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## The Effect of Influencer Marketing on Purchase Decisions of Chaca Burgo Makassar Branch

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### Abstract

*Advances in technology such as the presence of social media require companies to be able to adjust in carrying out their activities such as marketing using influencer marketing. This study aims to determine the effect of influencer marketing on purchasing decisions for the Makassar branch of Chaca Burgo. This research uses qualitative methods by conducting observations, questionnaires, and interviews. Data were analyzed using a simple linear regression analysis method that used SPSS data processing results to prove the hypothesis. The results showed that the influencer marketing variable had a positive and significant effect on the purchasing decision variable. So that the better influencer marketing is in carrying out promotions, the purchasing decisions by consumers will increase.*

**Keywords:** *Influencer Marketing, Buying Decision*

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### 1. INTRODUCTION

Along with technological advances such as social media, a company must be able to adjust in carrying out various activities that can achieve its goals, such as determining marketing strategies. With the development of the internet, progress has been made in carrying out marketing communications that were previously done face-to-face to screen-to-screen. Previously, most product advertisements were carried out on television, along with the times, advertisements were carried out on social media. Commercial marketing technology company Criteo in (Nasih et al., 2020). noted that from 2014-2017 the growth in

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television advertising spending was only 14.5% while online advertising was 44.3% at the same time.

Instagram is a social media that is widely used as a promotional medium. One of the activities on Instagram that is carried out for marketing media is endorsement. Endorsements are currently not only carried out by celebrities but also by non-celebrities who are commonly called influencers who have the advantages and trust of many people who can influence others to purchase products offered by the company.

Chaca Burgo Makassar Branch is a franchise business entity that serves fried porridge as its main product. After conducting pre-research interviews conducted by researchers, in the last two years, the level of sales of Fried Porridge at Chaca Burgo Makassar Branch has decreased.

Stepping on its second year of existence, one of the strategies undertaken by Chaca Burgo so that its products can be better known by the wider community to make purchases is by doing influencer marketing. The influencer who has worked together and is considered to have had a good impact on Chaca Burgo Makassar Branch, namely Anggun Ekaputri (@anggunrustiar) who has a total of 61.6 thousand followers. On her Instagram account, she often shares information about family (parenting), food, beauty and fashion. He is also the brand ambassador of @dermastamakassar, @fairyhousebyapril, @yuli.sourcelaris, @glowingbody\_, @kokoken.baby and he is also the owner of food products namely @cilano.foodbar and @baksocilano.

## **2. RESEARCH METHOD**

This type of research is a quantitative research in the form of primary data obtained from consumers of Chaca Burgo Makassar Branch by distributing questionnaires to respondents. The population used in this research is Chaca Burgo consumers from the Makassar branch who purchase Chaca Burgo which will be marketed in 2022, namely 25,999 consumers. Then the sample was taken by using purposive sampling, which represents the population of Chaca Burgo consumers from the Makassar Branch who purchase fried porridge at Chaca Burgo at least twice and are domiciled in Makassar and use the slovin formula which results in a total of 100 respondents. This study uses data collection techniques by conducting observations, questionnaires and interviews.

The analysis technique used is by using the prerequisite test which consists of normality and linearity tests, then hypothesis testing which consists of simple linear regression analysis and partial test (t test).

## 2.1 Framework of Mind

One of the marketing strategies carried out by Chaca Burgo Makassar Branch is by using influencer marketing which will influence potential customers by providing information about products from Chaca Burgo Makassar Branch, so that it can trigger purchasing decisions on products offered by Chaca Burgo Makassar Branch. Based on this description, a framework for this research can be developed which is presented in the following figure:



**Figure 1 Framework of Mind**

## 2.2 Hypothesis

A hypothesis is a temporary answer regarding research results, until proven by the data collected. The hypothesis will be accepted if the data collected supports the statement. The hypothesis is a basic statute which then creates a theory that still has to be tested for its truth. Based on the formulation of the problem and the research objectives described earlier, a hypothesis is obtained, namely, it is suspected that influencer marketing has a positive and significant effect on purchasing decisions for Chaca Burgo Makassar Branch.

