

# Do Indonesian Social Media Celebrity, Influencer and Opinion Leader Affect Shifting in Consumer Behavior?

Rima Rahmayanti<sup>1</sup>, Fitriani Reyta<sup>2\*</sup>, and Ni Putu Nurwita Pratami Wijaya<sup>3</sup>

<sup>1,2,3</sup>Fakultas Bisnis dan Manajemen, Universitas Widyatama, Bandung, Indonesia

**Abstract.** Many Indonesian celebrity acts in social media such as influencer, celebrity of Instagrams or Youtuber make many fans or followers react to their suggestion or advertising of consuming a product or services goes viral. Not only teenagers but also adult followers are provoked by their acts. As one of the main five internet based life showcases on the planet expresses that Indonesia is the quickest developing nation concerning the quantity of web clients today compared to 2016. The nation is about three times over the worldwide normal, with 51 percent development every year becoming background for this research which aim to test affection of Indonesian celebrity toward shifting in consumer behavior, using multiple regression method and simple random sampling of 100 (one hundred) social media user in Bandung, West Java, Indonesia. The result shown 2 variable dimensions affect shifting in consumer behavior (attractiveness and expertise) the opposite trustworthiness doesn't affect shifting in consumer behavior. Simultaneously, 3 variables indicate affection to shifting of Indonesia consumer behavior.

## 1. Introduction

There are clear unique purposes behind the notoriety of online life among Indonesians. In any case, the most essential factor is the openness of versatile web gadgets for the most part cell phones, which have multiplied in use over the ongoing years combined with moderate information designs. These conditions have permitted everybody to uninhibitedly get to, recover, and share any substance accessible on the web. This is as per the report, which finds that Indonesia flaunts the third-most elevated development in portable online life utilize around the world. Beside the conspicuous advantages that accompany being associated on the web, in any case, online life has conveyed various negative outcomes to the Indonesian culture specifically, the developing number of internet based life manhandle and moral infringement. Open figures have additionally progressively moved toward becoming culprits of moral infringement via web-based networking media stages.

The latest and unmistakable illustrations included Indonesian Instagram celebrity Awkarin (Karin Novilda) and Tiktok apps celeb Bowo Alpenliebe; the two people as of late

---

\* Corresponding author: [fitriani.reyta@widyatama.ac.id](mailto:fitriani.reyta@widyatama.ac.id)

went under exceptional reproach in the wake of making bad influence for showing immoral way of dressing, speaking and considered to have an adverse effect on fan on their online networking accounts.

Muhammad Zulfikar Rakhmat, a Ph.D. researcher at the University of Manchester said in the *diplomat.com* that moral infringement via web-based networking media stages have as of late gone under expanded investigation in Indonesia in that capacity occurrences are presently winding up more predominant among web based life clients. Moral infringement alludes to an assortment of activities, including spreading false data, maligning, harassing, betting, transferring photographs of perished people, reviling, impelling scorn, internet shopping tricks, and that's only the tip of the iceberg. It cannot be denied again that the developing negative marvel requires a solid and immediate reaction from the administration. In that regard, it's pivotal to start and mingle online networking proficiency with the goal that everybody who approaches internet based life can utilize it shrewdly and properly.

Today, lamentably, the legislature of Indonesia does not have a standard educational module via web-based networking media proficiency. Existing endeavors to advance online life proficiency in Indonesia are as yet constrained to unstructured developments brought out through courses, roadshows, and internet based life battles. Online life education can't be adequately conveyed just in a two-hour course or in seven days in length battle. The same number of have proposed, the best method to acknowledge compelling online life proficiency training is to fuse it into the national instruction educational modules. The over nations' encounters could be a reason for reflection as the Indonesian government creates and executes online networking proficiency training in light of its own standards and qualities. Despite the fact that various web based life proficiency programs have been started by a few substances in the nation, such endeavors should be joined by solid measures from the administration, including the consolidation of online networking education into the national educational programs. One that must be empowered is education on the development of commercialization, the extent to which a celebrity in social media influences consumer behavior, it needs to be studied whether they are really influential or just make it crowded or viral on social media.

