Fashion Trends and Social Media: Why are Influencers the Key to the Success of Batik Muthidea Products on Instagram?

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Abstract: This study aims to determine and analyze the simultaneous and partial influence of Influencers and Endorsements on Purchase Intention of Muthidea Fashion Products on Instagram Social Media. This type of research is explanatory. Data was collected using a questionnaire distributed via Google Form, with a sample consisting of 154 respondents who had purchased Muthidea fashion items through Instagram within the past three months. The data analysis employed Descriptive Statistics and Multiple Linear Regression techniques. Findings indicate that both influencers and endorsements have a significant simultaneous effect on the Purchase Intention for Muthidea Fashion on Instagram. This suggests that any increase in Influencer presence or Endorsement will lead to a corresponding rise in Purchase Intention. Specifically, Influencers significantly affect Purchase Intention, indicating that a higher number of engaged followers and unique fashion content can boost Purchase Intention. Similarly, Endorsements also play a crucial role in influencing Purchase Intention, meaning that enhancing the credibility, expertise, and capabilities of celebrity endorsers will further elevate Purchase Intention.

Keywords: Influencer, Endorsement, Purchase Intension

INTRODUCTION

Many companies around the world use the internet to promote their products and social media is one of their biggest targets in internet marketing (Chianasta & Wijaya, 2014). Companies increasingly recognize social media as a strategic source for promoting their brands and products and for building strong relationships with consumers (Mulyana and Emelly, 2021). One of the promotional strategies carried out is by using Instagram media. Instagram social media is the media most often used by influencers, because on Instagram social media influencers can directly interact with their followers through likes or comments columns, or what is commonly known as mass-self communication (Castells, 2013).

Marketing strategies via social media are very varied, one of which attracts attention is through the intermediary of Influencers in the product promotion process. Influencers can be considered "minor" celebrities because they have relatively high popularity, and they use it for social influence on society (Jin et al., 2019). These influencers usually play a role in providing influence because their views or opinions can influence someone's purchasing intentions (Handika & Darma, 2018).

Social media users indirectly use influencers as their role models to adapt to the attitudes and influence provided by the Influencer. This can give them satisfaction because they have used the same thing as these influencers. Therefore, social media influencers can create consumers' intentions to buy the products they use or promote (Choi &Rifon, 2012). Celebrity endorsements are one of the most popular methods in the world, using celebrities who are attractive, have high popularity and can be trusted by the target public can make the product being promoted become well-known, known and in demand. The use of celebrity endorsements must go through several considerations, including attractiveness, trust and expertise (Shimp, 2014).

According to Totoatmodjo and Maharani (2015), celebrity endorsement activities on Instagram social media can help provide information to the public regarding the products they use, even though the products sold by online shops on Instagram do not have a strong brand image. The existence of celebrity endorsements on Instagram apart from being able to provide information and recommendations, also makes it very easy for Instagram users who have followed one of the celebrities who endorse a product to determine their buying interest and offer the best price.

One of the products that Instagram celebrities help promote the most is fashion products. Some examples of fashion products that are often endorsed are clothes, shoes, hats and even accessories such as watches. (Atris News. https://kumparan.com. 2018). Most e-commerce transactions via online stores still dominate fashion business transactions. Most respondents admitted that shopping for fashion products via e-commerce is easier. This was revealed in an e-commerce business survey conducted by Idea or the Indonesian E-commerce Association. In this survey, around 78 percent of respondents admitted to shopping for fashion via e-commerce. This figure is above transactions for other goods such as cellphones which reached 46 percent and other electronic items which reached 43 percent of the total respondents (Gora and Olivia, 2018).

The aim of the research is to determine and analyze the simultaneous and partial influence of Influencers and Endorsements on Purchase Intentions for Muthidea Fashion Products on Instagram Social Media. It is hoped that the research results can provide input to online entrepreneurs in marketing their products via social media and can be used as a reference for further research.

