THE EFFECT OF INFLUENCER CREDIBILITY AND DIGITAL ADVERTISING ON AQUA BRAND PURCHASE DECISIONS WITH SATISFACTION CUSTOMER AS A MODERATING VARIABLE
(Case Study of Aqua Instagram Followers)

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Abstract

This study aims to determine the Effect of Influencer Credibility and Digital Advertising on Aqua Brand Purchase Decisions With Customer Satisfaction As Moderating Variable (Case Study of Aqua Instagram Followers). The research method used is a quantitative method using SPSS version 25.00. The data collected from the results of distributing questionnaires to employees are 100 respondents. The analytical method used in this study is to use an instrument test, namely the validity and reliability test. The classical assumption test is normality test, multicolonearity test, heteroscedasticity test, multiple linear regression analysis, coefficient of determination analysis ($R2$), hypothesis testing namely T test, F test and interaction test. The results of SPSS in this study are the influencer credibility variable (X1) has no effect on the purchasing decision level variable (Y), the digital advertising variable (X2) has no effect on the purchasing decision variable (Y), the influencer credibility variable (X1) and digital advertising (X2) has a simultaneous effect on purchasing decisions (Y) and the interaction test shows that the calculation results obtained show that customer satisfaction (Z) can moderate the influencer credibility relationship (X1) on purchasing decisions (Y), customer satisfaction (Z) cannot moderate the relationship. digital advertising (X2) on purchasing decisions (Y).

Keywords: *Influencer Credibility, Digital Advertising, Customer Satisfaction And Purchase Decision*

1.INTRODUCTION

Customer satisfaction that is created will encourage a high level of trust in a product. One product that can provide customer satisfaction so that it can survive and lead the market is Aqua. Aqua is the pioneer of the first bottled drinking water in Indonesia, in 1973 to be precise at Pondok Ungu, Bekasi City, Aqua's first factory was established. Packaged drinking water product under the Aqua brand is currently the market leader in bottled drinking water since it was first established. The success of bottled drinking water with the Aqua brand is inseparable from the company's ability to develop marketing strategies and maintain the quality produced so that it can build a mindset in the community when they want to buy bottled drinking water that comes to mind is the Aqua brand even though what they buy is not the Aqua brand. Until now, the Aqua brand is still the market leader in bottled drinking water, which is a form of product success in providing satisfaction to consumers so that consumers make repurchases. This can be seen on the top-brand-award.com site organized by Frontier Group and Marketing magazine. Determination of top brands is based on the results of research conducted to select the best brands by Indonesian customers. The following is the top brand index data for bottled drinking water in the last 5 years, from 2016 to 2020:

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Table 1.
Bottled Water Top Brand Index 2018 – 2022

Nama Brand	Tahun				
	2018	**2019**	**2020**	**2021**	**2022**
Ades	7.60 %	6.00 %	7.80 %	7.50 %	6.40 %
AQUA	63.90 %	61.00 %	61.50 %	62.50 %	57.20 %
Cleo	2.70 %	4.70 %	3.70 %	3.70 %	4.20 %
Club	3.40 %	5.10 %	6.60 %	5.80 %	3.80 %
Le Minerale	0 %	5.00 %	6.10 %	4.60 %	12.50 %

Sumber : top-brandaward.com (2023)

In the last 5 years, bottled drinking water with the Aqua brand has remained the market leader as shown in table 1. Although it has fluctuated every year, Aqua is still ranked first as the most popular among consumers. To maintain sales stability and provide consumer memories, Aqua conducts digital advertisements in various media such as television, social media which have a variety of interesting themes. The objectives to be achieved in this research are:

1. To find out and analyze the effect of Influencer Credibility on Purchase Decisions on Aqua Brand Bottled Drinking Water.
2. To find out and analyze the effect of Digital Advertising on Purchase Decisions on Aqua Brand Bottled Drinking Water.
3. To find out and analyze the ability of consumer satisfaction to moderate the relationship between influencer credibility and purchasing decisions for bottled drinking water under the Aqua brand.
4. To find out and analyze the ability of Consumer Satisfaction in moderating the relationship between Digital Advertising and Purchase Decisions on Aqua.. Brand Bottled Drinking Water.