Schiffman and Kanuk [1] support the facts above in order to succeed in any business, and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made. As this represent, understanding purchaser conduct from a full scale viewpoint can give knowledge into total monetary and social patterns and maybe even anticipate such patterns. What's more, this comprehension may propose approaches to expand the effectiveness of the market frameworks and enhance the prosperity of individuals in the public arena [2]. The significant impacts important to shifting in consumer behavior out of the outside condition outlined as social and social impacts, and the inside states, which are alluded to as person impacts, impacts frame outer condition incorporates culture, subculture, social class, reference gathering, family and circumstance [3]. This research is intended to explore the extent to which a celebrity (celebgram, influencer and opinion leader) in Indonesian social media can make shifting in consumer behavior in terms of culture, situation, social class and personality.

## **2. Literature Review and Hypotheses**

### **2.1 Consumer Behavior**

Consumer behavior is a subset of human conduct when all is said in done. The basic processes that shape conduct in the zone of purchasing are those that moreover shape human conduct as a rule. The investigation of buyer conduct is extremely much helpful for understanding buyers' needs states of mind and their image decision conduct.

Consumer behavior mirrors the totality of purchasers' choices with regard to the securing, utilization, and mean of products, administrations, time, furthermore, thoughts by (human) basic leadership units (overtime) [4]. Consumer behavior might be safeguarded as: The choice procedure and physical movement people participate in when assessing, securing, utilizing, or discarding products and ventures [5]. The term consumer behavior describes two different kinds of consuming entities: 1) The personal consumers; 2) The organizational consumer.

The individual customer purchases products and ventures for his or her own utilization, for the use of the family unit or as a present for a companion. In every one of these specific circumstances, the items are purchased for conclusive use by people who are alluded to as end clients or extreme customers. The second classification of buyer the hierarchical shopper incorporates benefit and non-benefit organizations, government offices (nearby, state, and national), and foundations (e.g. schools, healing facilities, and penitentiaries), all of which must purchase items, hardware, and administrations with a specific end goal to run their associations [6].

### **2.2 Consumer Behavior in the Digital World**

Electronic advertising clarifies innovation adjustment as an unmistakable process guided by convictions. Innovation preparation Index demonstrates openness to innovation; predicts the appropriation rate of another innovation and mirrors the condition of the clients mind. Clients can be portioned in view of appropriation of innovation into voyagers, pioneers, cynics, paranoids and loafers. A comprehension of how and why clients receive innovation is an essential for making powerful advertising procedures. For more than four years, the creators have been doing research in this field and digging into issues like, what drives innovation clients, estimation and appraisal of their pre-manner to new innovations and the part of innovation in showcasing.

Ecommerce showcasing is a science and routine with regards to showcasing items and administrations that are inventive and innovation concentrated. It is a procedure of making and creating markets for inventive items. This teach lays on two essential premises—innovation and development. 'Techno' alludes to improvement of a collection of information and development implies taking a stab at something new and unforeseen. The quick pace of mechanical progressions has drawn a great deal of consideration regarding techno-prepared advertising. The basic achievement factors engaged with techno-prepared promoting are one of a kind similar to the variables prompting consumer loyalty. Innovation Readiness (TR) alludes to this unmistakable social process that is in charge of the appropriation of innovation by the clients.

Innovation Readiness changes from one client to another. Toward one side the range, we have clients who effectively search out new innovation and at the other we have the individuals who are impervious to it. Innovation Preparation is multifaceted. It is incorporates numerous a greater number of viewpoints than simply 'early adopters' and 'pioneers'. A file of innovation Readiness can be utilized to anticipate the reception rate and the reaction of the clients towards another innovation. Impact of innovation on human life is recorded. From the

wheel to the steam motor, all the mechanical advancements needed to experience the different stages engaged with the client's reception cycle. Differing level of TR is in charge of various levels of entrance of items and administrations like cell telephones and Internet shopping. Today, innovation readiness is utilized to extend client reaction to developing advances [7].

