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## The Effect Of Influencers And Brand Image On Impulse Buying Among Economics Education Students At Stkip Majenang

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### ABSTRACT

*This study aims to analyze the influence of influencers and brand image on impulse buying behavior, particularly among students of the Economic Education program at STKIP Majenang, Class of 2020-2022. The study employs a quantitative method with a survey approach, using a questionnaire as the data collection tool. The sample consists of 39 students selected through purposive sampling. The results show that the influencer variable has a positive and significant impact on impulse buying with a significance value of  $0.001 < 0.05$ , while brand image does not have a significant partial effect (significance value of  $0.327 > 0.05$ ). However, when both variables are tested simultaneously, it is found that influencer and brand image together have a significant impact on impulse buying with a significance value of  $0.003 < 0.05$ . These findings suggest that influencers, as a marketing element on social media, play a crucial role in driving impulse buying behavior, while brand image strengthens this effect. This research provides insights for companies to optimize marketing strategies by integrating influencer marketing and strengthening brand image to boost impulse buying sales on e-commerce platforms.*

**Keywords:** *influencer, brand image, impulse buying, students*



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## INTRODUCTION

Technological developments have progressed rapidly over time, spreading to almost all areas of life alongside scientific knowledge and human civilization. Technological developments have created various innovations that have made it easier for people to obtain information about anything through the internet. Currently, the use of technology has an impact on all sectors of human activity, one of which is the trade sector, which has made buying and selling transactions more practical and easier through smartphones and the internet. This is evidenced by the increasing variety of online shopping applications (marketplaces).

In this era of modernization, impulse buying behavior continues to grow. The tendency of many people to buy goods online and make sudden purchases can be referred to as impulse buying. In online shopping, there is a term called impulse buying or unplanned purchasing. Impulse buying is a behavior where a person does not plan anything in shopping. Unplanned purchasing is an action made without prior planning or a purchasing decision made while in a store or online shop.

Verplanken and Sato (2011) state that impulsive buying is unplanned buying with a strong urge to buy that arises suddenly and is often difficult to resist, spontaneous buying when faced with a product, and a feeling of pleasure and excitement. This is what makes consumers feel the urge to buy suddenly or spontaneously without thinking about the possible negative consequences.

Based on the results of preliminary observations by several students from the Economics Education Study Program at STKIP Majenang, some students idolize influencers, so when influencers explain the benefits of a product in a convincing manner, show the results of use, and include a direct link to the product page on e-commerce, those who have been following the influencer for a long time feel convinced and interested because they see the apparent results of use.

Some of them also have an active lifestyle on social media and often follow trends. They want to always look up to date and have an attractive appearance like the influencers they follow. The products promoted come from well-known brands with a high-quality image and are trusted by many celebrities. These brands are known as symbols of status and modern lifestyles. Without thinking twice, they feel that these products must be owned in order to appear confident and in line with trends.

In this digital age, the use of social media has become increasingly widespread, giving rise to a new profession: influencer. According to Hariyanti and Wirapraja (2018:141), an influencer is a person or figure on social media who has a large and significant number of followers. This means that an influencer can influence their followers' purchasing decisions through promotions on various social media platforms such as Instagram and TikTok.

Lifestyle is in line with activities in life involving the ownership of well-known goods. Brand image also influences consumers in purchasing an item. It is not uncommon for people to buy an item based on the brand of the product. Consumers place a high level of trust in the brands they purchase. According to Boone and Kurtz (2002), brands can increase buyers' sensitivity to the quality and characteristics of competing products. Brands can also give consumers confidence; sometimes brands become very personal and become part of the image built by consumers.

The current phenomenon of social media influencers has a significant impact on people's consumption patterns. A lifestyle that values prestige leads people to follow the latest trends popularized by social media influencers. The high level of consumption of products promoted by social media influencers greatly affects the growth of the digital economy.

### **BASIC AND DEVELOPMENT HYPOTHESIS (11-pt Capital , Book Antiqua)**

Influencer comes from the word influence, which is the power to influence a person, thing, or situation. An influencer is a person or figure on social media who has a large or significant number of followers, and what they say can influence the behavior of their followers (Hariyanti and Wirapraja, 2018). According to Brown et al. (2008), third parties can significantly influence customer purchasing decisions. One example of a third party that plays a very important role in social media marketing is influencers. Influencers can be categorized as microcelebrities, which refers to a new style of online behavior where someone tries to increase their popularity on the internet by using various technologies such as videos, blogs, or social networking sites (Rahmawan et al., 2018).

