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**THE EFFECT OF DIGITAL MARKETING AND INSTAGRAM
CELEBRITY ON CONSUMER PURCHASE INTENTION TO BUY
“BITTERSWEET BY NAJLA” PRODUCTS**

BY

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INTRODUCTION

CHAPTER I

1.1 Chapter Introduction

This chapter explains the issue for conducting the research and involves the following topics: research background, problem statement, research question, research objective, significance of the research, scope of the research, research limitations, key terms, proposal structure, and chapter conclusion.

1.2 Background of the Research

The development of internet technology has a major influence on consumer behavior. Social media is one of the technological developments that has a major influence on human life today. Internet users who continue to increase in the world, especially in Indonesia, can have an impact on the business world in brand marketing.

This marketing is digital marketing. According to Sawicky (2016) in journal (Purwana et al., 2017) digital marketing is the exploitation of digital technology that is used to create a channel to achieve company or business goals to fulfil consumer needs more effectively. Digital marketing is the most powerful way to introduce a brand. This is supported by the opinion of (Wardhana, 2015) in journal (Purwana et al., 2017) defines digital marketing as an activity in marketing that uses internet-based media. Thus, it means that digital marketing can reach everyone, anytime, anyway, and anywhere. Very different from conventional marketing which has many limitations.

Digital marketing is heavily influenced by the presence of the media. Social media is one of the platforms of digital marketing that has many benefits and is easy to use. Today many small businesses have their own websites. And also many businesses have entered the realm of cyberspace through social media (Purwana et al., 2017). Moreover, supported by the opinion of (Nugraha et al., 2018) which states that nowadays, social media is often considered as one of the most effective marketing platforms, due to its broad reach and low cost. It can be concluded that social media is a marketing platform that can be used by all companies as a strategy to reach potential consumers, introduce brands through social media, and even study consumer behavior.



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Instagram is an application that is used to share photos and videos. Instagram is one of the most popular social media for digital marketing. According to (Rahmawati, 2016:23) in journal (Kurnianto, 2020) Instagram is currently often used by businesses all around the world as a means for businesspeople to communicate business through promotional activities on the Instagram platform.

Instagram is one of the social media that is experiencing an increase in users every day. This increase changes the behavior of consumers who used to know a product through mass media such as newspapers, television, or billboards. Now consumer behavior recognizes a product through social media such as Instagram, Twitter, Facebook, etc.

Marketing in the past required a lot of money for businesspeople to introduce their products to the public. The development of internet technology makes it easier for businesspeople to market their brands only through social media at more affordable prices.

Digital marketing makes it easier for business actors to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information only by browsing the virtual world so as to facilitate the search process (Purwana et al., 2017)

Marketing can't be done only rely on social media. It is not easy to introduce a brand to the public, it takes trust to generate consumer purchase interest. This shows that in marketing it is necessary for businesses to build trust and consumer purchase intention, businesses choose to promote their brands with the help of famous people on social media. This method is called endorsement.

This endorsement activity is carried out by well-known public figures through social media, such as Instagram. They are known as Instagram Celebrities. Celebrity (celebrity) is an absorption word from the Greek 'Celebes', which means 'the state of being popular'. Instagram is the name of the social platform Instagram. As a result, celebrity Instagram can be defined as an Instagram celebrity or someone who is well-known on the Instagram social media platform (Sakinah, 2018).

Instagram celebrities have a good image that is trusted by the public, and they have a lot of followers on their Instagram social media. According to (Prastyanti, 2017) shows that Instagram celebrities promote products with three capitals, namely attractiveness, trust,



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and expertise to attract consumer buying interest online on Instagram social media (Sakinah, 2018). However, according to (Ariani, 2016) the appearance and attitude shown by celebrity Instagram is formed according to what is displayed (such as the impression of being fashionable, luxurious, and classy), so that the image formed on celebrity Instagram is in accordance with what is displayed on Instagram. So, the image of an Instagram celebrity can affect the image of a brand, so an image is important for Instagram celebrities.

