

## **The Influence of Influencer Marketing on Interest in Purchasing Internet Package Services**

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### **ABSTRACT**

The phenomenon of using influencer marketing is a form of promotional strategy that has been trending in recent years. The massive use of social media influences the way people make their purchasing decisions. Now people believe in one figure who is considered to have the right opinion. Therefore, this research will discuss the Influence of Influencer Marketing on Interest in Buying Internet Package Services, with a case study of LP3I Medan Polytechnic students who use Telkomsel internet package services. The purpose of this research is to find out whether Influencer Marketing (X) has an influence on Purchase Interest (Y). This research uses indicators from each variable. The indicators of Influencer Marketing are visibility, credibility, attractiveness, power. And indicators of Buying Interest are transactional interest, referential interest, preferential interest and exploratory interest. This research uses quantitative methods with a population of 35 people and a sample of 35 people. Meanwhile, to manage research data using the SPSS version 22 program. Based on the research results, it can be seen that the influencer marketing variable partially has a significant effect on the purchase interest variable as proven in the results of the T test research with a calculated t value of  $14.441 > t \text{ table } 1.692$  and a significant value of  $0.000 < 0.05$ . The results of a simple linear regression test which has the equation  $Y = a + bX$  shows that the influencer marketing variable shows a coefficient value of 0.914, which means that the influencer marketing variable has a positive influence on the purchase interest variable. The results of the coefficient of determination test show that the value (R Square) obtained is 0.863 (86.3%) indicating that influencer marketing has an influence on purchasing interest of 86.3%.

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### **INTRODUCTION**

Currently, in an era of very advanced technological and communication development, this makes business competition even tighter, especially on social media. Almost all companies currently use social media for effective and efficient product marketing. The use of social media in marketing strategies has experienced significant

growth, resulting in various new professions in the virtual world. Such as Selebgram (Instagram Celebrities), TikTokers (TikTok Content Creators), Youtubers (Youtube Video Creators) and others. Technological developments encourage marketers to evolve, especially if they want to continue to survive in marketing in the digital world. Of the many marketing strategies, one marketing strategy that is quite popular today is Influencer Marketing.

According to Suhendra 2023 [1] in his research entitled "The Influence of Influencer Marketing and Social Media Marketing on Interest in Buying Skincare Products in Generation Z People" with research results stating that Influencer Marketing is one of the online marketing strategies that is relied upon and used by entrepreneurs to promote a product or brand by utilizing the presence of an influencer who has a large follower base on social media who can influence his followers, so this becomes an integral part of the promotional strategy in the marketing realm.

Currently, many companies are using Influencer Marketing, one of which is telecommunications and network services companies. In Indonesia itself, a fairly well-known telecommunications and network service is PT. Cellular Telecommunications or what we usually know as Telkomsel. Based on the article Adi Ahdiat 2023 [2] concluded that at the beginning of 2023, Telkomsel was the most widely used cellular operator in the country. Of the 8,510 people surveyed, 40.27% used Telkomsel, while 33.4% used Indosat Ooredoo or Three, 21% used XL Axiata or Axis, and 5.32% used Smartfren. Most respondents (47.5%) chose cellular operators because of recommendations from influencers who promoted signal availability, thus influencing respondents' buying interest. Then, the Influencer used by Telkomsel for Internet Package Services at the time this research was conducted was a famous Vocal Group (Singers) in Indonesia, namely JKT 48.

### **Formulation Of The Problem**

Based on the background above, the formulation of the problem in this research is "How does Influencer Marketing Influence Interest in Buying Telkomsel Internet Package Services?"

### **Limitation Problem**

The limitation of the problem in this research lies in influencer marketing, namely JKT 48 with indicators (visibility, credibility, attractiveness and power) on the factors that influence interest in purchasing Telkomsel Internet Packages among LP3I Medan Polytechnic Students, Sei Serayu Campus, Class of 2022.

## **METHODS**

### **Population and Sample**

#### **Population**

According to Amin & Garancang 2023 [13] Population can be defined as all the elements in research including objects and subjects that have certain characteristics. In principle, populations are humans, animals, events or objects that live side by side in a place in a planned manner. A conclusion is based on the final results of the research. In this study, the population used by the author was 35 students of the LP3I Medan Baru Polytechnic class of

2022 who had used Telkomsel.