2.LITERATURE REVIEW
2.1.Marketing Management

According to Assauri, (2013: 12) Marketing Management is Marketing Management is an activity of analyzing, planning, implementing, and controlling programs that are made to form, build, and maintain profits from exchanges through target markets in order to achieve organizational (company) goals in the long term. long. Meanwhile, the definition of Marketing Management according to Kotler and Keller, (2012: 9) is Marketing Management is the process of planning and executing, thinking, setting promotional prices, and channeling ideas for goods and services to create exchanges that meet individual goals within the organization.

2.2. Buying decision

According to Keller, (2014: 184) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Meanwhile, according to Tjiptono and Chandra, (2016: 22) purchasing decisions are a part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

2.3. Customer satisfaction

According to Hansemark and Albinsson, (2014: 81) overall customer satisfaction shows attitudes towards service providers, or emotional reactions to the difference between what customers expect and what they receive. According to Fandy Tjiptono (2014: 96) customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations.

2.4. Influencer Credibility

According to Freberg in Ikayanti, (2020: 9) Influencers describe a new type of freedom, a third party that shapes audience behavior through blogs, tweets, and the use of other social media. Influencers describe a new type of freedom, a third party that shapes audience behavior through blogs, tweets, and other uses of social media. According to Reily in Wibowo, (2014: 84) Influencer is a term for social media users who have quite a lot of followers.

2.5. Advertisement

According to Morrisan A.M, (2015: 18) advertising is one of the most well-known and widely discussed forms of promotion, this is probably due to its broad reach. Advertising is also a very important promotional instrument, especially for companies that produce goods or services aimed at the wider community. Meanwhile, according to Gemina, (2018: 71) Advertising is one of the marketing communication media that is often used in economic activities in an effort to introduce products to consumers.

3. METHODS

The method used is a quantitative method, the nature of research is development. The population in this study was the Paya Pasir Dusun VI Village Community, Tebing Syahbandar District with a total population of 700 people. According to Sugiyono, (2015: 116) the sample can be defined as part of the number and characteristics possessed by the population. If the population is large, and it is not possible for the researcher to study everything in the population, for example due to limited funds, manpower, time, the researcher can use samples taken from the population. In determining the number of samples used Slovin formula, namely:

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

Information :
N = Total Population
n = Number of Samples
e = Error Margin 10%

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$$N = 150.000 \text{ followers}$$
$$n = \frac{150.000}{1+(150.000 \times 0,1^2)}$$
$$n = 99,9334 = 100$$

Based on the calculations carried out, the results obtained were a sample size of 100 respondents. In this study the sampling technique used was non-probability sampling in the form of accidental sampling. The accidental sampling technique is a sampling technique based on coincidence, that is, anyone who accidentally meets and is deemed suitable as a data source can be used as a sample (Sugiyono, 2018).
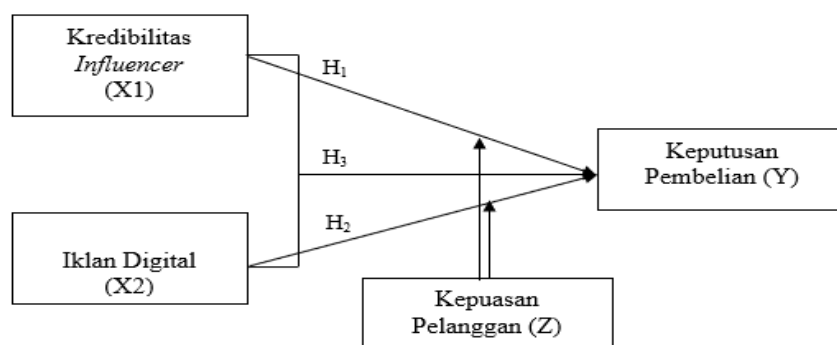