The selection of Bittersweet by Najla as the object of research is due to the opportunities obtained in utilizing digital marketing and Instagram celebrities. If it is related again to the concept above, then the object of research by Bittersweet by Najla has utilized digital marketing and Instagram celebrities in its marketing so that Bittersweet by Najla is able to market its products throughout Indonesia.

1.3 Problem Statement

Improving product quality is an important thing that every business needs to do. However, the emergence of new competitors with the same quality will certainly be a challenge for the business. In addition to improving product quality, businesses need to make improvements in marketing activities. Which is currently marketing can no longer be done using traditional marketing methods, apart from being expensive, traditional marketing also takes a long time. So, it is necessary to digitize marketing activities.

It's not easy to attract potential customers if you only rely on digital marketing. A good image is needed that is able to make potential consumers trust the product in the business. This is usually done by celebrity endorsers. This study focuses on Instagram social media so that the celebrity in question is Instagram celebrity.

Intention is part of the behavioral component in the attitude of consuming. Because consumer buying interest is an important thing that needs to be considered by businesspeople. Given the factors that influence consumer buying interest, of course, there are still some things that do not affect consumer buying interest.

This is due to the number of SMEs that have sprung up, thereby increasing the emergence of competitors, especially in the culinary industry. With the emergence of these competitors, of course, the opportunity to introduce products and brands to potential consumers will be narrowed by bittersweet by najla. That way does the use of digital



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marketing and celebrity Instagram in marketing activities carried out by bittersweet by najla have an effect.

As stated above, it still needs to be determined whether there is an influence of digital marketing and Instagram celebrities or not. Researchers want to know the effect of digital marketing and celebrity Instagram on consumers' purchase intentions to buy Bittersweet by Najla products.

1.4 Research Question

Based on this background, this research focuses only on finding out how Digital Marketing and Celebrity Instagram affect Consumer Purchase Interest of Bittersweet by Najla Culinary Products. This research has the following objectives:

1. How does Digital Marketing affect consumer purchase intention in Bittersweet by Najla products?
2. How does Instagram Celebrities affect consumer purchase intention in Bittersweet by Najla products?

1.5 Research Objectives

This study has two specific objectives

1. To test the significant influence of Digital Marketing on consumer purchase intention in Bittersweet by Najla products.
2. To test the significant effect of Instagram celebrities on consumer purchase intention in Bittersweet by Najla products.

1.6 Significance of the Research

This study aims to provide answers to the research objectives, so that they can provide benefits both academically and managerially. In terms of academics, this research, especially in the field of marketing, where technological developments, especially the internet which continues to increase, will provide new knowledge on how to have a significant positive influence on the use of digital marketing and Instagram celebrity in consumer buying interest. This study focuses on Bittersweet by Najla who have used digital marketing and Instagram celebrities in their marketing activities to attract consumers to buy products. In managerial terms, this research helps marketers to identify how the role of digital marketing and Instagram celebrities on consumer buying interest in Bittersweet by Najla products.



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This research is also expected to be able to provide a conceptual framework for the Bittersweet by Najla company and other businesspeople in terms of factors in the use of digital marketing and Instagram celebrities. So that this research is able to provide new knowledge to companies and other actors.

1.7 Scope of the Research

This study focuses on finding out how the effects of digital marketing and Instagram celebrity can affect consumer buying interest. This research focuses on Indonesian consumers, specifically on Bittersweet by Najla products.