### Sample

According to Arikunto in Junaidi 2019 [14] the sample is part of the large number and characteristics that will be used as a population. In this study the author used a saturated sampling technique, which made the entire population the sample in this study with a total of 35 consumers.

### DefinitionOperational

In this case the author explains the indicators for each variable in order to make it easier for the author to conduct research. The variable indicators in this research are as follows:

**Table 1.** Operational Definitions and Indicators

No	Variable	Definition	Indicator
1.	<i>Influencer Marketing(X)</i>	<i>Influencer Marketing</i> is a marketing strategy used by a company with involves using influencers, or people with large followings on social media platforms, to marketing business products or services.	<i>a. Visibility</i> <i>b. Credibility</i> <i>c. Attractiveness</i> <i>d. Power</i>
2.	Purchase Interest (Y)	Purchase interest is a consumer's willingness or desire to buy a product or service.	a. Transactional Interest b. Referential Interest c. Preferential Interest d. Exploratory Interest

Source: Researcher (2024)

### Hypothesis

A hypothesis is a temporary answer to a research problem formulation, therefore the research problem formulation is usually prepared in the form of a question sentence. Based on the conceptual framework that has been described, a temporary hypothesis can be formulated as follows:

H0: There is no influence of Influencer Marketing on Interest in Buying Telkomsel Internet Package Services.

H1: There is an Influence of Influencer Marketing on Interest in Buying Telkomsel Internet Package Services.

### Data Analysis Methods

In this research the author used a quantitative method of statistical analysis using SPSS to

carry out data quality tests, namely validity test, reliability test, T test (partial), simple linear regression test, and coefficient of determination test (R<sup>2</sup>) with the aim of finding out how influential an influencer is. marketing on interest in buying Telkomsel internet packages.

### **Validity Test**

According to Amanda, Yanuar, & Devianto 2019 [15] Validity Test is a test carried out to measure whether the data that has been obtained is valid data or not. Valid data results indicate similarities between the data collected and what actually happened to the research subjects. The validity test is carried out by comparing the calculated r value with the r table. It is said to be valid if the calculated r value > r table, and invalid if the calculated r value < r table. Validity test uses the product moment correlation technique with the following formula:

### **Reliability Test**

According to Sanaky, Saleh, & Titaley 2021 [16] The reliability test shows that the instrument is adequate and reliable as a data collection tool because the instrument is good enough. This reliability test shows the extent to which an instrument can provide results. If you carry out measurements repeatedly using the same measuring instrument, the results will be consistent. This reliability test can be applied to data that is declared valid. To be able to test reliability, the Croancbach alpha formula ( $\alpha$ ). If the Croancbach alpha value is > 0.60 then it can be declared a reliable variable, and if the Croancbach alpha value is <0.60, then it can be declared an unreliable variable.

### **T Test (Partial)**

According to Wardani & Permatasari 2022 [17] The t test is an individual partial regression coefficient test which is used to find out whether the independent variables (X<sub>1</sub> and X<sub>2</sub>) individually influence the dependent variable (Y). In drawing conclusions, it is stated by looking at the significant value and comparing it with the level of error (significance) used, namely if the probability value < alpha value ( $\alpha$ ), then the independent variable has a significant effect on the dependent variable. The basis for decision making is:

If t count > t table, it means that the independent variable (X) has a significant influence on the dependent variable (Y). If t count < t table, then it means that the independent variable (X) does not have a significant influence on the dependent variable (Y). And it can be concluded that:

A significant value > 0.05 means H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. A significant value < 0.05 means H<sub>0</sub> is rejected H<sub>1</sub> is accepted

### **Simple Linear Regression Test**

According to Dwianto & Purnamasari 2019 [18] The simple linear regression test is a linear relationship between an independent variable (X) and a dependent variable (Y). A simple regression test can be used to determine the direction of the relationship between the independent variable and the dependent variable, whether it has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable increases or decreases. Simple regression uses data that has an interval or ratio

scale. The simple linear regression formula is as follows:

$$Y = a + bX$$

Information:

