Pengaruh Persepsi *Influencer* Dan Pengetahuan Produk Terhadap Keputusan Pembelian di Mie Gacoan Pekanbaru

The Influence of Influencer Perception and Product Knowledge on Purchase Decisions at Mie Gacoan Pekanbaru

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Abstrak

Keputusan pembelian merupakan kegiatan individu yang secara langsung terlibat dalam pengambilan keputusann untuk melakukan pembeliann terhadap produk. Ada beberapa faktor yang mempengaruhi suatu individu dalam memutusakan membeli suatu produk, diantaranya persepsi, pengetahuan terhadap produk dan motivasi. Penelitian ini bertujuan untuk melihat bagaimana peran dari persepsi *influencer* dan pengetahuan produk terhadap keputiusan pembelian yang dimediatori oleh motivasi konsumen di Mie Gacoan Pekanbaru Panam. Penelitian ini melibatkan 249 responden yang merupakan konsumen Mie Gacoan Pekanbaru Panam. Dalam pengumpulan data penelitian menggunakan empat skala, yaitu skala persepsi influencer, pengetahuan produk, motivasi konsumen dan keputusan pembelian. Data yang dikumpulkan dalam penelian akan dianalisis dengan pendekatan kuantitatif yang berbasis *structural equation medeling* (SEM) dalam menjawab hipotesis dan model yang diajukan dalam penelitian ini. Berdasarkan hasil analisis diperoleh bahwasanya model yang diajukan terbukti bahwasanya model yang diajukan yaitu terdapat pengaruh persepsi i*nfluencer* dan pengetahuan produk terhadap keputusan pembelian yg dimediatori motivasi konsumen fit dengan data empiric. Persepsi *influencer*, pengetahuan produk dan motivasi konsumen secara signifikan berpengaruh terhadap keputusan pembelian. Selain itu, motivasi konsumen terbukti menjadi variabel mediator antara persepsi influencer terhadap keputusan pembelian.
Kata Kunci: Persepsi *Influencer*; Pengetahuan Produk; Motivasi Konsumen; Keputusan Pembelian.

Abstract

Purchase decisions are activities undertaken by individuals directly involved in making decisions to buy a product. Several factors influence an individual's decision to purchase a product, including perception, product knowledge, and motivation. This study aims to examine the role of influencer perception and product knowledge on purchase decisions, mediated by consumer motivation, at Mie Gacoan Pekanbaru Panam. The study involved 249 respondents, who were customers of Mie Gacoan Pekanbaru Panam. Data collection utilized four scales: influencer perception, product knowledge, consumer motivation, and purchase decision. The collected data were analyzed using a quantitative approach based on Structural Equation Modeling (SEM) to test the hypotheses and proposed model. The analysis results showed that the proposed model—demonstrating the influence of influencer perception and product knowledge on purchase decisions mediated by consumer motivation—fit the empirical data. Influencer perception, product knowledge, and consumer motivation significantly influenced purchase decisions. Furthermore, consumer motivation was proven to be a mediating variable between influencer perception and purchase decisions.
Keywords: Influencer Perception; Product Knowledge; Consumer Motivation; Purchase Decision,

INTRODUCTION

The current era's development is inseparable from the advancement of increasingly sophisticated and digital technology. Dependence on internet usage has become a primary need for some individuals today. Data from the Indonesian Internet Service Providers Association (APJII) in 2020 shows that 71.3% of Indonesia's population has used the internet to support various activities. Communication is one of the activities individuals engage in as part of their daily lives, especially for exchanging information (Sears, 1985). Technology-based communication has grown significantly along with internet expansion, one of which is social media. Today, real-time audiovisual information on social media is highly favored, shifting the position of traditional media such as television and radio.

Indonesia ranks fourth in the world for the highest number of social media users, with 56 million people out of 150 million internet users. The majority of social media users are individuals aged 18 to 34 years old (WeAreSocial, 2019). The widespread use of social media is no longer just for personal purposes; it has now transformed into a business platform. One emerging business type on social media is digital marketing by individuals known as influencers, who promote products by giving positive reviews and encouraging purchases through images and videos on social media (Prilleltensky, 2006).

The rise of social media is accompanied by the growing phenomenon of influencers. An influencer is a person or figure on social media with a large number of followers, whose opinions and content can influence their audience (Hariyanti & Wirapraja, 2018). Many influencers post content reviewing products, significantly impacting their followers' purchasing decisions. Psychologically, the influencer phenomenon can be explained by the halo effect theory.

According to experts, the *halo effect* is defined as the general influence of an evaluator on the evaluated subject based on first impressions, affecting the perceived quality ratings of a person (Deesler, 2020). Essentially, the halo effect refers to the tendency to attribute positive impressions to individuals perceived as good or visually appealing. Influencers serve as third parties who significantly shape customers' purchasing decisions (Brown & Hayes, 2008). Nowadays, many individuals seek information about a product through the influencers they follow before making a purchase decision.