1.8 Key terms

To clarify the key terms used in this study, some definitions are put forward:

1. Digital Marketing

Digital marketing, often known as online marketing, is the promotion of business using the internet and other means of digital communication to connect with potential customers. which according to (Rao and Ratnamadhani, 2018) said that digital marketing can be defined as a means between sales and purchases, can consist of information, products, and services via the internet (Fattah Al-Azzam & Al-mizeed, 2021). Currently, marketing in the business world using a digital marketing strategy is the most important thing to increase product and service sales. In accordance with (Rai, 2018) argues that the evolution of digital marketing has influenced how brands and businesses use technology and digital media for marketing purposes (Fattah Al-Azzam & Al-mizeed, 2021). Furthermore, the digital marketing paradigm has resulted in widespread modifications and shifts in global markets, as well as greater consumer purchase intention and power, as seen by various deployments of sophisticated business technologies built in response to business developments (Alwan & Alshurideh, 2022). Digital marketing enables marketers to reach potential customer through many channels such as e-mail marketing, email marketing, social media marketing, mobile marketing, etc (Fattah Al-Azzam & Al-mizeed, 2021)

2. Celebrities Instagram

Public figures or known as Instagram celebrities are a term for people who are famous through Instagram social media. Instagram celebrities have thousands to millions of followers on Instagram. In addition to having a lot of followers, Instagram celebrities also get the trust that they get from their followers. Supported by opinion



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(Prastyanti, 2017) in journal (Sakinah, 2018) Instagram celebrities use three capitals to promote a product: attractiveness, trustworthiness, and knowledge, in order to entice customers to buy on the Instagram social media platform. However, according to Ariani (2016), the appearance and attitude shown by celebrity Instagram is formed according to what is displayed (such as the impression of being fashionable, luxurious, and classy), so that the image formed on celebrity Instagram is in accordance with what is displayed on Instagram. That way the image of celebrity Instagram will certainly affect the image of the brand.

3. Consumer Purchase Intention

According to (Shah et al, 2011) in journal (Nugraha et al., 2018) consumer purchasing intention is defined as their decision to buy a certain brand or product. Supported by opinion (Iswara & Santika, 2019: 186) that consumer purchase intention is determined by a person's learning and thinking habit, which leads to self-awareness and motivation to satisfy a strong desire to acquire and utilise the items and services available. In addition, there are several indicators presented by (Septiani, 2018: 403) there are indicators of buying interest when customers make purchases transactional interest, referential interest, preferential interest, explorative interest.

1.9 Structure of the Proposal

The structure of the thesis has been shown in this section. There are three chapters in this research. In chapter one, problems related to the topic are discussed and begin by introducing the chapter and then introducing the background of the topic followed by the formulation of the problem, research questions, research objectives, research significance, research scope, research limitations. research, key terms, proposal structure, and chapter conclusions.

Chapter two reviews the literature related to the topics of digital marketing, Instagram celebrity, and consumer buying interest followed by the underlying theory, research framework and hypotheses, and conclusions from this chapter.

Chapter three shows the methodology section which includes an introduction chapter, elements of research design, population and sampling, variable measurement, instruments and data collection, data analysis, and chapter conclusions.



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1.10 Chapter Conclusion

Overall, this chapter discusses the beginning of the research, which includes the introduction and background of the problem to be studied. Explaining the problem formulation clearly explained to facilitate the research process, explaining the object of research, and knowing the purpose of future research.



DISCUSSION AND CONCLUSION

CHAPTER 5

5.1 Chapter Introduction

This chapter summarises the study that the researcher has done. A brief discussion of findings is presented here. In this section, as a form of problem such as research objectives, framework and research methodology are briefly discussed. The main findings of the study are also reviewed in this chapter. In this section, the findings of the empirical tests derived from the data analysis are presented. then, the implications of the current study are discussed. further research contributions are presented. In the end, a discussion of the limitations and directions for future research.

5.2 Discussion

The business world today has abandoned their habits of traditional marketing strategy activities. Digital marketing is the first step that businesspeople can take in this digitalization era. Which with the development of the internet and digital produces new things such as social media (Instagram, Twitter, Facebook, etc.) that can be used positively for marketing activities.