- Y = Dependent variable (dependent variable)
- X = Independent variable (variable free)
- a = Constant (value of Y when X = 0)
- b = Coefficient regression (positive or negative influence)

### **Coefficient Test Determination (R<sup>2</sup>)**

According to Saputa & Zulmaulida 2020 [19] Coefficient of determination test (R<sup>2</sup>) carried out to measure and predict how big or important the influence contribution provided by the independent variables together is on the dependent variable. The value of the coefficient of determination is between 0 and 1. If the value is close to 1 (one), then the independent variable provides almost all the information needed to predict the dependent variable. However, if the R<sup>2</sup> value is smaller, then the ability of the independent variable to explain the dependent variable is very limited.

## **RESEARCH RESULTS AND DISCUSSION**

### **Research result**

In this research, the author obtained data from the results of a questionnaire that was distributed to LP3I Medan Baru Polytechnic students who had used/are currently using the Telkomsel Internet Package Service with a total of 35 respondents.

### **Background Influencers**

JKT 48 is an Indonesian idol group and the first AKB 48 sister group outside Japan. JKT 48 has been around since 2011 with 28 members. To date, JKT 48 is still active with a current membership of 55 people, of which 27 are permanent members and 28 are training students. The first song released by JKT 48 was Pajama Drive, and currently JKT 48 already has around 24 albums of songs. JKT 48 has many fans from various groups, both women and men of various ages. JKT 48 is also active in using social media, be it Instagram, TikTok, YouTube and Twitter. However, JKT 48 is more active in using Instagram social media with a number of followers of 2 million. Currently JKT 48 is an influencer used by Telkomsel to market Telkomsel products such as Telkomsel internet data packages. JKT 48 will become a Telkomsel marketing influencer in 2024. With a following of 2 million followers on Instagram, JKT 48 is included in the Mega Influencer category because it has more than 1 million followers.

### **Respondent Data Analysis Method**

#### **Respondent Characteristics**

This research uses quantitative techniques by distributing questionnaires to all 35 LP3I Medan Baru Polytechnic Students, Class of 2022. The characteristics of respondents in this study were divided based on gender, study program and age.

## Gender

**Table 2.** Characteristics Respondents Based on Gender  
**GENDER**

	Frequency	Percent	Valid Percent	Cumulative Percent
WOMAN	18	51.4	51.4	51.4
MAN	17	48.6	48.6	100.0
Total	35	100.0	100.0	

Source: Processed research results (2024)

Based on the table above, it shows that from 35 respondents, the results showed that there were 18 female student respondents (51.4%) and 17 male students (48.6%). From these results it can be concluded that the majority of respondents are women.

## Study program

The diversity of respondents based on study program can be shown in the table below:

**Table 3.** Study Program Data Description  
**STUDY PROGRAM**

	Frequency	Percent	Valid Percent	Cumulative Percent
Business Administration	12	34.3	34.3	34.3
Accounting	5	14.3	14.3	48.6
Computer Technology	7	20.0	20.0	68.6
Digital Business	7	20.0	20.0	88.6
Computer Engineering Technology	4	11.4	11.4	100.0
Total	35	100.0	100.0	

Source: Processed research results (2024)

Based on the table above, it can be concluded that the majority of respondents in this study were from the Business Administration study program, numbering 12 people (34.3%), while the Accounting study program was 5 people (14.3%), the Computer Technology study program was 7 people (20.0%), the Digital Business study program numbered 7 people (20.0%), and the Computer Engineering Technology study program numbered 4 people (11.4%) out of a total of 35 respondents.

## Age

**Table 4.** Characteristics of Respondents Based on Age

	AGE			
	Frequency	Percent	Valid Percent	Cumulative Percent
19 years old	8	22.9	22.9	22.9
20 years	19	54.3	54.3	77.1
21 years	7	20.0	20.0	97.1
22 years	1	2.9	2.9	100.0
Total	35	100.0	100.0	

Source: Processed research results (2024)

Based on the data from the table that the author has processed above, it shows that of the 35 respondents, the results showed that there were 8 students aged 19 years (22.9%), 20 year olds totaling 19 people (54.3%),

There were 7 people aged 21 years (20.0%), and those aged 22 years amounted to 1 person (2.9%).