The culinary industry is one of the most popular business sectors among entrepreneurs due to its high profitability and continuous demand. According to data from Indonesia's Central Bureau of Statistics (BPS) released in June 2022, there were 11,223 culinary businesses across Indonesia in 2020. Among them, 8,040 businesses (71.65%) were restaurants, 269 businesses (2.40%) were catering services, and the remaining 2,912 businesses (25.95%) fell into other categories. This makes it particularly interesting to study the impact of the influencer phenomenon, which is currently widespread in society, as well as the influence of consumer product knowledge on purchasing decisions.

The objective of this study is to explain the simultaneous (combined) and

partial effects of influencer perception and product knowledge, with consumer motivation as a mediating factor in purchasing decisions. The research variables are: Influencer Perception (P) and Product Knowledge (PP) as independent (exogenous) variables, Consumer Motivation (MK) as a mediating variable, and Purchase Decision (KP) as the dependent (endogenous) variable.

RESEARCH METHOD

This study consists of three variables, whose functions, roles, and definitions are explained as follows: 1) Endogenous Variable – The endogenous variable in this study is Purchase Decision. 2) Mediator Variable – The mediator variable in this study is Consumer Motivation. 3) Exogenous Variables – The exogenous variables in this study are Influencer Perception and Product Knowledge.

A sample is a subset of a population that represents the characteristics of that population. The selected sample must accurately represent and reflect the population. This study employs the Accidental Sampling method, where anyone who happens to meet the researcher by chance can be selected as a sample, provided they are deemed suitable as a data source (Sugiyono, 2004). In this case, the sample consists of customers engaged in purchasing activities at Mie Gacoan Pekanbaru Panam.

This scale is based on the theory developed by Kotler and Armstrong (2008), using a Likert scale with four response alternatives: Strongly Agree (SS), Agree (S), Neutral (N), and Disagree (TS).

The instrument used to measure consumer motivation at Mie Gacoan Pekanbaru Panam follows Kotler and Keller's (2009) theory, which includes the following aspects: the need-driven motivation to own a product, the need-driven motivation to use the product regularly, the motivation to enhance appearance, the motivation to follow social trends, and the motivation based on personal preference for the product.

The instrument used to measure influencer perception in this study follows Shimp's (2010) theory, which consists of: trustworthiness (the ability of an influencer to be reliable), expertise (the level of skill and knowledge the influencer possesses), attractiveness (the influencer's physical characteristics), respect (the degree to which the influencer is admired and respected by consumers), and similarity (the extent to which the influencer shares characteristics with consumers).

The instrument used to measure product knowledge of Mie Gacoan Pekanbaru Panam follows the theory of Peter and Olson, which includes the following aspects: product attributes, physical benefits, psychological benefits, and perceived value after using the product. The validity and reliability of this scale have been previously tested.

This study applies the Structural Equation Modeling (SEM) statistical technique, a multivariate analysis method used to analyze complex relationships between variables. SEM is used to comprehensively explain the relationships between variables in the study and to validate and confirm the research model (Hair et al., 2006).

RESULTS AND DISCUSSION

The Structural Equation Modeling (SEM) analysis technique in this study is conducted in two stages. *First,* Model Fit Test (Fitting Model). This stage involves assessing model fit by examining the chi-square test results and RMSEA values to determine the goodness of fit of the research model. *Second,* Structural Model Test. This stage evaluates the causal relationships between variables within the structural model by comparing the calculated t-value (t-statistic) with the critical t-table value at a 5% alpha level. The model is considered significant if t-statistic > t-table (1.96).

The following represents the structural model tested in this study, with the obtained results explained as follows:

Table 1. Results of the Goodness of Fit Structural Model Testing

Goodness-of-Fit	Cutt-off-Value	Result	Conclusion
X^2 - Chi-square	Expected to be small	446.014	-
Significance	$\geq 0,05$	P = 0.0000	
RMSEA	$\leq 0,06$	0.051	goodness of fit
CFI	Approaching 1	0.843	goodness of fit
TLI	Approaching 1	0.816	goodness of fit