Instagram is one of the social media where users continue to increase. The use of Instagram as a marketing tool by businesspeople, especially SMEs. However, please note that it is quite difficult to do marketing on social media, especially Instagram. Where businesspeople need to have an image that can be trusted by potential consumers that the product being offered is a product that is worth it to be bought by these potential consumers. So that Instagram celebrities are needed in this marketing activity.

Instagram celebrities are people who have popularity on Instagram social media. Which they have a good image on their social media followers. This Instagram celebrity will market a product with their characteristics. That way, potential consumers will know these products after the marketing carried out by the Instagram celebrities.

There are several factors that influence consumer purchase intention to buy Bittersweet by Najla product. Those are as follows:

- i. As shown in the summary hypothesis table, digital marketing on consumer purchase intentions has a significant effect on purchasing Bittersweet by Najla products. The main reason why the variable is matched with other variables is



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because usually potential consumers know or find the product for the first time through social media. Where social media is one of the items of digital marketing. Therefore, potential consumers will have the intention to buy after seeing advertisements on social media.

As stated by Chaf and Chadwick (2019) in (Alwan & Alshurideh, 2022), have found a non-significant impact and relationship between digital marketing and purchase intention, which is not supported by this effort, purchase intention when using modern digital marketing tools and methods.

As stated above, it can be concluded that digital marketing carried out by Bittersweet by Najla has a significant effect on consumer purchase intention. Thus, the first hypothesis, namely 'Digital marketing has a positive effect on consumer purchase intention to buy Bittersweet by Najla product' is accepted.

- ii. As shown in the summary hypothesis table, celebrity Instagram on consumer purchase intentions has a significant effect on purchasing Bittersweet by Najla products. The main reason why the variables are matched with other variables is because apart from social media, potential consumers will usually get to know the product through Instagram celebrities. Which these celebrities will introduce the product through their social media accounts. In addition, potential consumers will be more interested in a product when the product is advertised by a celebrity, they follow on social media. Because these celebrities are followed by their followers on social media because of several things such as lifestyle, style, fashion, etc. that are shown by these celebrities on social media.

Furthermore, as stated by (Nugraha et al., 2018) explains that celebrity Instagram use three modalities to promote a product: attraction, trust, and knowledge, to attract customers to buy on the Instagram social media platform. Which means that in addition to the popularity that these celebrities have, potential consumers will be interested in the products advertised by Instagram celebrities due to the attractiveness, trust, and knowledge of the Instagram celebrities.

As stated above, it can be concluded that the Instagram celebrity used by Bittersweet by Najla in its marketing has a significant effect on consumer purchase intention. Thus, the first hypothesis, namely 'Celebrity Instagram has a positive effect on consumer purchase intention to buy Bittersweet by Najla product' is accepted.



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5.3 Limitations

In this study, there are several limitations such as time, difficulty approaching respondents and the pandemic situation. Time constraints made this research difficult to do. Data collection is limited in time so that the questionnaire is only distributed using electronic questionnaires. Furthermore, the limitations that occur in this study are that most of the respondents in this study are students and adolescents so that the results cannot be generalized to the entire population. Furthermore, the third limitation is that the population in Indonesia is quite large, but the number of samples is only 143 people. Therefore, the results do not cover the entire population. And the last of the limitations of this study is, the researcher does not have much relationship with other people. Therefore, the number of respondents is limited to only 143 respondents.

5.4 Recommendations

For further research, it is recommended to further expand the variables on digital marketing and celebrity Instagram variables. Furthermore, it is recommended for further research, to increase the distribution of questionnaires so that there will be more respondents than this study which only had 143 respondents. In addition, future research should ensure that respondents fill out the questionnaire with full concentration. For example, researchers can give rewards to respondents who fill out the questionnaire well. Furthermore, future researchers can reduce the population reach, for example, such as Jakarta or other cities. Finally, future research should have more resources to support research by previous journals, be it from journals, books, articles, etc.