Figure 1. Conceptual Framework

4.RESULTS AND DISCUSSION
4.1.Normality test

In order to see whether the data presented is normal so that the arithmetic is used to carry out the next test, the following P Plot of data processing results is presented as follows:
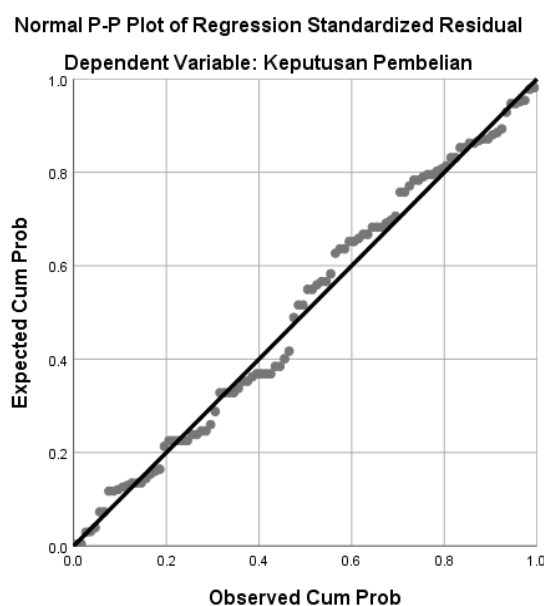

Figure 2. Normal P Plot

4.2. Multicollinearity Test

In order to determine whether there is a collinearity relationship between the variables studied, it is necessary to test the multicollinearity, the results are as follows:

Table 2. Multicollinearity Test Results

Coefficients[a]

Model	Collinearity Statistics Tolerance	VIF
(Constant)		
Kredibilitas Influencer	.959	1.043
Iklan	.959	1.043

a. Dependent Variable: Keputusan Pembelian

It can be seen that the tolerance value of the Influencer Credibility variable is 0.959, the advertising variable is 0.959 where all are greater than 0.10 while the VIF value of the Influencer Credibility variable is 1.043, the advertising variable is 1.043 where all are less than 10. Based on the calculation results above it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that no correlation symptoms occur in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

4.3. Heteroscedasticity Test

Table 3. Glejser Test Results

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	ig.
(Constant)	1.188	.934		.272	206
Kredibilitas Influencer	-.045	.056	-.083	.804	423
Iklan	.036	.058	.065	628	532

a. Dependent Variable: ABS_RES

The results of the Glejser test show a significant value of job satisfaction of 0.423, work facilities of 0.532 where both are larger and 0.05 so that it can be concluded if there are no symptoms of heteroscedasticity.

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4.4. Coefficient of Determination

Table 4. Results of the Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.492[a]	.242	.226

a. Predictors: (Constant), Iklan , Kredibilitas Influencer

b. Dependent Variable: Keputusan Pembelian

It can be seen that the value of the adjusted R square is 0.226 or 22.6%. This shows that the influencer credibility and advertising variables can explain the purchase decision variable by 22.6%, the remaining 77.4% (100% - 22.6%) is explained by other variables outside this research model, promotion, product quality. , service quality and others.

4.5. t test

In this study, partial hypothesis testing was carried out on each independent variable, the results of data processing are shown in Table 5. as follows:

Tabel 5. Uji Parsial (t)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		ig.
	B	Std. Error	Beta		
(Constant)	9.655	1.711		.642	000
Kredibilitas Influencer	.544	.102	.480	.314	000
Iklan	.055	.106	.047	519	605

a. Dependent Variable: Keputusan Pembelian

a. Hypothesis Test of the Effect of Influencer Credibility on Purchasing Decisions

From table 4.19, a tcount value of 5.314 is obtained. With α = 5%, ttable (5%; n-k = 98) a ttable value of 1.984 is obtained. 0.00 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the influencer credibility variable influences the purchasing decision variable. The results of this study are in accordance with the results of research conducted by Suryani and Rosalina, (2019)

b. Hypothesis Test of the Effect of Advertising on Purchasing Decisions

From table 4.19, a tcount value of 0.519 is obtained. With α = 5%, ttable (5%; n-k = 98) a ttable value of 1.984 is obtained. From this description it can be seen that tcount

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(0.519) < ttable (1.984), and its significance value is 0.605 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that the advertising variable has no effect on the purchasing decision variable. The results of this study are not in accordance with the results of research conducted by Hamidah Lailanur Ilaisyah, (2020).