### **2.3 Celebrity Endorser**

Since famous people give off an impression of being increasing expanding impact in the public, advertising administrators endeavor to abuse the procedure of importance exchange from an endorser to items or brands included [8]. Cooperative learning hypothesis subtle elements that, big name supports impact mark picture through an exchange of significance from the endorser to the brand [9]. Correspondence exercises build up an example of availability between the picture of the big name and the picture of the brand. The two elements speak to hubs in an intellectual system, whose network can be altered by understanding.

Celebrities are individuals who appreciate open acknowledgment and who frequently have unmistakable qualities for example, allure and dependability [10]. The term 'celebrity' alludes to a person who is known to the general population, for example, performers, sport figures, performers and others for their accomplishments in their individual zones other than the item embraced by them [11]. McCracken characterized superstar endorser as "any person who appreciates open acknowledgment and who utilizes this acknowledgment in the interest of a buyer decent by showing up with it in an ad". Kamins [12] characterized VIP endorser as "a person who is known to people in general for his or her accomplishments in territories other than that of the item supported". Stafford et al. [13] gave a clear definition by characterizing superstar endorser as, "a well-known individual who utilizes open acknowledgment to suggest or co-give an item in a promotion". 'Big name supports' has been acknowledged to be an 'omnipresent' component of cutting edge advertising [14]. It can possibly improve group of onlookers' mindfulness, make the advertisement more critical, believable, what's more, alluring and add fabulousness to the embraced item [15].

### **2.4 Previous Research**

Studies led by Atkin, Block, Kamins, O'Mahony and Meenaghan [16] demonstrate that famous people are known to initiate more positive emotions toward advertisements than non-superstar endorsers. Mathur and Rangan inspected the impact of Michael Jordan's 1995 come back to the National Basketball Association (NBA) on the stock arrangement of the organizations for which he embrace items. The investigation discovered proof that the declaration of Jordan's arrival to the NBA essentially expanded the stock arrangement of those five Michael Jordan embraced organizations [17].

### **2.5 Theoretical Framework and Hypothesis**

Hovland and Ohanian [18] observe towards the following important attributes of celebrity endorsers, that is expertise, trustworthiness and attractiveness. The social adjustment hypothesis expresses that the effect of data relies on its versatile centrality, and obtaining of new data will assist consumer behavior with adapting. In this manner when an alluring VIP is utilized for an engaging quality related item, at that point he/she includes more versatile data about the item when contrasted with a non-attractive superstar [19]. Consumer behavior model It includes a number of variables which are not explained but have a bearing on some or all of the constructs discussed above and indirectly influences the output or consumer response, There is dimension for consumer behavior : 1) Social and organizational setting:

Man is basically a social animal. Because of his interactions with various groups and society, they look to each other for guidance regarding what to buy, how to buy/dress etc. 2) Social Class: In order to conform to norms of the social class to which he/she belongs, the individual will be engaged in a behavior which will be acceptable to the social class to which he belongs 3) Culture: refers to the shared, somewhat consistent pattern of behavior of a group of people. Each culture has a set of beliefs, values, etc. so the pattern of buyer's behavior will be based on a pattern of behavior shared in a specific subset of the larger culture – a subculture trait. 4) Purchasing power/financial status: The money / income available for purchasing goods and services during some specified time period also plays a role in influencing the consumption pattern and there by his buying behavior [20]. From literature above, researcher proposed theoretical framework and hypothesis match for this research:

