



## THE INFLUENCE OF THE CELEBRAM ON INTEREST IN BUYING THE MONSTA X ALBUM WITH TRUST AS AN INTERVENING VARIABLE ON MONBEBE IN MEDAN CITY

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### Abstract

*The purpose of this research is to find out and analyze the influence of Celebgram on Buying Interest, to find out and analyze Selebgram on Trust, to find out and analyze Trust and Buying Interest, to find out and analyze the influence of Selebgram on Buying Interest through Trust in Monbebe (Monsta X fans) in Medan. The approach used in this study is an associative approach. The associative approach is an approach that uses two or more variables to determine the relationship or influence between one variable and another. The population in this study were fans of Monsta X in Medan, amounting to 100 people. The data collection technique in this study used a questionnaire technique. The data analysis technique in this study uses Path Analysis, Partial Least Square (PLS) and Hypothesis Testing. Data processing in this study using the SmartsPLS 3.0 software programs. From the results of the study, it is known that there is a significant relationship between celebgrams on buying interest, celebgrams on trust, trust in buying interest and there is a significant indirect relationship between celebgrams on buying interest through trust in buying Monsta X albums at Monbebe in Medan*

**Keywords:** *Celebgram, Interest Buying, Trust.*

### 1. INTRODUCTION

Problem that occurs related to trust in this research is the lack of satisfaction guarantees given by resellers for purchasing Monsta X albums. In some cases it was found that many resellers on Instagram said that Monsta X albums were ready stock. But in reality the product is being shipped to Indonesia, so consumers have to wait a little longer and this causes the trust given by consumers to decrease. There are so many social media users nowadays, almost all people use social media. The use of internet-based social media that is currently popular among teenagers is Instagram. According to statistics obtained from We Are Social's, in early January 2016, the percentage of Instagram users in Indonesia reached 10% of the total population. Many businesses have grown through the Instagram app. Instagram is used as a medium to promote and sell products. Now, it's not just companies that have Instagram accounts that can do marketing. Personally, Instagram application users can also do business by participating in marketing through their personal Instagram account. Through photo sharing, and having followers features, Instagram has made it easier for consumers to see the products being sold and can directly comment under the photos they are interested in.

Another factor that influences buying interest is the celebgram. Selebgram is a new media-based promotional tool to improve the image and identification of a product or service. Currently, the activity of communicating and exchanging information in cyberspace is very fast. Celebrities are considered more attractive because of their appearance which makes them appear more attractive to consumers. According to (ButarButar&Fithrah Ali, 2018, p.87) Selebgram is one of the new media-based promotional tools to improve the image and identification of a product or service. Currently, the activity of communicating and exchanging information in cyberspace is very fast. DytaNurulizaGustini T. with his Instagram account @dytanuruliza or commonly known as

Dyta is one of the celebgrams with a background who presents himself as a person who has an interest in Kpop. His interest in Kpop can be seen from the Instagram account owned by Dyta in his feed. It can be seen that the composition of the photos uploaded to the @dytanuruliza account is more inclined to take photos containing the appearance of himself in Korea to videos of him attending the Monsta X fansign. However, Dyta is only popular among kpopers. The strategy implemented by Dyta through communication media, namely his Instagram account, caused high enthusiasm to find out what elements Dyta had that were compiled and applied in representing himself regarding the image he had through his Instagram account. For example, selling albums, opening a courier service, Korea tours and concert tours. However, Dyta's lack of popularity, because he may not be known among all kpopers, has caused buying interest among potential consumers who only know who Dyta is.