4.6. Interaction Test

In order to prove that whether a variable is capable of being a variable that mediates the relationship between the independent variable and the dependent variable, a direct and indirect effect calculation will be carried out between the independent variable and the dependent variable. If the indirect effect of the independent variable on the dependent variable through the intervening variable is greater than the direct effect of the independent variable on the dependent variable, then this variable can be the variable that mediates between the independent variable and the dependent variable (Ghozali, 2016). To carry out direct and indirect calculations, it is carried out from the standardized values of the regression coefficients equations I and II as follows:

Table 6. Value of Standardized Coefficients Equation I

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		ig.
(Constant)	9.655	1.711		.642	000
Kredibilitas Influencer	.544	.102	.480	.314	000
Iklan	.055	.106	.047	519	605

a. Dependent Variable: Keputusan Pembelian

Table 7. Value of Standardized Coeffients Equation II

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	ig.
(Constant)	15.188	1.394		10.897	000
Kepuasan Pelanggan	-.383	.196	-.343	-1.949	054
Moderasi1	.037	.008	.701	4.361	000
Moderasi2	.006	.008	.100	.746	458

a. Dependent Variable: Keputusan Pembelian

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a. Customer Satisfaction moderates the relationship between Influencer Credibility and Purchase Decision

The coefficient value of influencer credibility on purchasing decisions is 0.544 with a significance of 0.000 <0.05. The coefficient of customer satisfaction on purchasing decisions is -0.383 with a significance of 0.054 > 0.04. Moderation coefficient 1 is 0.037 with a significance of 0.000 <0.05, where moderation 1 is the interaction between influencer credibility and customer satisfaction on purchasing decisions with a significance value of less than 0.05 which indicates that the third hypothesis is accepted meaning that customer satisfaction can moderate the relationship influencer credibility on purchasing decisions.

b. Customer Satisfaction moderates Advertising's relationship to Purchase Decision

The advertising coefficient value on purchasing decisions is 0.055 with a significance of 0.605 > 0.05. The coefficient of customer satisfaction on purchasing decisions is -0.383 with a significance of 0.054 > 0.04. Moderation coefficient 2 is 0.006 with a significance of 0.458 > 0.05, where moderation 2 is the interaction between advertising and customer satisfaction on purchasing decisions with a significance value greater than 0.05 which indicates that the fourth hypothesis is rejected, meaning that customer satisfaction cannot moderate the relationship advertising on purchase decisions.

5.CONCLUSION

1. The first hypothesis proposed states that influencer credibility influences purchasing decisions on bottled drinking water with the AQUA brand. From the processing results of SPSS.25, it shows that the value of tcount > ttable, it can be concluded that the first hypothesis is accepted, meaning that influencer credibility influences purchasing decisions on bottled water with the AQUA brand.
2. The second hypothesis proposed states that digital advertising influences purchasing decisions on bottled drinking water with the AQUA brand. From the processing results of SPSS.25, it shows that the value of tcount < ttable, it can be concluded that the second hypothesis is rejected, meaning that digital advertising influences purchasing decisions on packaged drinking water with the AQUA brand.
3. The third hypothesis proposed states that customer satisfaction moderates the influencer's credibility relationship with purchasing decisions on bottled water with the AQUA brand. From the processing results of SPSS.25, it shows that the significance value of moderation1 is less than 0.05, so it can be concluded that the fourth hypothesis is accepted, meaning that customer satisfaction can moderate the influencer credibility relationship with purchasing decisions on bottled water with the AQUA brand.
4. The fourth hypothesis proposed states that customer satisfaction moderates the relationship between digital advertising and purchasing decisions for bottled water with the AQUA brand. From the processing results of SPSS.25, it shows that the significance value of moderation2 is greater than 0.05, so it can be concluded that the fifth hypothesis is rejected, meaning that customer satisfaction cannot moderate the relationship between digital advertising and purchasing decisions for packaged drinking water with the AQUA brand.

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