METHOD

The type of research used is explanatory research, which is a research method that aims to explain the position of the variables studied and the influence of one variable on another. The population in this research are all Instagram users and are interested in Muthidea Fashion Products in Malang Regency. The data source in this research is primary data obtained directly from original sources by giving questionnaires to Instagram users. The data analysis method uses multiple linear regression analysis.
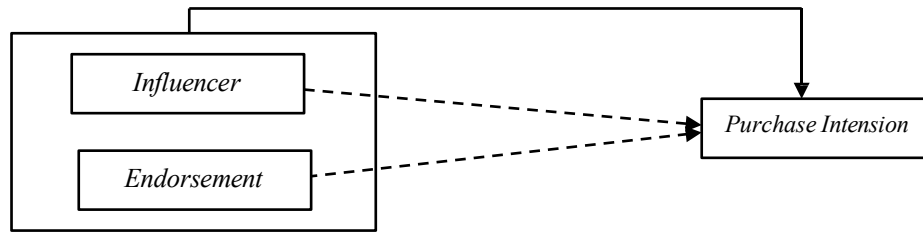
Figure 1. Conceptual Framework

RESULT AND DISCUSSION

The results of research conducted by distributing questionnaires to respondents, the respondents were obtained as follows:

Table 1. Questionnaire Distribution Information

No	Description	Total	Percentage
1	Questionnaire distributed	154	100,00%
2	Questionnaires not returned	0	0,00%
3	Questionnaire returned	154	100,00%
4	Ineligible questionnaires returned	0	0,00%
5	Questionnaires that are ready to be processed in research	154	100,00%

Source: Primary data processed, 2024

The results of table show that 154 questionnaires were distributed with a percentage of 100%, no questionnaires were not returned, so that 45 questionnaires returned with a percentage of 100% and all questionnaires were eligible so that 45 questionnaires were ready to be processed in the study.

Descriptive Statistical Test Results

In this study, descriptive statistics are useful for obtaining information about research variables. The results of descriptive statistics on this research variable are:

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y	154	1.80	5.00	3.6444	.74454
X1	154	1.10	5.00	3.6000	.70130
X2	154	2.20	5.00	3.6667	.74833
Valid N (listwise)	154				

Source: Primary Data Processed, 2024

Based on table, the minimum value is 1.80 for Purchase Intention variable (Y) and 5.00 for the maximum value, with a mean value of 3.6444 and a standard deviation value of 0.74454. The Influencer Variable (X_1) obtained a minimum value of 1.10 and 5.00 for the maximum value, with a mean value of 3.6000 and a standard deviation value of 0.70130. The Endorsement Variable (X_2) obtained a minimum value of 2.20 and 5.00 for the maximum value, with a mean value of 3.6667 and a standard deviation value of 0.74833.

Normality Test Results

The function of the Normality Test is to test a regression model, whether the confounding variables (residuals) have normality or not, the residual value must follow a normal distribution. Normality testing in this study used the *Kolmogrov-Smirnov* Test. This test requires that the significant value of the *Kolmogrov- Smirnov* test must be greater than 0.05. The results of the normality test in this study are as follows:

Table 3. Normality Test Result

	Y	X1	X2	X3
N	154	45	45	45
Normal Parameters[a,b] Mean	3,7150	3,6000	3,6667	3,6146
Std. Deviation	,73154	,70130	,74833	,97271
Most Extreme Differences Absolute	,121	,129	,089	,121
Positive	,075	,084	,089	,121
Negative	-,121	-,129	-,082	-,116
Test Statistic	,121	,129	,089	,121
Asymp. Sig. (2-tailed)	,142[c]	,056[c]	,200[c,d]	,159[c]

Source: Primary data processed, 2024

Based on table above, it can be concluded that the normality value can be seen from the *Asym.Sig (2-tailed)* of each variable, while the conclusion of the normality value is as follows:

1. Purchase Intention Variable (Y) value *Asym. Sig (2-tailed) value* of 0.142 is greater than 0.05 so it can be said that the data is normally distributed
2. Influencer variable (X_1) value *Asym. Sig (2-tailed) value of* 0.056 is greater than 0.05 so it can be said that the data is normally distributed.
3. Endorsement (X_2) value *Asym. Sig (2-tailed) value* of 0.200 is greater than 0.05 so it can be said that the data is normally distributed.

