THE EFFECT OF INFLUENCER MARKETING AND CAMPAIGN MISSION ON PURCHASING DECISIONS AT MARKETPLACE SHOPEE (STUDY AT UNIVERSITY OF DARUSSALAM GONTOR)

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Abstract

This study raises problems that occur in the marketing mix, namely product quality, price, business This research aims to analyze the effect of influencer marketing and campaign missions on consumer purchasing decisions in the Shopee marketplace among students at University of Darussalam Gontor. This research uses quantitative methods to analyze collected data and tested using multiple linear regression analysis. This research used 200 respondents from female students who used the Shopee marketplace. The results of this research state that the influencer marketing (X1) and campaign mission (X2) variables influence consumer purchasing decisions (Y). with the resulting Adjusted R-Square of 54.5% and the remaining 45.5% influenced by other variables.

Keywords: Influencer marketing, campaign missions, Purchase Decisions

1. Introduction

Influencers are people/individuals who have the ability to influence the purchasing decisions of other people. Marketing is all the company's efforts to attract consumers to get to know and buy products or services. It can be concluded that Influencer Marketing is a marketing activity that uses influential people to produce goods and services (Islahuddin Ashari Amir & Triwardhani, 2023; Kangean & Rusdi, 2020; Mahardini et al., n.d.).

A good marketing campaign can focus on one goal or is consistent with its initial goal, a goal that has been organized and sticks to that goal. A campaign mission is a campaign that is given a certain platform at a certain time. What people usually refer to as big sale promotions. There are various types of campaign missions according to the mission that will be aimed at the consumers of each company (Amelia & Hasanah, 2021; Putri & Fithrah, 2018). This campaign's mission includes discounts, promos, big sales, and others. Campaign missions can attract consumers to approach a product by making purchasing decisions and purchasing a second time if they feel satisfied with the mission given. Campaign missions are like a game in marketing, as well as in marketplaces that require more visitors on the platform. Meanwhile, the mission of a campaign itself is to encourage sales of a product or service. According to Shopee's article, campaign missions only exist as long as the campaign is running at a certain time (Greciela et al., 2022).

2. Literature Review

Definition of Marketing

Kotler and Armstrong stated their opinion in a book entitled (principles of Marketing) that "Marketing is a process with the company's hope of creating value for customers and building strong relationships to capture value from customers in return" (Kotler & Susanto, 1999). It can be concluded that according to Kotler and Armstrong, marketing is designed to obtain value and relationships with customers so that they get a reward, namely a consumer.

From the definition above, it can be concluded that marketing has the same goals and views and it can be said that marketing is a series of activities in which individuals or groups can create ideas or ideas that have value through communication, and convey opinions or values (Hallahan et al., 2007)

Marketing mix

There are several opinions regarding the marketing mix. However, the 4Ps that are often used are: (Benyamin, 2019)

1) Product (product):
2) Price (price)
3) Place (place)
4) Promotion (promotion)

Promotion mix

Promotion is a form of marketing strategy used to market certain goods and services with the mission of attracting customers to apply them in purchasing decisions for certain products (Ode, 2016). Meanwhile, the task of promotion is called the promotion mix. Which has several types, namely:

1) Direct Marketing.
2) Personal Selling (Yani, 2022).
3) Public Relations
4) Sales Promotion (Muhammad Supriyanto & Muhammad Taali, 2022).
5) Advertising
6) Word of mouth (WOM) (Pemasaran, n.d.).
7) Publicity (Suarez, 2015).

a. Influencer Marketing

Influencers are individuals who have more influence and influence on consumer purchasing decisions. Influencers are usually found in online media, or through digitalization (Hakim & Indarwati, 2022). As an influencer, your status, role, and influence are very important to attract consumers create an effect, and change consumers' opinions or behavior (Amalia & Putri, 2019).