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### **1.1 Buying Interest**

According to (Rekarti & Hertina, 2014 p.312) buying interest is a sense of interest experienced by consumers towards a product (goods/services) which is influenced by the attitude outside the consumer and inside the consumer himself. An individual who knows information about online sites can make him interested in doing something related to the online that arouses his interest. Consumers who have an online purchase intention in a shopping site environment will determine the strength of a consumer's intention to make a purchase that is determined by behavior through the internet. (Nst & Yasin, 2014 p.140) argues that the interest that arises in buyers is often contrary to their financial condition. Consumer buying interest is a hidden desire in the minds of consumers. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect. According to (Nulufi & Murwartiningsih, 2015 p.130) consumers who already have a positive attitude towards a product or brand, will generate buying interest in the product or brand. From the explanation above, it can be concluded that buying interest is a plan or action from consumer behavior to buy products that he sees or he gets from various sources and find out information about a product that he is interested in so that the desire and stimulation arises to be able to have the product. 130) consumers who already have a positive attitude towards a product or brand, will generate buying interest in the product or brand. From the explanation above,



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## 1.2 Trust

Consumer trust is basically a form of consumer support for the efforts made to get everything they want, through the belief that a consumer will provide support related to the purchase decision that will be determined. Analysis of consumer confidence will provide an overview of all forms of activity or activities carried out so that consumers really believe that the decision made is the best.

(Mowen & Minor, 2002 p.312) defines consumer trust as all knowledge possessed by consumers as all knowledge possessed by consumers, and all conclusions made by consumers about objects, attributes and benefits. Costabile cited in (Ferrinadewi, 2005 p.4) defines consumer trust as "perception of reliability from the consumer's point of view based on experience or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction." Morgan and Hunt state that trust is a key variable in developing a long-lasting desire to continue to maintain a long-term relationship with a particular brand (Ferrinadewi, 2005 p.4).

(Jayanti, 2015 p.18) argues that "trust is the foundation of business. A business transaction between two or more parties will occur if each trusts each other. This trust cannot simply be recognized by other parties/business partners, but must be built from scratch and can be proven". In his book (Romindo et al., 2019 p.94) trust is defined as the subjective probability that consumers expect the seller to make certain transactions in accordance with consumer trust expectations. In another sense, trust is considered as a behavioral belief of e-commerce users. So when consumers believe or are sure about the transactions they will do using e-commerce, their attitude will be formed into a positive attitude and will eventually lead to their interest in using e-commerce. From some of the opinions above, it can be concluded that trust is the willingness of consumers to rely on the knowledge of a product or service from a particular company which they believe can meet their needs so as to create an experience that meets satisfaction.

## 1.3 Celebgram

The celebgram phenomenon may already be familiar to some people, because currently there are very many celebgrams in Indonesia, both from the capital city and from small cities in Indonesia. Becoming a celebgram is not free, sometimes from various celebgrams there are those who intentionally provoke them to go viral, some are unintentional and eventually become a celebgram. (Frans, 2005) defines celebgram as a term for users of famous Instagram accounts on the social networking site Instagram. The term refers to the words celebrity and Instagram where the combination of the words means people who are famous like celebrities on Instagram. Celebrity endorsers often benefit from their popularity. Besides being able to become a public figure and get a lot of connections, By becoming a celebgram, you can get a lot of endorsements from various brands and online stores. (Prastyanti, 2017) indicates that celebgrams promote products with three

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capitals, namely attractiveness, trustworthiness and expertise to attract consumers' purchase intentions online on Instagram social media.

According to (Shimp, 2003 p.460) celebrities are considered more credible than non-celebrities considering that their appearance and non-physical character make them appear more attractive to consumers. Meanwhile, Ariani's opinion in (Sakinah, 2018 p.50) says that the appearance and attitude displayed by the celebrity is shaped according to the image you want to display (such as the impression of being fashionable, luxurious, and high class) so that the personal character shown on Instagram is very different from activities. done outside of Instagram. Based on the understanding of the celebrity above, it can be concluded that the celebrity is someone who has its own charm so that it can attract the attention of consumers from the image displayed in consumers' purchase intentions on Instagram.

## 2. IMPLEMENTATION METHOD

This research is a survey research. According to (Maidiana, 2021 p.20) survey research is one of the research methods that aims to obtain an overview of the characteristics of the population described by the sample. by collecting information from a sample by asking it through questionnaires or interviews to describe various aspects of a population. (Jogiyanto, 2010) stated that survey research was used to obtain individual opinion data. In addition, the primary data collection method is by giving questions to individual respondents. Survey research is research conducted to obtain facts from existing symptoms and seek factual information without investigating why these symptoms exist.