Based on the model fit (fitting model) results for the mediation effects model of job satisfaction on the relationship between work motivation and organizational commitment, it is found that RMSEA = 0.051, CFI = 0.843, and TLI = 0.816. Since the RMSEA value is < 0.060 and the CFI and TLI values are close to 1, it can be concluded that the model is fit, meaning that the data aligns well with the proposed model. Therefore, Hypothesis 1, which states that the theoretical model of the influence of influencer perception and product knowledge on purchasing

decisions with consumer motivation as a mediator, fits the empirical data at Mie Gacoan Pekanbaru Panam and is *accepted.*
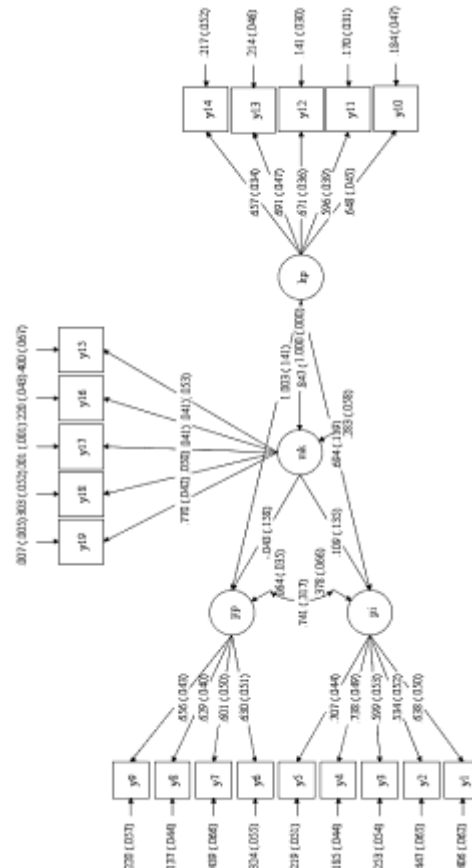

Figure 1. Mediation Effect Model

After the research model is determined to be fit, interpretations can be made for each relationship within this study. This can be observed in the table below:

Table 2. Relationship of Each Research Variable

Relationship	Estimate	S.E	Z - Value	P
MK on KP	0.847	0.034	24.541	0.000
PI on KP	0.694	0.119	5.816	0.000
PP on KP	1.003	0.141	7.101	0.000
PI on MK	0.109	0.135	3.813	0016
PP on MK	-0.043	0.158	-0.271	0.787

Based on the table above, the relationships between each research variable can be concluded as follows:

a. Consumer motivation has been proven to significantly influence purchase decisions, with a z-value of 24.541 (t > 1.96) and a significance value of 0.000. This

means that Hypothesis 2, which states that consumer motivation affects purchase decisions at Mie Gacoan Pekanbaru Panam, is accepted. The positive estimate value of 0.847 indicates the direction of correlation, suggesting that the higher the consumer motivation, the greater its influence on purchasing decisions at Mie Gacoan Pekanbaru Panam.

b. Influencer perception has been proven to significantly influence purchase decisions, with a z-value of 5.816 (t > 1.96) and a significance value of 0.000. This means that Hypothesis 3, which states that influencer perception affects purchase decisions at Mie Gacoan Pekanbaru Panam, is accepted. The positive estimate value of 0.694 indicates the direction of correlation, meaning that the better or more positive the perception of an influencer, the stronger its impact on purchase decisions at Mie Gacoan Pekanbaru Panam.

c. Product knowledge has been proven to significantly influence purchase decisions, with a z-value of 7.101 (t > 1.96) and a significance value of 0.000. This indicates that Hypothesis 4, which states that product knowledge affects purchase decisions at Mie Gacoan Pekanbaru Panam, is accepted. The direction of this relationship is positive, as shown by the positive estimate value of 1.003. Thus, it can be concluded that the level of product knowledge will consistently impact how consumers

make purchasing decisions at Mie Gacoan Pekanbaru Panam.

d. Influencer perception has been proven to significantly influence consumer motivation, with a z-value of 3.813 (t > 1.96) and a significance value of 0.016. This means that Hypothesis 5, which states that influencer perception affects consumer motivation at Mie Gacoan Pekanbaru Panam, is accepted. The positive estimate value of 0.109 indicates the direction of correlation, meaning that the perception of an influencer, whether positive or negative, will impact consumer motivation at Mie Gacoan Pekanbaru Panam.

e. Product knowledge has not been proven to significantly influence consumer motivation, with a z-value of -0.271 (< 1.96) and a significance value of 0.787. This leads to the conclusion that Hypothesis 6, which states that product knowledge affects consumer motivation at Mie Gacoan Pekanbaru Panam, is rejected.