### Descriptive Analysis (Distribution of Respondent Ratings)

In this research, there are statements on each indicator, namely Visibility, Credibility, Attractiveness, Power on variable

### Influencer Marketing

**Table 5.** Distribution of Respondents on the Influencer Marketing Variable

No.	Indicator	Statement	Respondent's Answer (Statement)		Respondents' Answers (Indicators)	
			Flat-Average	%	Flat-Average	%
		JKT 48 has many followers on social media platforms (Instagram and TikTok, etc.) so that can convinced me to buy an internet package service Telkomsel.	4.29	33.5%		

1.	<i>Visibility</i>	JKT48 has a lot of interactions on social media (such as likes, comments, and shares) which makes me buy Telkomsel internet package services.	4.23	33.5%	12.66	25.8%
		The name JKT48 which is quite popular on social media (Instagram, Tiktok) made me confident to buy Telkomsel internet package services.	4.14	33%		
		JKT48 has a consistent track record of providing recommendations and reviews, which makes me sure to use Telkomsel package services.	4.09	33.5%	12.26	25%
2.	<i>Credibility</i>	JKT48 has high follower loyalty, which shows that they are considered reliable and trustworthy, which increases my interest in purchasing Telkomsel internet packages.	4.11	33.5%		
		JKT48 has high information accuracy which makes me confident in purchasing package services Telkomsel internet.	4.06	33.5%		
		JKT48 has an attractive appearance and distinctive style on social media that makes them I want to buy a Telkomsel package service.	4.29	33.6%	12.40	25.5%
3.	<i>Attractiveness</i>	I felt inspired by JKT48 so I was interested to buy Telkomsel internet package services.	3.91	33%		
		The content shared by JKT48 has an attractive aesthetic that made me buy internet package services Telkomsel.	4.20	33.4%		

		I bought the Telkomsel internet package service because it was recommended by JKT48	3.77	32.5%		
4.	Power	JKT48 uses the Telkomsel internet package, so that makes me want it too use the same internet package.	3.80	32.5%	11.66	23.7%
		Characteristics Which owned JKT48 in promoting Telkomsel internet package services makes me want to buy it.	4.09	35%		

Based on the table above from variable 40, and the credibility indicator is 25% with an average answer of 12.26, and the power indicator is 23.7% with an average number of 11.66. So it can be concluded that from the influencer marketing variable, the visibility indicator is the highest answer.

#### Purchase Interest

**Table 6.** Distribution of Respondents In the Purchase Interest Variable

No.	Indicator	Statement	Respondent's Answer (Statement)		Respondents' Answers (Indicators)	
			Flat-Average Weight	%	Flat-Average Weight	%
		JKT 48 has a large following on social media platforms (Instagram and TikTok, etc.) so that can convince me to buy the package service Telkomsel internet.	4.46	39.6%		
1.	Transaction Interest	JKT48 has a lot of interactions on social media (such as likes, comments, and shares) which makes me buy Telkomsel internet package services.	3.86	30.2%	12,11	23.3%

		The name JKT48 which is quite popular on social media (Instagram, Tiktok) made me confident to buy Telkomsel internet package services.	3.80	30.2%	
		JKT48 has a consistent track record of providing recommendations and reviews, which makes me	4.14	35.1%	
2.	<i>Referential Interests</i>	Certain For using Telkomsel package services.			11.83 23%
		JKT48 own faithfulnesshigh following, which shows that they are considered can reliableAnd trustworthy, Whichgrew my interest in buying an internet package Telkomsel.	3.60	29.8%	
		JKT48 has high information accuracy which makes me confident	4.09	35.1%	
		buy service packageTelkomsel internet.			
		JKT48 has an attractive appearance and distinctive style on social media that makes me want to buy package serviceTelkomsel.	4.00	32.8%	
3.	<i>Preferential Interest</i>	I felt inspired by JKT48 so I was interested			12.40 26.5%
		to buy Telkomsel internet package services.	4.34	34.4%	