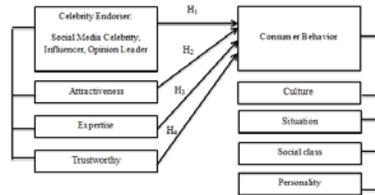


Fig. 1. Theoretical Framework

### 3. Methodology

All components, sharing some regular attributes, which include the universe with the end goal of the examination issue. Population inside this examination is customer in Indonesia that use social media that is Instagram and YouTube. The sample is a subgroup of the entire populace is chosen for information accumulation [21]. A specialist needs to consider information examination strategies utilized inside the investigation while deciding the investigation test estimate [21], inside this regard, the most requesting proposed information investigation procedure for this investigation is multiple linear regression technique.

The number of sample taken from the report entitled "Essential Insights into Internet, Social Media, Mobile, and E-Commerce Use around the World" published January, 31<sup>st</sup> 2018 by We Are Social, a British media company that works with Hootsuite. From Indonesia's total population of 265.4 million, active social media users reached 130 million with 49% penetration. About 120 million Indonesians use mobile devices (smartphones or tablets) to access social media, with 45% penetration. In a week, online activities on social media through smartphones reached 37%. About 41% of Indonesian social media users claimed to often use Facebook, 40% often used WhatsApp, and 38% claimed to often access Instagram. While users who claimed to often access Line were 33%, and placed it in fifth position. Globally, the total internet users penetrate the number of four billion users. For social media users, up 13% with year-on-year users reached 3.196 billion. From the data above using a sample according to Akdon and Riduwani [22] with the Slovin formula as follows:

$$n = \frac{N}{N.d^2 + 1}$$

Where:

n = number of samples

N = total population = 45.600.000 (38% of 120 million)

d2 = precision (set at 10% and confidence level of 90%)

Based on this formula, the following sample sizes are obtained:

$$n = 45.600.000$$

$$n = \frac{[45.600.000 (0,1)^2 + 1]}{99.99} = 100 \text{ (rounded)}$$

Here the sampling technique used is non probability sampling with accidental sampling technique is a chance-based sampling technique, that anyone who happens to meet with a researcher can be used as a sample, if viewed by someone who happens to be found suitable as a data source [23]. According to Margono [24] states that in this technique sampling is not set beforehand. The researcher immediately collects data from the sampling units encountered. The place sample taken in Bandung City West Java, with number of 100 hundred samples.

#### 4. Result and Discussion

To find out whether the instrument is feasible or not to be included in the analysis, test the validity and reliability first. If declared valid and reliable, then the instrument is eligible to be included. The characteristics of the validity of the results of the correlation coefficient of product moment must be eligible if the results obtained  $r$  correlation  $>$   $r$  table. With one hundred respondents who in this case use the Pearson or Product Moment statistic formula, the results obtained in accordance with the data table below:

**Table 1.** Validity Test Result with Bivariate Pearson (Variable X)

Statement	Critical r Value	R Table Value	Conclusion
1	0,233	0.1966	Valid
2	0,657	0.1966	Valid
3	0,334	0.1966	Valid
4	0,357	0.1966	Valid
5	0,557	0.1966	Valid
6	0,765	0.1966	Valid
7	0,397	0.1966	Valid
8	0,256	0.1966	Valid
9	0,706	0.1966	Valid
10	0,206	0.1966	Valid
11	0,310	0.1966	Valid
12	0,417	0.1966	Valid

Source: Data running by SPSS Software

**Table 2.** Validity Test Result with Bivariate Pearson (Variable Y)

Statement	Critical r Value	R Table Value	Conclusion
1	0,216	0.1966	Valid
2	0,707	0.1966	Valid
3	0,558	0.1966	Valid
4	0,205	0.1966	Valid
5	0,525	0.1966	Valid
6	0,485	0.1966	Valid
7	0,708	0.1966	Valid
8	0,609	0.1966	Valid

Source: Data running by SPSS Software

Reliability quality testing for this investigation likewise meets the criteria of a poll thing is said to be dependable, the dependability of every factor is demonstrated by Cronbach's Alpha esteem more prominent than 0.60 [25] (see table 3).