In this section, the researcher conducts further interpretation, specifically testing the mediation effects of consumer motivation. The model in question can be seen in the table below:

Table 3. Factor Loadings of the Mediation Effects of Consumer Motivation on the Influence of Perception on Purchase Decisions

Relationship	Estimate	S.E	Z - Value	P
Effects from PI to KP wit MK				
Sum of indirect	0.058	0.043	3.321	0.000
Specific indirect				
Effects from PP to KP with MK				
Sum of indirect				
Specific indirect	0.042	0.015	1.829	0.405

Based on the table above, it can be concluded regarding the role of consumer motivation as a mediator variable, as follows:

a. Consumer motivation has been proven to mediate the relationship between influencer perception and purchase decision, with a z-value of 3.321 (t > 1.96) and a significance of 0.000. Therefore, it can be concluded that Hypothesis 7, which states that there is an influence of influencer perception on purchase decision with consumer motivation as a mediator at Mie Gacoan Pekanbaru Panam, is accepted.

b. Consumer motivation has not been proven as a mediator variable in the relationship between product knowledge and purchase decision, where the z-value is 1.829 (t < 1.96) with a significance of 0.405. This suggests that Hypothesis 8, which states that there is an influence of product knowledge on purchase decision with consumer motivation as a mediator at Mie Gacoan Pekanbaru Panam, is *rejected*.

Motivation is a drive within a person that comes from both internal and external factors. A person will be motivated to make a purchase if there is a stimulus. The stronger the drive, the more motivated a person will be to make a purchase decision. High motivation from consumers will attract their interest in making a purchase decision. A lack of motivation leads to reduced interest in making a purchase decision.

Based on the research findings, it was found that consumer motivation has a significant effect on purchase decisions, with a z-value of 24.541 (t > 1.96) and a significance of 0.000. A person's motivation is closely related to their behavior, which is influenced by cultural, social, and personal factors (Kotler, 2005). These factors play a significant role in shaping and determining the motivation to make a purchase decision. This is also supported by previous studies conducted by Dewi (2017) and Steffi (2015), which showed that purchasing motivation affects the purchase decision.

The results of this study also revealed that influencer perception affects purchase decisions, with a z-value of 5.816 (t > 1.96) and a significance value of 0.000. Perception is an individual's judgment or opinion about a subject. Consumers assess products or services through their perceptions. Products that consumers perceive positively gain value. Perception greatly influences consumer purchase decisions.

Furthermore (2000) explained that influencer perception represents what consumers believe: that an influencer has a good image and is suitable for promoting products and companies. In this case, using influencers helps gain greater consumer trust and marketing effectiveness, ultimately increasing purchase decisions. In other words, perception has a positive and significant effect on purchase intention among consumers at Mie Gacoan Pekanbaru Panam. This aligns with the findings of studies by Oosthuizen and Spowart (2015), Kusuma and Purnami (2015), Swistiani (2014), Fure (2013), and Annafik (2012), which strengthen the concept of a positive influence between perception and purchase decisions. The study results in this research show that

perception positively influences purchase intention at Mie Gacoan Pekanbaru Panam. It can be stated that the better the perception, the higher the purchase intention. Conversely, the lower the perceived value of the product, the lower the purchase intention.

According to Kotler and Kevin (2009), people can have different perceptions of the same object due to three processes of understanding, which are:

a. Selective Attention: Essentially, people are exposed to many daily stimuli, most of which are filtered out because one cannot respond to all of them.

b. Selective Distortion: This is the tendency of people to alter information into a personal understanding and interpret it in a way that supports their preconceptions, rather than challenging those preconceptions.

c. Selective Retention: Essentially, people will forget much of what they learn, but they are likely to remember information that supports their views and beliefs.

The results of the study also indicate that product knowledge has a significant effect on purchasing decisions, with a z-value of 7.101 (t > 1.96) and a significance of 0.000. Product knowledge refers to the information about attributes, benefits, and values of a product or service that is stored in the consumer's memory to guide their purchasing decisions. The greater the knowledge of a product, the higher the likelihood of purchasing that product.

Consumer purchase decisions are influenced by the amount of product knowledge they have. This is consistent with the research conducted by Shirin et al. (2011), which shows that product knowledge positively affects consumer purchase decisions. According to Suwarman (2011: 186), the more product knowledge a consumer has, the greater the certainty and assurance they have regarding what they will receive from the purchase decision. Additionally, studies by Rohmatun and Dewi (2017), Valentine (2015), Wahyuni and Suparna (2014), Kusuma and Untarini (2014), Setiawan and Andrew (2012), Mendrofa (2012), and Lin and Lin (2007) also indicate a positive influence between product knowledge and purchasing decisions.

CONCLUSION

This study concludes that the proposed structural model, which suggests the influence of influencer perception and product knowledge on purchase decisions mediated by consumer motivation, is proven to fit the empirical data. Consumer motivation significantly influences the purchase decisions of Mie Gacoan customers in Pekanbaru Panam. Influencer perception also significantly predicts purchase decisions, while knowledge of a product has a significant impact on purchase decisions. Furthermore, influencer perception is shown to affect consumer motivation at Mie Gacoan Pekanbaru Panam, but product knowledge does not serve as a predictor of consumer motivation. Consumer motivation is confirmed as a mediator between influencer perception and purchase decisions, but it does not mediate the relationship between product knowledge and purchase decisions among Mie Gacoan customers in Pekanbaru Panam.

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