## 3. RESULTS AND DISCUSSION

### 3.1 Discriminant Validity

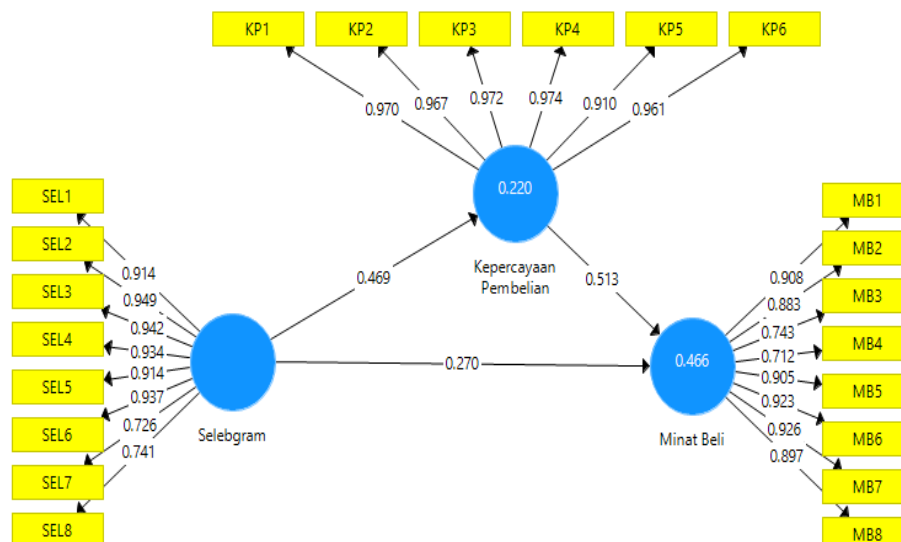
The measurement model with indicator reflection can be seen from the cross loading value of the measurement with the construct. If the correlation of the measurement construct is greater than the other constructs, it indicates that the latent constructs have a better size in their block than the size in the other blocks (Ghozali, 2014). The following is the output result of the discriminant validity test using SmartPLS 3.0.

**Table 1** Validity Testing based on Loading Factor

	<b>Trust</b>	<b>Buying Interest</b>	<b>Celebgram</b>
<b>KP1</b>	<b>0.970</b>	0.641	0.499
<b>KP2</b>	<b>0.967</b>	0.641	0.466
<b>KP3</b>	<b>0.972</b>	0.622	0.433
<b>KP4</b>	<b>0.974</b>	0.584	0.459
<b>KP5</b>	<b>0.910</b>	0.573	0.441
<b>KP6</b>	<b>0.961</b>	0.619	0.396
<b>MB1</b>	0.682	<b>0.908</b>	0.540
<b>MB2</b>	0.501	<b>0.883</b>	0.361
<b>MB3</b>	0.319	<b>0.743</b>	0.308
<b>MB4</b>	0.327	<b>0.712</b>	0.335
<b>MB5</b>	0.542	<b>0.905</b>	0.440



<b>MB6</b>	0.638	<b>0.923</b>	0.494
<b>MB7</b>	0.673	<b>0.926</b>	0.513
<b>MB8</b>	0.572	<b>0.897</b>	0.454
<b>SEL1</b>	0.443	0.458	<b>0.914</b>
<b>SEL2</b>	0.429	0.453	<b>0.949</b>
<b>SEL3</b>	0.439	0.490	<b>0.942</b>
<b>SEL4</b>	0.469	0.492	<b>0.934</b>
<b>SEL5</b>	0.457	0.480	<b>0.914</b>
<b>SEL6</b>	0.491	0.510	<b>0.937</b>
<b>SEL7</b>	0.268	0.348	<b>0.726</b>
<b>SEL8</b>	0.252	0.351	<b>0.741</b>



