

“PENGARUH MARKETING MS GLOW DI INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN PRODUK MS. GLOW”

**“The Influence of Influencer Credibility on Instagram on
Consumer Trust and MS Glow Brand Loyalty”**

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Introduction

MS Glow is a local beauty brand founded in 2013 by Shandy Purnamasari and Maharani Kemala. MS Glow products are a cosmetic brand with the abbreviation "Magic For Skin Glowing" which describes the best glowing product in Indonesia, thus creating the brand name MS Glow

The development of social media in recent years has changed the way companies market products and services. One of the most popular social media platforms today is Instagram, with the economic impact of the Digital Industrial Revolution 4.0 being characterized by the use of technology and information in business activities.

Influencers are a relevant and effective way to connect brands and consumers. Different influencers have different effects, so it is not an easy task for brand owners to choose the right influencer for their brand. When communicating a relatively new product or brand, social media tends to be more trustworthy due to the credibility of the influencer. Communication in marketing is key in a company's efforts to inform, persuade, remember and build consumer trust and brand loyalty directly and indirectly through meaningful descriptions of the products and brands it sells.

Introduction

- The credibility of influencers in advertising is logical and emotional so that representative influencers are considered more effective in reaching and providing consumer trust and brand loyalty (Firdausi, 2020). Influencer credibility gives rise to a simulation (Simulacrum) which is basically a representation of signs above the reality of authenticity or truth by generating consumer trust and brand loyalty (Ady Triyas et al., 2024).

Problem Formulation, Benefits and Objectives

Problem Formulation

How does the credibility of influencers on Instagram affect the level of consumer trust in MS Glow products?

Benefits

This research can provide insight into the importance of influencer credibility in marketing strategies on Instagram, as well as help in building consumer trust and loyalty.

Objectives

Analyzing the influence of influencer credibility on Instagram on consumer trust in MS Glow products.

Theory

- **Influencer Credibility**

according to Chu and Kamal (2008), credibility is an important factor that determines the effectiveness of an influencer. The credibility of third-party influencers plays an important role in influencing consumer behavior. Influencer credibility is a key factor that influences the effectiveness of influencer marketing. Some of the key indicators used to measure influencer credibility include:

- Trustworthiness: The extent to which followers trust the influencer. This can be seen from the influencer's history, honesty in providing information, and consistency between words and actions.
- Expertise: The influencer's level of expertise in a field relevant to the product or brand being promoted. Influencers who are considered experts will be more trusted by followers.
- Attractiveness: The influencer's physical attractiveness, personality and lifestyle that can make followers connect emotionally.

- **Influencer Marketing**

According to Forbes (2016, 80) there are four characteristics for analyzing influencers: 1) Relatability; 2) Knowledge (knowledge); 3) Helpfulness (usefulness); 4) Confidence (trust).

Theory

- **Brand Loyalty**

According to Chaudhuri & Holbrook (2001), there are 2 (two) aspects of brand loyalty, namely:

- a. Purchase loyalty can be interpreted as repeat purchases of a particular brand.
- b. Attitudinal loyalty Attitudinal loyalty is defined as a level of commitment to a unique characteristic related to a brand.

- **Buying decision**

According to Buchari Alma (2013: 96) explains that consumer behavior is a single consumer decision that is influenced by economics, finance, technology, politics, culture, products, prices, locations, advertising, people and procedures.

Method

This research uses data collection methods

The first data collection technique was carried out using a survey technique using a questionnaire using Google Forms.

The population in this study was 1400 followers of MS Glow Instagram. The research sample was drawn using regression analysis techniques and 100 MS GLOW beauty product users were obtained as the research sample.

Sampling was carried out using simple regression analysis techniques.

Data analysis techniques used in this research Independent Variables: 1. Validation and reliability test
2. Simple Linear Regression Test
3. Coefficient of Determination Test

Results

- Validity test

Variabel	Nomor Item	r hitung	r _{tabel}	Kesimpulan
Kredibilitas (X)	X1.1	0,951	0,197	Valid
	X1.2	0,954	0,197	Valid
Kepercayaan Konsumen (Y1)	X2.1	0,867	0,197	Valid
	X2.2	0,940	0,197	Valid
	X2.3	0,950	0,197	Valid
	X2.4	0,959	0,197	Valid
Loyalitas Merek (Y2)	Y1	0,968	0,197	Valid
	Y2	0,970	0,197	Valid
	Y3	0,963	0,197	Valid

Based on the results of the table above for validity testing, it can be seen that the Credibility (X) variable has 3 statement items, Consumer Trust (Y1) with 4 statement items and Brand Loyalty (Y2) with 3 statements. After calculating the r value for all survey questions related to the research variables used, we calculated an r value that was greater than the r value in the table. If you compare the calculated r with the table r, you will see that the value of 0.197 in the table r is 5% (0.05). All statements are then declared valid.