Influencer marketing is a strategy used by companies in the context of promotions on a platform to attract consumer purchasing decisions. Influencer marketing refers to activities involving influencers ranging from payments to products (Agustin & Amron, 2022; Amalia & Putri, 2019; Marketing & Marketing, 2023).

b. Marketing Campaign

Campaigns are a marketing strategy that is often used by companies, especially in marketplaces, to reach more sales. By using campaigns, companies with a marketing base can easily attract consumers with a wider reach, and attract consumer trust in the company with repeat purchases (Rahmadani, 2018). A marketing campaign is an incentive (Prakoso & Magnadi, 2016) campaign in advertising for companies that focuses on increasing sales which is far from social marketing.

c. Campaign Mission

A campaign mission is a strategy used by marketing to attract consumers with certain goals and a predetermined time (Svendsen, 2013). This campaign is often used by various platforms to create a challenge or mission on the platform on how marketing can make sales successful. This mission can only be carried out at a time determined by certain conditions (Kangean & Rusdi, 2020).

Campaigns are easier to carry out in the world of digitalization compared to traditional marketing which tends to be expensive and narrow in scope (Chika & Candraningrum, 2020). By using this strategy marketing can easily promote with a wider reach. In each campaign carried out by the company, a message is conveyed, which leads to a theme determined by each company. The campaign will build awareness among customers which will influence consumer behavior itself (Islahuddin Ashari Amir & Triwardhani, 2023).

Consumer decisions

Decision-making is a series of actions to meet the daily needs of consumers that are carried out every day because a consumer must make purchasing decisions with several considerations from each individual to make the product meet their needs or just their desires (Wibawanto, 1970).

Consumer behavior influences product purchasing decisions or consumer decisions. In other words, we also have to pay attention to and understand consumer behavior. That way consumers will get the power from the product to choose that product, and it will be profitable for the company and the consumer as well because the consumer's goals are met (Malihah, Elly Wilodati, Jerry Gytha, 2013).

Several consumer actions refer to consumer purchasing decisions, namely as follows:
1) Cognitive (Muhammad Supriyanto & Muhammad Taali, 2022).
2) Affective (Andriyanto et al., 2020).
3) Conative (Wibawanto, 1970).

Consumer decisions are also influenced by the economic conditions of each individual or group. This makes it encouragement and motivation for consumers to make decisions after various search actions and so on (Andriyanto et al., 2020).

a. Stages of decision making

Decision-making is a process where consumers have carried out several stages at the beginning before making a decision (M. Jannah, 2019). There are several stages that consumers go through before making a purchasing decision and a marketer must know before marketing.

1.   Understanding the problem.
2.   Information search.
3.   Alternative analysis.
4.   Evaluation of alternatives/decision making (Maidana 2021).
5.   Evaluation of decision results (Wibawanto, 1970).

b. Decision-making factors

The factors in decision-making are indicators of an evaluation of various previously obtained information, so there are factors that influence consumers to continue with the stages or stop just searching for information. Two factors become stages for consumers to make decisions (Wibawanto, 1970).

They are as follows:
1)   Internal factors.

These internal factors are factors that arise from within each individual which we cannot interfere with because the assessment comes from within each individual. There are several internal factors, namely motivation, lifestyle, perception, experience, learning, and emotions.
   a.   Motivation
   b.   Lifestyle
   c.   Perception
   d.   Experience
   e.   Learning
   f.   Emotion

2)   External factors.

External factors mean factors that occur due to influence from outside, which influence consumer purchasing decisions. This factor can have a good impact, but it can also have a bad impact on the company or consumers. Several external factors include economic conditions, market trends, technological, social, and cultural changes as well as political and group sentimental issues. The factors above create sensitive changes to potential consumers with their respective styles.

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     a.   Economic conditions
     b.   Market trends
     c.   Technology changes
     d.   Social and Culture.
     e.   Political and sentimental issues among groups

3. Research Methods

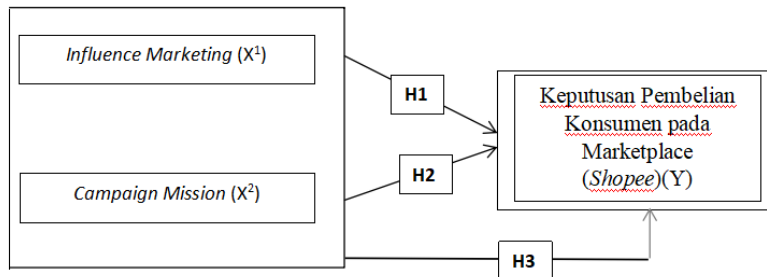Based on the explanation above, the research framework can be described as follows:

Figure 2.1 Researcher's framework

4. Result And Discussion

This research takes the University of Darussalam Gontor as the object of discussion. By taking 200 respondents as a test in research with the following description. With the highest age being 24 years with 1 respondent, and the lowest age being 17 years with 1 respondent. The largest number of respondents aged 20 years was 56 respondents. And the fewest respondents were aged 17 and 24 years.