**Table 3.** Reliability Test Results

Variable	Critical r Value	R Table Value	Conclusion
X	0,849	0,300	Strong reliability
Y	0,936	0,300	Strong reliability

Source: Data running by SPSS Software

Then the researcher proposed the statistical hypothesis as follows:

H1:  $r \neq 0$ : Indonesian social media celebrity, influencer and opinion leader affect shifting in consumer behavior

Ho:  $r = 0$ : Indonesia social media celebrity, influencer and opinion leader don't affect shifting in consumer behavior.

With the provision of:

$t_{arithmetic} > t_{table} = H_0$  is rejected and  $H_1$  accepted.

$t_{arithmetic} < t_{table} = H_0$  accepted and  $H_1$  rejected.

The above hypothesis will be proved by calculating the student distribution (t test) which will then be compared with t-table. The result of the calculation is as follows:

Latent variable	Value	Standard error	t	Pr >  t	F	Value (Bootstrap)	Standard error (Bootstrap)	Critical ratio (CR)	Lower bound (95%)	Upper bound (95%)
Trustworthy	-0.1257	0.1704	-0.7376	0.4626	0.0057	-0.1601	0.1811	-0.6939	-0.5388	0.2281
Attractiveness	0.2733	0.1834	1.6903	0.1394	0.0234	0.3013	0.1938	1.4099	0.0913	0.6794
Expertise	0.4953	0.0856	5.7856	0.0000	0.3524	0.4990	0.1008	4.9145	0.2835	0.6857

**Fig. 2.** T Test Result (Source: Data running by SPSS Software)

The result of the calculation will be compared with t-table, where from result of distribution table t with error rate equal to 0,05 resulted t-table equal to 1.661. This shows that the value of t arithmetic for trustworthy is equal to -0.7376 is less than the value of t table that is equal to 1.659 which can be described trustworthy from Indonesian social media celebrity doesn't affect consumer behavior. Another result that Indonesian attractiveness of social media celebrity affect in consumer behavior shifting because t arithmetic greater that t table (1.6903>1.661). T arithmetic for expertise variable show greater variable than t table (5.786>1.661) means that expertise from Indonesian social media affect shifting in consumer behavior (see figure 3).

R <sup>2</sup>	F	Pr > F	R <sup>2</sup> (Bootstrap)	Standard error	Critical ratio (CR)	Lower bound (95%)	Upper bound (95%)
0.7898	71.4013	0.0000	0.7923	0.0406	19.4775	0.6932	0.8715

**Fig. 3.** F test (Source: Data running by SPSS Software)

The result show above indicate that F below probability value of 0.05 (0.000<0.05) indicates that all construct for Indonesian celebrity endorser in social media affect shifting in consumer behavior.

## 5. Conclusion and Future Direction

Based on the results note that the Indonesian celebrity, influencer and opinion leader in social media affect shifting in consumer behavior of 78.9% and significant in value of 0.000 at the test level  $\alpha = 0.05$ . According to the reliability classification Guilford in [23] this figure is in the range between 0.70 - 0.90 with criteria of Strong Reliability. However how good a trustworthy of a social media celebrity in Indonesia doesn't affect in shifting of consumer behavior. Simply can be explained that some Indonesian consumer doesn't count or not

looking into norm of their idol anymore. Ohanian (1990) defined trustworthiness as “the listener's degree of confidence in, and level of acceptance of, the speaker and the message.” Trustworthiness of an endorser is perceptual and depends on the target audience. It refers to the honesty, integrity and believability of an endorser. In the words of Erdogan et al. (2001), trustworthiness refers to “the honesty, integrity and believability of an endorser”.