5.5 Chapter Conclusion

This study examines the effectiveness between digital marketing and celebrity Instagram with consumer purchase intention. This study is expected to provide a broad overview of the effectiveness of digital marketing and celebrity Instagram in consumer purchase intention so that this study can provide an overview of the perceptions of potential consumers towards the marketing strategy carried out by Bittersweet by Najla. The findings of this study empirically show a positive relationship between digital marketing and celebrity Instagram on consumer purchase intention. The results show that the two independent variables have a significant influence on the dependent variable, although there are other factors that can influence consumer purchase intention.



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Most of the respondents in this study were young female consumers, with groups between the ages of 18-25 years. Most of them are students and workers. And they are active consumers of Bittersweet by Najla. The results showed that the two variables, namely Digital Marketing and Celebrity Instagram, had a significant influence on Consumer Purchase Intention to buy Bittersweet by Najla. The result is lower than 0.05, Digital Marketing: .004 and Celebrity Instagram; .000.





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APPENDIX

Questionnaire

Identitas Responden

- Name :
Age :
Gender : Female / Male
Profession : a. Student b. Employees c. Housewife d. etc.

Charging Instructions

1. Fill in the answer according to your opinion by putting a cross (X) on the answer that is most correct in your opinion.
 - a) Have you ever bought and enjoyed products from Bittersweet by Najla?
 - a. Yes
 - b. No
 - b) If you have purchased and enjoyed Bittersweet by Najla products, how many times have you made a purchase in a month?
 - a. Once in a while
 - b. Seldom
 - c. Often
2. Fill in the answers to the following statements according to your opinion by putting a tick (√) in the column provided.

Strongly	= 5	Disagree	= 2
Agree	= 4	Strongly disagree	= 1
Neutral	= 3		



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Variable	Questions	Indicators	Scale Type	Source/Year
First Independent: Digital Marketing	Social media platforms offer good quality information about brand/firm	Social Media	1-5 Likert	The effect of digital marketing on purchase intention: Moderating effect of brand equity (Alwan & Alshurideh, 2022)
	The social media marketing provides wide range of feedback and information products and helps searching the best product			
	I recommend others about my favourite social media commerce platform			
	I am proud to tell others about my purchase on my favourite social media commerce site			
	I recommend others to purchase product on social media commerce site			The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process (Alkharabsheh & Zhen, 2021)
Second Independent: Instagram Celebrities	Bittersweet by Najla celebrity endorser has an attractive appearance	Attractive	1-5 Likert	The Influence of Celebrity Endorsement in Instagram towards Customer Behavior and Purchase Intention in Healthy Food Diet Business (2018)(Nugraha et al., 2018)
	I like the celebrity endorser of Bittersweet by Najla	Likeability		
	The celebrity endorser of Bittersweet by Najla is familiar to me	Familiar		
	I have impression that the celebrity endorser of Bittersweet by Najla possess trustworthy in endorses the product	Trustworthy		
	I have impression that the celebrity endorser of Bittersweet by Najla possess reliability in endorses the product	Reliable		
	I have impression that the celebrity endorser of Bittersweet by Najla is qualified person to be the endorsee Bittersweet by Najla brand	Qualified		
	I have impression that the celebrity endorser of Bittersweet by Najla possess knowledge of the endorsed product	Knowledge		
Dependent:	I have interest to purchase Bittersweet by Najla product	Interest	1-5 Likert	The Influence of Celebrity



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Consumer Intention	If there is an opportunity, I predict that I should purchase Bittersweet by Najla product	Prediction	Endorsement in Instagram towards Customer Behavior and Purchase Intention in Healthy Food Diet Business (2018)
	This product has a good value and worth to purchase	Value	
	If I give a chance to purchase dessert menu from Bittersweet by Najla, I would definitely buy it	Purchase Probability	
	I am willing to purchase Bittersweet by Najla product	Intention	





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The Effect of Digital Marketing and Instagram Celebrity on Consumer Purchase Intention to Buy "Bittersweet By Najla" Products

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