## 3. RESULTS AND DISCUSSION

### 3.1 Research result

#### 3.1.1 Validity and Reliability Test Results

**Table 1. Validity Test Results**

Question Items		R <sub>Count</sub>	R <sub>Table</sub>	Information
X1	X1.1	0,611	0,1966	VALID
	X1.2	0,822	0,1966	VALID
	X1.3	0,853	0,1966	VALID

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	X1.4	0,813	0,1966	VALID
	X1.5	0,888	0,1966	VALID
	X1.6	0,806	0,1966	VALID
Y	Y.1	0,553	0,1966	VALID
	Y.2	0,690	0,1966	VALID
	Y.3	0,806	0,1966	VALID
	Y.4	0,665	0,1966	VALID
	Y.5	0,690	0,1966	VALID
	Y.6	0,776	0,1966	VALID
	Y.7	0,775	0,1966	VALID
	Y.8	0,761	0,1966	VALID

Source: Processed primary data, 2023

Based on the table above, it is known that the variable influencer marketing and purchasing decisions have a value of  $r_{count}$  greater than  $r_{table}$  ( $r_{count} > 0.1966$ ) so that it can be concluded that all the question items in the study are valid.

**Table 2. Variable Reliability Test Results**

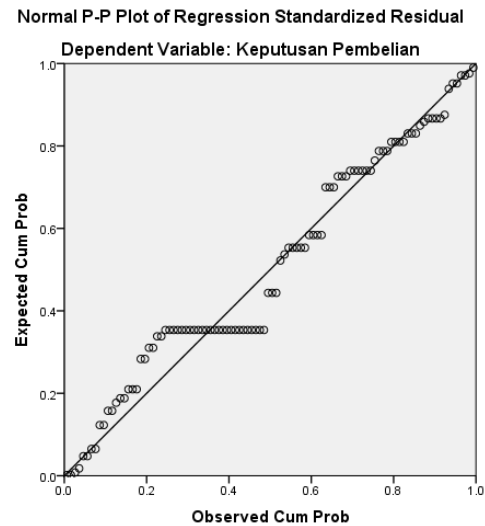
Variable	Cronbach's Alpha	Information
<i>Influencer Marketing (X1)</i>	0,889	Reliabel
Buying decision (Y)	0,864	Reliabel

Source: Processed primary data, 2023

The table above shows that the variables from influencer marketing and purchasing decisions have a Cronbach's alpha value greater than 0.6. This shows that the question items in this study are reliable. So that each question item used will be able to obtain consistent data and if the question is asked again, an answer that is relatively the same as the previous answer will be obtained.

### 3.1.2 Normality and Linearity Test Results

**Figure 2. Normality Test Results**



Source: Processed primary data, 2023

Based on the picture above, it can be seen that the dots spread around the diagonal line, and the direction of their spread follows the direction of the diagonal line. This shows that the regression model is feasible to use because it meets the assumption of normality.

**Table 3. Linearity Test**

**ANOVA Table**

			Sum of Squares	Df	Mean Square	F	Sig.
Buying Decision Influencer Marketing	Between Groups	(Combined)	417.081	7	59.583	15.767	.000
		Linearity	387.237	1	387.237	102.470	.000
		Deviation from Linearity	29.845	6	4.974	1.316	.258
		Within Groups	347.669	92	3.779		
Total			764.750	99			

Source: Processed primary data, 2023

Based on the table above, the Deviation from Linearity Sig value is obtained. of 0.258 greater than 0.05. So it can be concluded that there is a significant linear relationship between

the influencer marketing variable (X) and the purchasing decision variable (Y). this shows that there is a good correlation between influencer marketing variables and purchasing decision variables.

**3.1.3 Simple Linear Regression Analysis**

**Table 4. Regression Equation Model**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.415	2.216		5.601	.000
<i>Influencer Marketing</i>	.847	.084	.712	10.026	.000

a. Dependent Variable: Buying Decision

Source: Processed primary data, 2023

Based on the table above, the regression equation formed in this regression test is:

$$Y = 12,415 + 0,847 X + e$$

The model can be interpreted as follows:

- a) The value of the constant is 12.415. This indicates that, if the independent variable (influencer marketing) is zero (0), then the value of the dependent variable (purchasing decision) is 12.415 units.
- b) The influencer marketing regression coefficient (b1) is 0.847 and is positive. This means that the value of variable Y will increase by 0.847 if the value of variable X increases by one unit and the other independent variables have a fixed value. The coefficient with a positive sign indicates that there is a direct relationship between the influencer marketing variable (X) and the purchasing decision variable (Y). The better the influencer marketing, the higher the purchase decision.