## References

1. L. G. Schiffman, L. L. Kanuk, *Consumer Behavior*, Paperback. Prentice Hall PTR, (2003)
2. Loudon, L. David, B. Della, J. Albert, *Approaches to Studying Consumer Behavior* (McGraw –Hill, Inc., New York, 2004)
3. V. G. Perry, M. D. Morris, *Who is in Control? The Role of Self-Perception, Knowledge, and Income in Explaining Consumer Financial Behavior*, *The Journal of Consumer Affairs*, 39(2), 299-313, (2005)
4. P. Mussen, M. Rosenzweig, *Annual Review of Psychology*, (Palo Alto, Calif.: Annual Reviews, pp. 331–358) (1976)
5. D. Loudon, A. J. D. Bitta, *Consumer Behaviour Concepts and Applications*, 3<sup>rd</sup> Edition (MC Graw Hill Inc., Singapore, 2004)
6. L. G. Schiffman, L. L. Kanuk, *Consumer Behaviour*, 8<sup>th</sup> Ed (Prentice Hall, New Jersey, 2003)
7. A. Kaushesh, *Consumer Behavior in the Digital World* ICFAI Press, Hyderabad, India, PP. 65-66, (2002)
8. G. McCracken, *Journal of Consumer Research*, Volume 13, Issue 1, Pages 71–84, (1 June 1986)
9. B. D. Till, *Using Celebrity Endorsers Effectively: Lessons From Associative Learning*, *Journal of Product & Brand Management*, Vol. 7 Issue: 5. Emerald, (1998)
10. D.H.Silvera, B.Austad, *Factors Predicting the Effectiveness of Celebrity Endorsements Advertisement*, *European Journal of Marketing*, 38(11/12): 1509-1526 (2004)
11. H. H. Friedman, L. Friedman, *Endorser Effectiveness by Product Type*, *Journal of Advertising*, 19(5), 63-71, (1979)
12. M. A. Kamins, *Celebrity and Non-Celebrity Advertising in a Two-Sided Context*, *Journal of Advertising Research*, 29 (3), 34-42. (1989)
13. T.F. Stafford, *Differentiating between Innovators and Laggards in the Uses and Gratifications for Internet Services*, *IEEE Transactions on Engineering Management*, 50, 4, 427- 435 (2003)
14. G. McCracken, *Who Is the Celebrity Endorser? Cultural Foundation of the Endorsement Process*, *Journal of Consumer Research*, 16 (3), 310-321(1989).
15. H.M. Spielman, *The Celebrity Sell: Making It Work*, *Marketing Times*, 28, 13-14 (1981)
16. C. Atkin, M. Block, *Effectiveness of Celebrity Endorsers*, *Journal of Advertising Research*, Vol. 23 (March), pp. 57-61. (1983)
17. L. Knowles, I. Mathur, N. Rangan, *Wealth Effects Associated With a Celebrity Endorser: The Michael Jordan Phenomenon*, *Journal of Advertising Research*. 37. 67-73. (1997)
18. C.I. Hovland, L.I. Janis, H. H. Kelley, *Communication and Persuasion*, (Yale University Press New Haven, CI, 1953)
19. L. R. Kahle, P. M .Homer, *Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective*, *Journal of Consumer Research*, 11(4), 954-961, (1985)
20. S. R. Nair, *Organisational Behavior*, Himalaya Publishing House, New Delhi, (2004)
21. N. Malhotra, *Marketing Research: An Appli Education, Inc., Fifth Edition* (New Jersey, USA, 2007)
22. Riduwan, Akdon. *Rumus dan Data dalam Aplikasi Statistika* (Alfabeta, Bandung, 2005)
23. Sugiyono, *Metode Penelitian Administrasi* (Alfabeta, Bandung, 2001)

24. Margono, *Metodologi Penelitian Pendidikan* (PT. Rineka Cipta, Jakarta, 2004)
25. I. Ghozali, *Aplikasi Analisis Multivariate Dengan SPSS* (Badan Penerbit UNDIP, Semarang, 2005)