**Diagram 1** Path Diagram based on Loading Factor Value

### 3.2 The Influence of Celebgrams on Buying Interest

The results obtained regarding the influence of the program on the buying interest of Monsta X fans in the city of Medan, among others, the results of direct hypothesis testing have a path coefficient of 0.270. This influence has a probability value (p-values) of  $0.001 < 0.05$ , meaning that it can be concluded that the program has a significant effect on the purchase intention of purchasing albums. This shows that the celebrity has a role in influencing the purchase intention of buying the Montsa X album to fans in the city of Medan. Based on the distribution of respondents' answers from table 4.6 of the celebgram variables, it is known that the most dominant indicator is "attractiveness". This is shown from the answers strongly agree, so that the attractiveness of a celebgram seen from their Instagram feeds, the way it is delivered in promoting its products is very influential on the buying interest of fans. This study is in line with research (Olivia et al., 2015); (Audia et al., 2018) and (Arda & Andriany, 2019) that celebrities have a significant influence on consumer buying interest.



### **3.3 The Effect of Celebrity on Trust**

The results obtained regarding the influence of the program on purchasing trust on Monsta X fans in Medan City, among others, the results of direct hypothesis testing have a path coefficient of 0.469. This influence has a probability value (p-values) of  $0.000 < 0.05$ , meaning that it can be concluded that the program has a significant effect on the trust value in purchasing albums. This shows that celebgram is able to build a good relationship with consumers when purchasing the album Montsa X to fans in Medan City. Based on the distribution of respondents' answers from table 4.5 of the confidence variable, it is known that the most dominant indicator is "attention". This is indicated by the answer strongly agree, so the attention given from the celebgram greatly affects the trust of the fans. This study is in line with research (Wibowo & Ellyawati, 2017) which states that celebrity endorsers or slebgrams have a significant influence on consumer buying trust.

### **3.4 The Effect of Trust on Buying Interest**

The results obtained regarding the influence of trust on buying interest in Monsta X fans in the city of Medan, among others, the results of direct hypothesis testing have a path coefficient of 0.513. This influence has a probability value (p-values) of  $0.040 < 0.05$ , meaning that it can be concluded that trust has a significant effect on the value of buying interest in purchasing albums. This can happen because of the directness or honesty of the seller in selling albums so that trust is built. Based on the distribution of respondents' answers from table 4.4 buying interest variables, it is known that the most dominant indicator is "transactional interest". Transactional interest means that consumers have an interest in purchasing the desired product. This is indicated by the respondents' answers strongly agree, so that transactional interest arises because there is a sense of trust in the product to be purchased. This research is in line with research (Sarjita, 2020) and (Rahmi & Syafitri, 2020) which state that trust is an important factor in growing consumer buying interest for online transactions.

### **3.5 The Influence of Celebrities on Buying Interest through Trust**

The results obtained regarding the influence of celebrities on buying interest through trust in Monsta X fans in Medan City, among others, the results of hypothesis testing indirectly have a path coefficient of 0.241. This influence has a probability value (p-values) of  $0.017 < 0.05$ , meaning that it can be concluded that trust is able to significantly mediate between celebrities and the value of buying interest in purchasing albums. This research is in line with research (Choerunisa & Indrawati, 2021) which states that the trust, expertise, and attractiveness of celebrity endorsers together can be a link to buying interest on Instagram users.

## **4. CONCLUSION**

Based on the results of the research and discussion that have been stated previously, it can be concluded from the research on the influence of celebrity on the interest in buying album Monsta X with trust as an intervening variable in the city of Medan with 100 respondents as follows: Selebgram (X) has a significant effect on buying interest (Y) on the purchase of Monsta X album in Medan City. Selebgram (X) has a significant effect on Trust (Z) on the purchase of Monsta X albums in Medan City. Trust has a significant effect on Buying Interest (Y) on the purchase of Monsta X albums in Medan City. Trust (Z) is able to significantly mediate the influence of Selebgram (X) on Buying Interest (Y) on the purchase of Monsta X albums in Medan City.



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