Multiple Linear Regression

Table 4. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.908	1.412	
	Influencer	.182	.067	.216
	Endorsement	.392	.063	.492

Source: Primary data processed, 2024

Based on the results of the multiple linear regression test, the following equation results are obtained:

$$Y = 1.908 + 0.182\ X^1 + 0.392\ X^2 +\ e$$

Table 5. Partial Test Results

Model		t	Sig.
1	(Constant)	1.351	.179
	Influencer	2.719	.007
	Endorsement	6.204	.000

Source: Primary data processed, 2024

Based on the table above for the Influencer Variable, the ttable value is 1.975. Meanwhile, using statistical testing, the tcount is 2.719, because the $t_{count} > t_{table}$, H0 is rejected and Ha is accepted. Thus, it can be concluded that the Influencer variable (X_1) has a significant effect on Purchase Intention (Y).

Coefficient of Determination

The results of the determination test (*Adjusted R Square*) are as follows:

Table 6. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std, Error of the Estimate
1	.649a	.421	.413	1.894

a. Predictors: (Constant), Endorsement, Influencer

Source: Primary data processed, 2024

Based on the table above, the adjusted R^2 value obtained is 0.413. From the adjusted R2 magnitude, it can be concluded that Influencers and Endorsements are able to explain the diversity of the dependent variable Purchase Intention, which is 41.3%. Meanwhile, the remaining 58.7% is explained by other variables not included in the equation model.

Discussion

The discussion section of research results contains research findings with existing literature or theories. Shows that research findings are novelty or new contributions to the body of knowledge/science.

The Influence of Influencers and Endorsements on Purchase Intentions for Muthidea Fashion Products on Instagram Social Media.

Based on the results of statistical testing for the first hypothesis, it is known that the Influencer and Endorsement variables simultaneously have a significant influence on the Purchase Intention of Muthidea Fashion Products on Instagram Social Media, which means that the first hypothesis states that Influencer and Endorsement simultaneously influence the Purchase Intention of Muthidea Fashion Products On Social Media Instagram is accepted. This means that every increase in Influencers and Endorsements will be accompanied by an increase in Purchase Intentions for Muthidea Fashion Products on Instagram Social Media.

Influencer and Endorsement have the same meaning, namely a marketing strategy in promoting products or services through spokespersons or artists. Influencers have more power to influence other people, so what they do is always followed by their followers and the reach of their promotional media is wider. Endorsement is a form of mutually beneficial cooperation between both parties. This usually happens between an online shop or a company brand and an artist, because they have many fans and followers which is useful for increasing sales for the online shop or a company brand.

This research supports the results of research conducted by Satria et al, (2019) on The Impact of Celebrity Endorsement by Social Influencer Celebgram on Purchase Intention of Generation Z in the Fashion Industry, finding evidence that celebgram endorsements have encouraged purchase intentions of generation Z. Celebgram endorsers with higher credibility will create a more positive impact on Generation Z's attitudes towards advertising, brands and purchase intentions.

The Influence of Influencers on Purchase Intentions for Muthidea Fashion Products on Instagram Social Media.

Based on the results of the research and empirical conditions, it can be stated that Influencers have a significant influence on the Purchase Intention of Muthidea Fashion Products

on Instagram Social Media, which means that the second hypothesis which states that Influencers have an influence on the Purchase Intention of Muthidea Fashion Products on Instagram Social Media is accepted. This means that there are a large number of followers that the influencer has, the uniqueness of the content created by the influencer, content about fashion that is relevant to the interests of their followers, content that is relevant to the topic, namely the importance of maintaining one's clothing appearance, the influencer has a community that gives likes and comments on the uploaded content, then will increase Purchase Intention for Muthidea Fashion Products on Instagram Social Media.

The research findings are supported by the theory put forward by Lou (2019) that in advertising, influencers spread persuasive messages that contain informational value (through accusations regarding alternative products or other informational content) with a personal aesthetic touch that creates a pleasant experience for their followers.
Influencers are an important element in marketing. The better the influencer who provides a review of a product or service, the more interested consumers will be in making a purchase. Influencers who are charismatic and highly popular in providing reviews or comments on a particular product or service are able to influence consumers' interest in making purchases (Astuti et al. 2021). As is currently happening, a famous or popular influencer is trusted more
have impressive experience and have the ability to invite and influence other consumers to make purchases.

Based on the research results, it shows that Influencers have a positive influence on Purchase Intention. It can be concluded that the Reach, Relevance (Appropriateness) and Resonance (Vibration) of an influencer must be considered in order to have a positive influence on purchasing intentions. What is meant by Reach for an influencer is how many followers the influencer has on a social media account. When an influencer has many active followers, this will give credibility to the endorser so that consumers will give more trust to what he conveys. Relevance relates to the relevance of the influencer's content to topics of interest to the community. If the content created by the influencer is in line with the interests of the community, it will increase the buying interest of their followers. Through content that can stimulate and inspire, including opinions that can arouse follower interest according to their needs and interests.