4.1 Validity test

Taken from the R table data with two directions, namely 0.05 (df=N-2), it states that the R table from the data above is 0.1388. By using r the table is expressed as follows:

Df=N-2= 200-2=198

R table of 198 = 0.1388

RH > RT=Valid

We see from the corrected item-total correlation table that the calculated R is greater than the R table. If the R calculated is greater than the R table then it can be declared valid.

Table 4.4 Validity test

Variable	Items	R Count	R Table	Information
Influencer Marketing (X1)	X1_1	0.1388	0.691	Valid
	X1_2	0.1388	0.77	Valid
	X1_3	0.1388	0.738	Valid
	X1_4	0.1388	0.718	Valid
	X1_5	0.1388	0.703	Valid
	X1_6	0.1388	0.769	Valid
	X1_7	0.1388	0.632	Valid
	X1_8	0.1388	0.655	Valid
Campaign Mission (X2)	X2_1	0.1388	0.649	Valid
	X2_2	0.1388	0.591	Valid
	X2_3	0.1388	0.785	Valid
	X2_4	0.1388	0.814	Valid
	X2_5	0.1388	0.81	Valid
	X2_6	0.1388	0.805	Valid

	Y_1	0.1388	0.703	Valid
	Y_2	0.1388	0.776	Valid
	Y_3	0.1388	0.81	Valid
Consumer Purchase Decision (Y)	Y_4	0.1388	0.719	Valid
	Y_5	0.1388	0.665	Valid
	Y_6	0.1388	0.721	Valid
	Y_7	0.1388	0.692	Valid
	Y_8	0.1388	0.658	Valid

4.2 Reliability test

Table 4.5 Reliability Test

Variables	Cronbach's alpha	N of items
Influencer Marketing	859	8
Campaign Mission	840	6
Consumer Purchasing Decisions	862	8

Judging from Cronbach's alpha, if CA > 0.6 then it is declared reliable. The data above states that the influencer marketing variable (X1) with CA = 0.859, the campaign mission variable (X2) with CA = 0.840, and the consumer purchasing decision variable (Y) with CA = 0.862 which is greater than 0.6, then the data above is declared reliable.

4.3 Normality test

Table 4.6 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		200
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	2.83023836
Most Extreme Differences	Absolute	,057
	Positive	,051
	Negative	-.057
Statistical Tests		,057
Asymp. Sig. (2-tailed)		,200 [c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

From the data above using SPSS 26, the normality test with Kolmogorov stated that sig. (2-tailed) is 0.200 greater than 0.05, it can be stated that the data above is normal.

4.4 Multicollinearity test

It can be seen from the VIF value and tolerance value which are above 0.01. The data above states that influencer marketing has a tolerance value of 0.655, which is more than 0.01, so it can be interpreted that influencer marketing does not have multicollinearity. The campaign mission has a tolerance value of 0.655 which is greater than 0.01, meaning that the campaign mission also does not have multicollinearity.

Table 4.7 Multicollinearity Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10,000	1,674		5,972	,000		
	Influencer marketing	,576	,061	,567	9,488	,000	,655	1,527
	Campaign missions	,235	,058	,241	4,035	,000	,655	1,527

a. Dependent Variable: Purchase decision

It can be seen from the VIF too, if the VIF is below 10 then there is no multicollinearity in it. Influencer marketing and campaign missions have a value of 1.527 which is smaller than 10, so it can be interpreted that there is no multicollinearity in influencer marketing and campaign missions.