		The content shared by JKT48 has an interesting aesthetic that makes me buy Telkomsel internet package services.	4.06	32.8%		
		I bought the Telkomsel internet package service because it was recommended by JKT48	4.29	33.9%		
4.	Exploratory Interest	JKT48 uses the Telkomsel internet package, so that makes me want it too use the same internet package.	4.40	34.6%	12.83	27.2%
		Characteristics of JKT48 in promoting Telkomsel internet package services makes me want to buy it.	4.14	31.5%		

Data source: Research results will be processed in 2024

Based on the table above, variable Y, namely Purchase Interest, shows that the majority of respondents' answers were from the Exploratory Interest indicator at 27.2% with an average respondent answer of 12.83, followed by the Preferential Interest indicator, 26.5% with an average respondent answer. 12.40, and the Transactional Interest indicator 23.3% with an average answer of 12.11, and the Referential Interest indicator 23% with an average number of 11.83.

So it can be concluded that from the purchase interest variable, the exploratory interest indicator is the highest answer.

## Data Analysis Methods

### Validity Test

**Table 7.** Validity Test and Reliability Test of Influencer Marketing Variables X)

No	Variable	Total Itkor (r-count)	<>	R-table	Statement Valid	Cronbac h Alpha	<>	Mark Alpha	Reliability
1.	Statement 1	0.955	>	0.3338	Valid	0.884	>	0.60	Reliable
2.	Statement 2	0.947	>	0.3338	Valid	0.896	>	0.60	Reliable
3.	Statement 3	0.922	>	0.3338	Valid	0.938	>	0.60	Reliable
4.	Statement 4	0.935	>	0.3338	Valid	0.817	>	0.60	Reliable
5.	Statement 5	0.865	>	0.3338	Valid	0.929	>	0.60	Reliable

6.	Statement 6	0.939	>	0.3338	Valid	0.817	>	0.60	Reliable
7.	Statement 7	0.831	>	0.3338	Valid	0.746	>	0.60	Reliable
8.	Statement 8	0.855	>	0.3338	Valid	0.749	>	0.60	Reliable
9.	Statement 9	0.861	>	0.3338	Valid	0.705	>	0.60	Reliable
10	Statement 10	0.884	>	0.3338	Valid	0.699	>	0.60	Reliable
11	Statement 11	0.921	>	0.3338	Valid	0.613	>	0.60	Reliable
12	Statement 12	0.761	>	0.3338	Valid	0.895	>	0.60	Reliable

Source: Processed research (2024)

To find out the results of the validity test, by using the tools of a computer software application program, namely SPSS version 22, the results of the validity test are obtained as shown in the calculated r table. Because the sample is 35, the r table ( $df = N-2 = 35-2 = 33$  is 0.3338) with a significance level of 5% in accordance with the R Product Moment Table formula if the calculated r value  $>$  r table (0.3338) and is worth is positive, it can be concluded that the statement or indicator is declared valid.

**Table 8.** Validity and Reliability Test of the Purchase Interest Variable (Y)

No	Variable	Total Itkor (r-count)	<>	R-table	Statement Valid	Cronbach Alpha	<>	Mark Alpha	Reliability
1.	Statement 1	0.816	>	0.3338	Valid	0.927	>	0.60	Reliable
2.	Statement 2	0.871	>	0.3338	Valid	0.927	>	0.60	Reliable
3.	Statement 3	0.865	>	0.3338	Valid	0.931	>	0.60	Reliable
4.	Statement 4	0.869	>	0.3338	Valid	0.927	>	0.60	Reliable
5.	Statement 5	0.870	>	0.3338	Valid	0.932	>	0.60	Reliable
6.	Statement 6	0.869	>	0.3338	Valid	0.931	>	0.60	Reliable
7.	Statement 7	0.901	>	0.3338	Valid	0.928	>	0.60	Reliable
8.	Statement 8	0.783	>	0.3338	Valid	0.932	>	0.60	Reliable
9.	Statement 9	0.884	>	0.3338	Valid	0.929	>	0.60	Reliable
10	Statement 10	0.922	>	0.3338	Valid	0.928	>	0.60	Reliable
11	Statement 11	0.915	>	0.3338	Valid	0.927	>	0.60	Reliable
12	Statement 12	0.888	>	0.3338	Valid	0.931	>	0.60	Reliable