For Muthidea to choose influencers who are able to represent Muthidea products more to the public. This is supported by the theory put forward by Hayes & Brown (2007), namely that influencers are third parties who have significant influence and are responsible for consumer purchasing decisions. Companies using influencers aim to increase awareness, educate target consumers, increase followers and increase purchasing interest

The Influence of Endorsements on Purchase Intentions for Muthidea Fashion Products on Instagram Social Media.
Based on the results of the research and empirical conditions, it can be stated that Endorsement has a significant influence on Purchase Intention for Muthidea Fashion Products on Instagram Social Media, which means that the third hypothesis which states that Endorsement has an influence on Purchase Intention for Muthidea Fashion Products on Instagram Social Media is accepted. This means that the credibility of the endorser is getting better, the expertise and ability of the celebrity endorser in promoting the product and the better the appearance and popularity of the celebrity endorser will increase the purchase intention of Muthidea Fashion products on Instagram social media.

The research findings are supported by the theory put forward by Yu & Hu (2020) that in product endorsement collaboration using endorsers, a brand will look for endorsers who can increase marketing effectiveness. One aspect that influences the success of using a celebrity

endorsement strategy is the use of local endorsers who have a strong influence in shaping interactions between brands and consumers.

The choice of character to convey a message is a very important factor, the character must be widely known, have a positive influence, namely a positive emotional effect on the audience and be in accordance with the product being promoted. The characteristics inherent in celebrity endorsers influence buying interest and market share growth. Celebrity endorsers have an influence on purchasing interest, with these celebrities promoting their products, their fans or admirers also want to follow the celebrity's fashion style.

Based on the research results, it shows that endorsements have a positive influence on purchase intention. It can be concluded that the credibility, attractiveness and power of the endorser must be considered to have a positive effect on purchase intention. The credibility in question is an advantage that the endorser has so that it can be accepted and followed by the audience. Credibility is the most important point because has a big role, the character of the endorser can determine the level of credibility he has. With high trust in influencers, consumers will feel confident in what is uploaded in the influencer's content, so that interest in purchasing will arise.

The physical attractiveness referred to by celebrity endorsers is how endorsers are required to look attractive so that followers are interested in following the appearance of the influencer they like. Furthermore, for business people, for example business people working in the fashion sector, it is best for business people to look for celebrity endorsers who have an attractive and good appearance, so that when the celebrity endorser markets or provides testimonials regarding the products being offered. Consumers will believe and follow in purchasing these fashion products.

Power is the strength that a celebrity endorser needs to have to influence the purchases made by consumers. So by seeing advertisements starring celebrity endorsers, consumers will feel "commanded" to buy. Business people should take advantage of the power emitted by celebrity endorsers to influence consumers. So, consumers are influenced to buy products. To choose a celebrity who has power, you have to look at whether the celebrity endorser is at the stage of being adored by the target consumers. If consumers already worship a celebrity so much, then it will be easy for the celebrity endorser to influence consumers to make purchasing decisions.

CONCLUSION
1. Based on the results of simultaneous tests with the F-test, it can be concluded that Influencers and Endorsements simultaneously have a significant influence on Purchase Intentions for Muthidea Fashion Products on Instagram Social Media, which means the first hypothesis states that Influencers and Endorsements simultaneously influence Purchase Intentions. Muthidea Fashion Products on Instagram Social Media are accepted.
2. From the results of the partial test using the t-test, it can be concluded that partially the Influencer variable has a significant influence on the Purchase Intention of Muthidea Fashion Products on Instagram Social Media, which means the second hypothesis states that Influencers have an influence on the Purchase Intention of Muthidea Fashion Products on the Media Instagram social accepted.
3. From the results of the partial test using the t-test, it can be concluded that partially the Endorsement variable has a significant influence on the Purchase Intention of Muthidea Fashion Products on Instagram Social Media, which means the third hypothesis states that Endorsement has an influence on the Purchase Intention of Muthidea Fashion Products on the Media Instagram social accepted.

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