4.5 Heteroscedasticity Test

Scatterplot
Dependent Variable: Keputusan pembelian
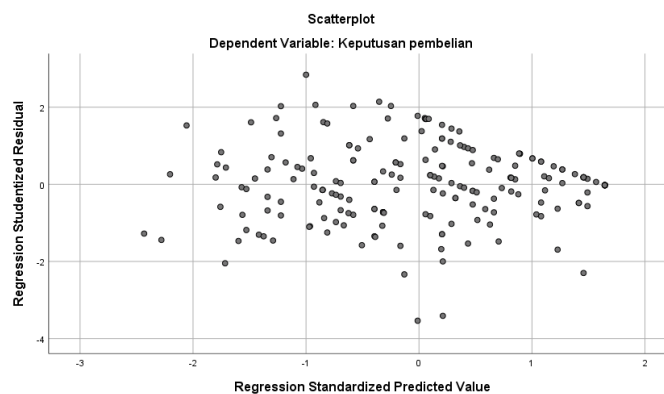
Judging from the picture above, it shows that the points in the picture are spread out irregularly, indicating that there is no heteroscedasticity in the regression model. It is concluded that this variable varies or is unique and is not the same variable.

4.6 Homogeneity Test

Table 4.8 Homogeneity Test

Test of Homogeneity of Variances

		Levene Statistics	df1	df2	Sig.
influencer marketing	Based on Mean	1,137	15	183	,326
	Based on Median	1,009	15	183	,447
	Based on the Median and with adjusted df	1,009	15	154,781	,448
	Based on trimmed mean	1,092	15	183	,367
campaign missions	Based on Mean	2,097	15	183	.012
	Based on Median	1,266	15	183	,228
	Based on the Median and with adjusted df	1,266	15	127,870	,233
	Based on trimmed mean	1,935	15	183	,022

We can conclude from the data above with the help of SPSS 26, from the sig column. states that the data sig. 0.326 which is greater than 0.05 then the data is homogeneous.

4.7 T Test (Partial Test)

Sign value. Smaller than 0.05
The calculated t value is greater than the t table
T table = t (a/2; nk-1)
a = 5% = t (0.05/2; 200-2-1)
= 0.025: 197
= 0.1648

Table 4.9 T Test for Variable H1

Coefficients ª

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	10,878	1,723		6,313	,000
Influencer marketing	,720	,051	,708	14,117	,000

a. Dependent Variable: purchasing decision

The significant value from the table above is 0.000 which is less than 0.05.
TH>TT=Valid
T count 14.117 and t table 0.1648.
The interpretation is that the t-test (partial) shows that the significance value of influencer marketing (X1) on consumer purchasing decisions (Y) is 0.000 < 0.05 and the calculated t value

of 14.117 is greater than the t table of 0.1648. So Ho is rejected and H1 is accepted, which means that there is a significant influence of influencer marketing on consumer purchasing decisions.

Table 4.10 T Test for Variable H2

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	20,902	1,388		15,057	,000
Campaign missions	,579	,056	,592	10,327	,000

a. Dependent Variable: purchasing decision

The significant value from the table above is 0.000 which is less than 0.05.
T count 10.327 and t table 0.1648.
TH>TT=Valid

The interpretation is that the t-test (partial) shows that the significance value of the campaign mission (X2) on consumer purchasing decisions (Y) is 0.000 < 0.05 and the calculated t value of 10.327 is greater than the t table of 0.1648. So HO is rejected and H2 is accepted, where there is a significant influence of the campaign mission on consumer purchasing decisions.

4.8 F Test (Simultaneous Test)

The F test or simultaneous test describes the two variables, namely X1 and X2, against Y. The sign value is smaller than 0.05. And the F count is greater than the F table.
With a 95% confidence level, a = 0.05
F table = F (k; nk) = f (2; 198) =
Table F value = 3.04
So from the f table 0.05 is 3.04
FH>FT=Valid

Table 4.11 F Test H3

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1886,401	2	943.201	117,865	,000 [b]
	Residual	1576.474	197	8,002		
	Total	3462.875	199			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), Influencer marketing, Campaign mission

From the table above, we can see that the significance value of influencer marketing (X1) and campaign mission (X2) on consumer purchasing decisions (Y) is 0.000, which is smaller than 0.05. The calculated f value of 117.865 is greater than the f table of 3.04. This proves that HO is rejected and H3 is accepted with the assumption that there is a significant influence of influencer marketing and campaign missions on consumer purchasing decisions.

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4.9 Coefficient of Determination

If R^2 is found to be close to one (1) then it can be said that the model is getting stronger in explaining the independent variables (X1 and X2) on the related variable (Y). And conversely, if R^2 is closer to zero (0), the weaker the independent variables (X1 and X2) are in the dependent variable (Y).