Source: Processed research (2024)

To find out the results of the validity test, by using the tools of a computer software application program, namely SPSS version 22, the results of the validity test are obtained as

shown in the calculated r table. Because the sample number is 35, the r table ( $df = N - 2 = 35 - 2 = 33$ ) is 0.3338 with a significance level of 5% according to the R Product Moment Table formula if the calculated r value  $>$  r table (0.3338) and is worth is positive, it can be concluded that the statement or indicator is declared valid.

### Reliability Test

The results of the reliability tests carried out in this research can be seen from the following table

**Table 9.** Reliability Test Results Variable X (Influencer Marketing)

Reliability Statistics		
Cronbach's Alpha Based on Standardized Items		
Cronbach's Alpha	Standardized Items	N of Items
,950	,952	12

Source: Processed research (2024)

Based on the reliability test results obtained in the table above, the Cronbach's Alpha value for the influencer marketing variable is 0.950. This shows that the instrument used in this research is reliable. Because it has a Cronbach's Alpha value of more than 0.60 ( $0.950 > 0.60$ ).

**Table 10.** Reliability Test Results Variable Y (Purchasing Interest)

Reliability Statistics		
Cronbach's Alpha Based on Standardized Items		
Cronbach's Alpha	Standardized Items	N of Items
,935	,938	12

Source: Research processed (2024)

Based on the reliability test results obtained in the table above, the Cronbach's Alpha value for the influencer marketing variable is 0.935. This shows that the instrument used in this research is reliable. Because it has a Cronbach's Alpha value of more than 0.60 ( $0.935 > 0.60$ ).

### T Test (Partial)

**Table 11.** T Test Results Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	Q	Sig.

		B	Std. Error	Beta		
1	(Constant)	4,420	3,137		1,409	,168
	Influencer Marketing (X)	,914	,063	,929	14,441	,000

a. Dependent Variable: Purchase Interest (Y)

Source: Processed research (2024)

The T test is used to determine whether the independent variable partially influences the dependent variable. From the results of the regression analysis output, the t value can be seen as in the table above. The significant levels used are  $\alpha = 5\%$  or 0.05. Determine the t distribution table with degrees of freedom (dk) using the formula:

$$\begin{aligned}
 dk &= n - k - 1 \\
 &= 35 - 1 - 1 \\
 &= 33
 \end{aligned}$$

### Testing Hypothesis

It is known that the significant value for the influence of X on Y is  $0.000 < 0.05$  and the t value is  $14.441 > t$  table 1.692, so it can be concluded that variable Because the T test results for variable

### Simple Linear Regression Test

**Table 12.** Simple Regression Test Results

		Coefficients <sup>a</sup>			Q	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,420	3,137		1,409	,168
	Influencer_Marketing	,914	,063	,929	14,441	,000

a. Dependent Variable: Buying\_Interest

Source: Processed research (2024)

Based on the table above, the following results are obtained:  $Y = a + bX$

$$Y = 4.420 + 0.914X$$

From this equation it can be means that:

1. A constant value of 4.420 means that if the influencer marketing variable is zero, then the influence value is 4.420
2. The influencer marketing variable shows a coefficient value of 0.914, indicating that the influencer marketing variable has a positive influence on the purchase interest

variable.

### Coefficient of Determination (R<sup>2</sup>)

**Table 13.** Coefficient of Determination Test Results (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929	.863	.859	2,883

a

a. Predictors:(Constant), Influencer Marketing

Source: Processed research (2024)

Based on the table above, the results of calculations using SPSS version 22 can be seen that the coefficient of determination (R Square) value obtained is 0.863 (86.3%), so it can be concluded that Influencer Marketing has an influence on Purchase Interest of 86.3%. While the rest is influenced by other factors.