Results

- **Reliability Test**

No	Variabel	Cronbach Alpha	Item	Keterangan
1	Kredibilitas (X)	0,897	2	Reliabel
2	Kepercayaan Konsumen (Y1)	0,947	4	Reliabel
3	Loyalitas Merek (Y2)	0,965	3	Reliabel

With these calculations, it is known that the Cronbach's alpha value for the Credibility variable (X) is 0.897, Consumer Trust (Y1) is 0.947 and Brand Loyalty (Y2) is 0.965. So it can be concluded that all variables are declared reliable, because Cronbach's alpha > 0.60.

Results

- **Simple Linear Regression Analysis**

Results of Simple Linear Regression Analysis of Credibility on Consumer Trust

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.117	1.129		.918
	Kredibilitas	1.968	.119	.859	.000

a. Dependent Variable: Kepercayaan Konsumen

$$Y = -0,117 + 1,968X + e$$

From the results of the simple linear regression equation, each variable can be interpreted as follows:

1. A constant of -0.117 means the constant value is negative. This shows that when trust is 0 (zero) or constant (does not increase and does not decrease), then consumer trust is -0.117.
2. The positive regression coefficient for the reliability score is 1.968. This means that an increase in trust by one unit will increase consumer trust by 1.968.

Results

- Results of Simple Linear Regression Analysis of Credibility on Brand Loyalty

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.864	1.111		.777
	Kredibilitas	1.370	.117	.764	.000

a. Dependent Variable: Loyalitas Merek

$$Y = 0,864 + 1,370X + e$$

From the results of the simple linear regression equation, each variable can be interpreted as follows:

1. A constant of 0.864 means that the constant value is positive. This shows that when reliability is 0 (zero) or constant (not increasing and not decreasing), then the brand loyalty value is 0.864.
2. The positive regression coefficient for the reliability score is 1.370. This means that a one unit increase in trust will increase brand loyalty by 1.370.

Results

- **Coefficient of Determination Test**

Results of Analysis of the Coefficient of Determination of Credibility on Consumer Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.735	1.271
a. Predictors: (Constant), Kredibilitas				

Based on the results of the coefficient of determination in the table above, an R-squared value of 0.738 is obtained, which means that the reliability variable contributes to consumer trust, namely 73.8%. The remaining 26.2% is influenced by other variables not considered in this research.

Results

- Results of Analysis of the Coefficient of Determination of Credibility on Brand Loyalty**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.580	1.251
a. Predictors: (Constant), Kredibilitas				

Based on the results of the coefficient of determination in the table above, an R-squared value of 0.584 is obtained, which means that the reliability variable contributes to brand loyalty or 58.4%. The remaining 41.6% is influenced by other variables not considered in this research.

CONCLUSION

- From the results of this research, the credibility of MS Glow Influencers on Instagram has a positive and significant effect on purchasing decisions for MS Glow products and brand loyalty. The most influential factors are the influencer's credibility. Influencer credibility contributed 64.3% to purchases of MS Glow products, while the remaining 35.7% was influenced by other variables not included in this research.
- The credibility of attractive and informative influencers can increase consumer awareness and trust in MS Glow product loyalty. Good product quality can increase consumer trust and satisfaction, thus encouraging repeat purchases. Good product quality can increase the credibility and attractiveness of MS Glow products. The ability to manage digital marketing using electronic word-of-mouth tactics simultaneously influences purchasing decisions for Ms Glow beauty products.
- Influencers have a big impact because celebrity influencers are physically attractive, according to consumer stories when using beauty products. Therefore, the results of influencer reviews on social media are trusted by followers. Apart from how to add posts, influencers are also attractive and trusted by followers. This also shows that influencers also indirectly use E-WOM tactics. Discover products that lead singing beauty influencers with singing followers, resulting in an E-WOM digital marketing strategy that greatly influences purchasing decisions.

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