Table 4.12 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 [a]	,545	,540	2,829

a. Predictors: (Constant), Influencer marketing, Campaign mission

Judging from the R square in the table above, it is 0.545 or 54.5%, which shows that there is a simultaneous influence on variables X1 and X2 on Y of 54.5% and the remaining 45.5% is influenced by other variables.

3) Discussion

This research discusses the effect of influencer marketing and campaign missions on purchasing decisions in the Shopee marketplace. It can be interpreted that influencer marketing and campaign missions are independent variables, which are related to consumer purchasing decisions as dependent variables. Based on previous research, the results obtained show a significant influence between influencer marketing on purchasing decisions and campaign missions on purchasing decisions. The following is a discussion of each variable and its influence

1) The effect of influencer marketing on consumer purchasing decisions

In this research, the author found that the existence of influencer marketing can influence purchasing decisions for consumers who use the Shopee marketplace at the University of Darussalam Gontor. By looking at the indicators of this variable, information, encouragement, status and the role of influencers influence consumers. In this way, influencers who have more influence are individuals who are widely known in society, and who have more influence in this digitalization generation (Ilmiah & Pendidikan, 2022). Most previous researchers found the influence of influencers on purchasing decisions on applications (Mahardini et al., n.d.), generations (Amalia & Putri, 2019), products, or places (Pratiwi & Patrikha, 2021).

Based on data that has been collected by researchers and tested using SPSS 26, it is stated that there is a significant influence between influencer marketing (X1) on purchasing decisions (Y). Then he concludes that HO is rejected and H1 is accepted. The significant value from the table above is 0.000 which is less than 0.05. T count 14.117 and t table 0.1648.

It can be concluded that consumers make purchasing decisions on the Shopee marketplace by considering the presence of influencer marketing individuals who are driven by status in society. The percentage concluded in the f test provides positive results in this research. With the influential category of variable X1 along with the indicators brought by the influencer marketing variable (X1).

2) The influence of campaign missions on purchasing decisions

According to Kotler and Armstrong, a campaign is an activity that involves designing, implementing, and controlling programs, for example in marketing activities (Kotler & Susanto, 1999). By creating awareness and interest in the product, changing the framework of thought and behavior, encouraging the formation of a strong desire to realize behavior change, and empowering consumers to turn intentions into real actions. Previous researchers found a significant influence of campaigns on purchasing decisions for a product. (Septiani et al., 2022)

In this research, researchers found the influence of the campaign mission on purchasing decisions in the Shopee marketplace. By looking at the significance value of the campaign mission (X2) on consumer purchasing decisions (Y), namely 0.000 < 0.05 the calculated t value of 10.327 is greater than the t table of 0.1648. So it can be concluded that HO is rejected and H2 is accepted, which means there is a significant influence of the campaign mission on consumer purchasing decisions.

Campaign mission is the variable It can also be seen from several consumers who are looking forward to promotions and discounts held every month and certain events. Therefore, the campaign mission (X2) and the indicators it carries have an influence on consumer purchasing decisions (Y).

3)   The effect of influencer marketing and mission campaigns on purchasing decisions

In previous research, no one has used the influencer marketing and campaign mission variables simultaneously in the dependent variable or variable (Y). With the uniqueness of the combination of these two variables, researchers conclude from several previous studies, namely influencer marketing (X1) and campaign mission (X2) on purchasing decisions (Y). Thus, the researcher found that there was an influence from both, namely influencer marketing and campaign mission, on consumer purchasing decisions at the Shopee marketplace, with the percentage seen from the R -Square in table 4.12, namely 0.545 or 54.5%, which shows that there is a simultaneous influence on variables X1 and X2 on Y it is 54.5% and the remaining 45.5% is influenced by other variables. More than 50% of the influence of consumer purchasing decisions is influenced by these two variables. That way, companies can easily release products with a fairly large percentage of success by using influencers and campaigns. Because a large percentage of purchasing decisions on the Shopee marketplace are made using influencer marketing and the campaign mission is a big influence, more than 50% is influenced by the two variables above.

5. Conclusion

This research discusses the effect of influencer marketing and campaign missions on purchasing decisions in the Shopee marketplace. It can be interpreted that influencer marketing and campaign missions are independent variables, which are related to consumer purchasing decisions as dependent variables. Based on previous research, the results obtained show a significant influence between influencer marketing on purchasing decisions and campaign missions on purchasing decisions.

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