### Discussion

The results that the author obtained from the results of this research were carried out by distributing questionnaires to LP3I Medan Baru Polytechnic Students with 35 respondents. Research was conducted to determine the influence of influencer marketing on interest in purchasing Telkomsel internet package services. This research uses 2 variables, namely influencer marketing (X) and purchase interest (Y). With a total of 24 statements which will later be used as a measuring tool in making the questionnaire. Based on research conducted, the author wants to discuss the Influence of Influencer Marketing on Interest in Buying Telkomsel Internet Package Services.

Based on the results of previous research conducted by Suhendra 2023 [1] the aim was to determine the influence of Influencer Marketing and Social Media Marketing on Interest in Buying Skincare Products and obtained the results that the influencer marketing variable had an influence on buying interest, and the social media marketing variable had an influence on interested in buying skincare products. Influencer marketing and social media marketing have a significant influence on buying interest so that H3, namely influencer marketing and social media marketing have a significant influence on buying interest, is accepted.

This research focuses on determining the influence of influencer marketing on interest in purchasing Telkomsel internet package services. The results show that the influencer marketing variable significantly influences the purchase interest variable. Therefore, it can be concluded that the results of previous research and this research conducted by the author are both significant.

### Influencer Marketing Variable (X)

Based on partial results using the T test, it shows that the influencer marketing variable has a significant effect on buying interest based on the calculated t value of 14.441 > t table

1.692 and the significant value ( $\alpha$ ) is 0.000 so that the results obtained show that this research variable is significant and has an influence through the SPSS 22 test results, so H1 is accepted. The positive direction shows that if there is an increase in Influencer Marketing of 1%, purchasing interest will increase by 0.914. In other words, every time there is an increase in Influencer Marketing which consists of (Visibility, Credibility, Attractiveness, and Power) increases, Purchase Interest in Telkomsel Internet Package Services will also increase.

### **Influencer Marketing(X) Against Buying Interest (Y)**

Based on the results of the simple linear regression test, it can be seen from the constant value of 4.420 and for Influencer Marketing it is 0.914, which states that for every 1% increase in the influencer marketing regression level, buying interest will increase by 0.914. This shows that the influencer marketing variable has a positive effect on the interest variable.

buy.

Based on the results of research using the T test, it can be seen that the Influencer Marketing variable has a big influence on Interest in Buying Telkomsel Internet Package Services with the calculated t value being higher than the t table ( $14.441 > 1.692$ ), and the value is significant ( $\alpha$ ) of 0.000, this indicates that this variable is the most influential variable.

In table 4.12, the coefficient of determination (R Square) value obtained is 0.863 (86.3%), so it can be concluded that Influencer Marketing has an influence on Purchase Interest of 86.3% while the remaining 13.7% is influenced by other factors that are not examined in this research.

## **CONCLUSION**

Based on the research that has been carried out entitled The Influence of Influencer Marketing on Interest in Buying Telkomsel Internet Package Services, the following conclusions can be drawn. The Influencer Marketing variable partially has a very significant influence on Interest in Purchasing Telkomsel Internet Package Services based on the calculated t value of ( $14.441 > t$  table 1.692), and the significant value is ( $\alpha$ ) of 0.000. The positive direction shows that if there is an increase in influencer marketing of 1%, purchasing interest in Telkomsel Internet Package Services will increase by 0.914. Based on the results of the Simple Linear regression test, it can be seen from the constant value of 4.420 and for influencer marketing it is 0.914, which states that for every 1% increase in the influencer marketing regression level, buying interest will increase by 0.914. This shows that the influencer marketing variable has a positive effect on the buying interest variable. The value (R Square) obtained was 0.863 (86.3%), so it can be concluded that influencer marketing has an influence on purchasing interest of 86.3% while the remaining 13.7% is influenced by other factors. Based on the respondent distribution table on the influencer marketing variable shows that the majority of respondents' answers were visibility indicators of 25% with an average respondent's answer of 12.66% and in the purchase interest variable the majority of respondents' answers were indicators of exploratory interest of 27.2% with an average of respondents' answers of 12.83% .

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