### 3.1.4 Partial Test (T Test)

**Table 5. Partial Test Results (t test)**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.415	2.216		5.601	.000
<i>Influencer Marketing</i>	.847	.084	.712	10.026	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2023

Through the t-test statistics consisting of Influencer Marketing (X) it can be partially known that its effect on Audience Loyalty (Y).

- Hypothesis Testing (H1)

The table above shows that the influencer marketing variable has a significant level of 0.000, which is less than 0.05. The coefficient value of 0.847 indicates a positive influence on the dependent variable. This means that **H1 is accepted** and Ho is rejected so that it can be said that influencer marketing has a positive and significant effect on purchasing decisions.

### 3.1.5 Determination Coefficient Test (R<sup>2</sup> Test)

**Table 6. Test Results R<sup>2</sup>**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 <sup>a</sup>	.506	.501	1.96270

a. Predictors: (Constant), *Influencer Marketing*

b. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2023

From the table above, there is an R number of 0.712 which indicates that the relationship between purchasing decisions and the independent variable is strong, because it is in the definition of strong, the number is between 0.6 – 0.8. While the R square value of 0.506 or 50.6% indicates that the purchasing decision variable can be explained by the

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influencer marketing variable of 50.6% while the remaining 49.4% can be explained by other variables not present in this study.

### **3.2 Discussion**

#### **The Effect of Influencer Marketing on Purchasing Decisions**

The results of the study show that influencer marketing variables have a positive and significant effect on purchasing decisions. The better influencer marketing is in carrying out promotions, the purchasing decisions by consumers will increase. To improve marketing on social media, companies have started to use influencers as their marketing strategy. Influencers are used by a brand to convey the goals of the brand to certain target consumers and even become a milestone in its promotion. The use of influencers as a marketing strategy is considered very effective because the costs of promoting a product are relatively inexpensive, besides that it has a large influence on brand awareness and product image.

This research is supported by previous research conducted by Faturrahman, Triwardhani, and Argo (2021), which shows that influencer marketing variables have a positive and significant influence on Bittersweet by Najla's purchasing decisions so that the use of influencer marketing by Bittersweet by Najla in marketing its products is appropriate. and received a positive response from consumers. The increasing use of influencers in marketing their products, the higher the purchase decision rate of Bittersweet by Najla.

This research is also in line with research conducted by Pratiwi (2021) which states that influencers have a positive and significant influence on purchasing decisions at the Se'i Sapiku restaurant in Surabaya. This is because the influencers used to provide food reviews are very attractive to their followers so they have the ability to attract consumers' attention to make purchases at the Se'i Sapiku Surabaya restaurant.

Therefore, based on the results of this study, it is stated that most consumers decide to make purchases at Chaca Burgo Makassar Branch due to the influence of influencers. This is due to the uniqueness and suitability of the content shared by influencers to consumers of Chaca Burgo Makassar Branch. In addition, the communication carried out by influencers in conveying information about the Makassar Branch of Chaca Burgo is able to influence consumers to make purchases at the Makassar Branch of Chaca Burgo.

Interesting and varied content is also an advantage of carrying out a marketing strategy using influencers. Many influencers display photo content in the style of humor, promotions, tutorials, or others that show their true selves in everyday life. This is intended so that the character of the influencer does not disappear, maximizes interaction from followers and keeps the brand image of the company unchanged but is displayed in a more creative and different way.

According to Brown & Hayes (2008) that influencers are third parties who can significantly shape consumer purchasing decisions, but allow them to share responsibility for it. Influencers are individuals who have the power to influence others to make purchasing decisions based on previous experience. Influencers are used by a brand to target certain consumers (Maulana et al., 2021).

#### **4. CONCLUSION**

Based on the data that has been collected and hypothesis testing with simple regression analysis has been carried out, the conclusions of this study are as follows: influencer marketing has a positive and significant effect on purchasing decisions. The better influencer marketing is in carrying out promotions, the purchasing decisions by consumers will increase.

To improve marketing on social media, companies have started to use influencers as their marketing strategy. Influencers are used by a brand to convey the goals of the brand to certain target consumers and even become a milestone in its promotion. The use of influencers as a marketing strategy is considered very effective because the costs of promoting a product are relatively inexpensive, besides that it has a large influence on brand awareness and product image.

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