondents are married. According to Clement (2019), internet users are dominated by people who are married because they are related to work and various social interests. According to Fallows (2005), in general, single men tend to be more active in using the internet than single women. 62% of single men are more active on the internet compared to 38% of single women who are active (online). At the income level, there are 150 respondents whose income ranges from 500.000 to 10,000,000, while 75 respondents have income below 500.000. According to Marasigan (2016), the digital revolution is happening globally and has been going on until now, so internet access can be used by all groups. It is also seen on the SIM Card which offers "Internet Data" The results of multiple linear regression analysis show that the impact of social media influencers on East Java culinary purchase intentions the variables X1 (honesty), X2 (attractiveness), X3 (optimistic attitude), and X4 (expertise) affect purchase intention (Y) can be shown in the following table:

Table 2. Research Result Data

Variable (Y)	Variable (X)	β	t	r (partial)	r(determination)	probability
Purchase	X1 (honesty)	0,196	3.719	0.355	0.126	0.000
Intention	X2(attractiveness)	0.667	5.667	0.667	0.445	0.000
	X3(optimistic attitude)	0.326	4.674	0.501	0.251	0.000
	X4 (skill)	0.573	5,431	0.633	0.401	0.000

Source: research data

The table above shows the magnitude of the impact of social media influencers on East Java culinary purchase intentions. on the X1 variable (honesty) of 0.126, with a correlation level of 0.355, there is a positive and significant effect. So the hypothesis proposed in this study is accepted with a probability value of 0.000. The results of the analysis show that consumers consider the integrity, positive characteristics, and sincerity of influencers. Respondents also paid attention to the activities built by influencers through message delivery/product promotion. According to Stevens et al., (2003), influencers who can influence changes in consumer attitudes are more trustworthy as experts than those who are not. Empirically, it shows that the honesty of influencers in the videos shown can provide information according to facts, knowledge about the product, is it safe and worth buying, as well as the experience of consuming it. This is also supported by accurate data about the culinary arts in East Java including addresses, google maps, and complete information about the culinary variations that exist in each location. Variable X2 (attractiveness) affects purchase intention by 0.445, with a correlation level of 0.667 there is a positive and significant effect. . So the hypothesis proposed in this study is accepted with a probability value of 0.000. Empirical studies illustrate that influencer advertisements display a variety of culinary delights accompanied by explanations of taste, price, comfort, etc., which suggests that the culinary place is also a place to take a vacation or relax, this is the opinion of McGinnies & Ward (1980) who found that endorsers who are experts and trusted are endorsers who can influence the level of change in audience attitudes and are more persuasive.

Variable X3 (optimistic attitude) affects purchase intention by 0.251, with a correlation level of 0.501 there is a positive and significant effect. So the hypothesis proposed in this study is accepted with a probability value of 0.000. this shows that there is an optimistic attitude and agrees with the differences in the effectiveness of influencer advertising for consumer purchase intentions. The actual behavior of consumers is reflected in the act of purchase intention which then decides to buy, consumers act based on rational thinking so that decisions are made based on the availability of information and various considerations (Brown et al., 2003). If consumers feel that there are other motives for the recommendations

and personal experiences of influencers, they are more likely to trust them than credibility from other sources. unidirectional compared see recommendation posts that tend to lead viewers to trust unclear sources are considered more effective (Lu et al., 2014), this condition is because consumers do not always see in detail the credibility of influencers. Consumers also receive recommendations and suggestions from friends and family about various information to consider before deciding to buy. Variable X4 (expertise) has an effect on purchase intention of 0.401, with a correlation level of 0.633 there is a positive and significant effect. . So the hypothesis proposed in this study is accepted with a probability value of 0.000. This can be supported by the researcher's observations that influencers who know, the experience delivery in familiar local languages, attractive video displays with diverse menu offerings, and interesting and unique places will attract viewers' interest.

IV. CONCLUSION

The conclusion from this study is that influencers who display videos on social media are very effective in influencing purchase intentions because most consumers measure the effectiveness of influencers by their honesty when offering certain products, their trust in the way the influencer communicates and informs them with sentences that are interesting, straightforward and familiar accompanied by accurate facts, as well as its appeal in terms of giving the audience a sense of the similarity of East Javanese culinary delights. Age and gender also matter as most consumers and viewers follow and support credible influencers. In addition, the relationship between influencers and products is also effective, Even though the influencer is not a famous artist, the influencer can provide interesting information when the influencer consumes East Java culinary offerings in their advertisements. The ability that must be possessed by an influencer is the ability to communicate in a firm and straightforward language like the speaking style of the East Javanese and the ability to persuade people to influence and be able to change consumer behavior and actions towards a product.

Honesty, trustworthiness, and the personal characteristics of influencers have been assumed as the main sources by consumers whether to buy a product or not. In addition to the honesty and trustworthiness of influencers, input in the comments column by viewers is a consideration to measure the credibility of influencers because most viewers express their opinions optimistically or vice versa. Influencers have to come up with innovative ways to promote their products online or create new persuasive videos that attract consumers' interest because researchers have observed that influencer videos tend to follow trends. It is very effective if influencers create their original content and show their unique characteristics so they don't seem to imitate. Influencers must take into account consumer responses as a basis for evaluating the information conveyed through videos made on Youtube, Facebook, IG, or Tiktok which are then used for improvement. It is very effective if influencers create their original content and show their unique characteristics so they don't seem to imitate. Influencers must take into account consumer responses as a basis for evaluating the information conveyed through videos made on Youtube, Facebook, IG, or Tiktok which are then used for improvement. It is very effective if influencers create their original content and show their unique characteristics so they don't seem to imitate. Influencers must take into account consumer responses as a basis for evaluating the information conveyed through videos made on Youtube, Facebook, IG, and Tiktok which are then used for improvement.

Influencers must observe and respond to comments from their video viewers on social media because these comments are written evaluations that should receive a response from influencers. The polite attitude of Influencers is very important because giving a positive response will create a good image in the minds of viewers. The ability of Influencers to inspire viewers is important because, from the products being promoted, vlogs made, entertainment from the video, messages can be inserted containing an appeal to follow it, with this, viewers will be interested in making a purchase. Usually, for culinary promotions, Influencers use simple and clear language accompanied by expressions that show the enjoyment of the various culinary promotions, a local language that is medog, namely the language used by Javanese people (an environment that understands East Javanese cuisine) as well as modern cuisine is also able to make

viewers interested in the communication style that is considered unique among social media users. Influencers must present creative ideas to create an attraction for viewers to visit the culinary places they promote. The idea can be in the form of a display of several advantages for viewers when visiting East Java culinary, such as culinary locations have photo spots, close to tourist sites, children's playgrounds, and others. Influencers must present creative ideas to create an attraction for viewers to visit the culinary places they promote. The idea can be in the form of a display of several advantages for viewers when visiting East Java culinary, such as culinary locations have photo spots, close to tourist sites, children's playgrounds, and others. Influencers must present creative ideas to create an attraction for viewers to visit the culinary places they promote. The idea can be in the form of a display of several advantages for viewers when visiting East Java culinary, such as culinary locations have photo spots, are close to tourist sites, children's playgrounds, and others.

For further researchers, it is hoped that this research can be used as a reference for compiling research with the same theme, besides that it can also be used to increase knowledge about this theme. This research study is expected to be able to help small and medium enterprises (SMEs), especially culinary business players because of the concern and interest of Influencers who help promote various culinary delights in East Java. Business people can also create effective marketing strategies for their products. For consumers, this research will help them easily find out the promotional strategies carried out by influencers who are rife and become trending topics in the current generation.

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