According to Kotler and Keller (2013), brand image is the perception of a brand reflected by brand associations in the minds of consumers. In addition, brand image according to (Theaker, 2020) is the impression of the level of knowledge and understanding of facts about a person, product, and situation. The object in question is a person, organization, group of people, or something unknown. Image is a perception that occurs

through the accumulation of trust given by individuals, which undergoes a rapid or slow process to form a broad and abstract public opinion. Brand image has several indicators that characterize it.

In the Big Indonesian Dictionary (KBBI), impulsive is defined as behavior that is characterized by acting quickly and suddenly based on one's desires. Impulse buying is unplanned behavior driven by the desire to possess something exciting, with decisions made relatively quickly (Widiyati & Ghazi, 2018).

Impulsive buying is irrational buying associated with quick and unplanned purchases, followed by mental conflict and emotional urges. These emotional urges are related to intense feelings that are expressed by making purchases due to the urge to buy a product immediately, ignoring the negative consequences and feeling satisfaction.

Abraham Maslow proposed five human needs based on their level of importance, starting from the lowest, namely physiological needs, safety needs, social needs, ego needs, and the highest need for self-actualization. According to Abraham Maslow's theory, humans try to fulfill their lower-level needs first before fulfilling higher-level needs.

According to Podoshen and Andrzejewski in (Winatha and Sukaatmadja, 2014), impulsive buying behavior is one of the consumer behaviors that sellers are eager to take advantage of. In other words, impulsive shopping is behavior that is not done intentionally, and most likely involves many unconscious motives, accompanied by feelings of excitement and enthusiasm. Two characteristics of impulsive shopping, namely being unplanned and accompanied by desire and excitement, distinguish it from other types of mindless shopping behavior.

Based on the above definitions, in this study, the researcher refers to the definition put forward by (Aprilia, 2014) where impulse buying is unintentional buying behavior, involving various unconscious motives, and accompanied by an emotional response.

According to Utami (2017;82), the cause of consumers making impulsive purchases is the influence of situations where consumers are completely unaware of their needs, all of which are created by new stimuli influenced by various situational factors such as weather, work, and so on.

## RESEARCH METHODS

The type of research used in this study is quantitative research, which will be obtained through primary data using questionnaires. The population of this study consists of 65 students majoring in Economics Education at STKIP Majenang from 2020 to 2022. The sample in this study consists of 39 students majoring in Economics Education from the 2020, 2021, and 2022 cohorts. Research data analysis is the process of collecting, processing, and interpreting data obtained from research to obtain useful information and make accurate conclusions.

This analysis is used to determine the direction and extent of the influence of independent variables on dependent variables (Ghozali, 2018). In simple regression and correlation analysis, the number of independent variables used is one variable. Meanwhile, in multiple regression and correlation analysis, the number of independent variables used is more than one variable.

Thus, the multiple linear regression equation model is as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + e$$

Explanation:

Y = Impulse buying

x1 = Influencer

- x2 = Brand image
- b1,2 = Multiple regression coefficient
- a = Constant
- e = Standard error

**RESULTS AND DISCUSSION**

This analysis is used to determine the direction and extent of the influence of the independent variable (X) on the dependent variable (Y).

<i>Coefficients<sup>a</sup></i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	10,584	7,272		1,455	0,154
	X1	0,800	0,225	0,585	3,550	0,001
	X2	-0,359	0,362	-0,163	-0,993	0,327
<i>a. Dependent Variable: Y</i>						

Based on the SPSS output above, it shows that the regression equation model for estimating impulse buying behavior influenced by Influencer and Brand image is  $Y = 10.584 + 0.800X1 + (-0.359)X2$ .

The value of a is 10.584, which is a constant or the state when the impulse buying behavior variable is not yet influenced by other variables, namely Influencer (X1) and Brand Image (X2). If there are no independent variables, the variable will not change. B1 (the regression coefficient value of X1 is 0.800, indicating that the Influencer variable has a positive effect on impulse buying behavior, meaning that every increase in the Influencer variable will affect impulse buying behavior by 0.800, assuming that the rest is influenced by other variables not examined in this study.

<i>Model Summary<sup>b</sup></i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1	.522 <sup>a</sup>	<b>0,272</b>	0,232	5,57237	1,604
<i>a. Predictors: (Constant), X2, X1</i>					
<i>b. Dependent Variable: Y</i>					

Based on the SPSS output above, the R Square value is 0.272, which means that variables X1 and X2 (Influencer and Brand image) simultaneously affect Y (Impulse buying) by 27.2%. while the remaining 72.8% of the variance in impulse buying is influenced by other variables not examined in this study, such as emotions, self-control, peer influence, advertising, financial situation, and other psychological and social factors. Therefore, these results also serve as an important basis for further research to consider additional variables in order to obtain a more comprehensive picture of the factors that influence impulsive buying behavior.

<i>Coefficients<sup>a</sup></i>
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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	10,584	7,272		1,455	0,154			
	X1	0,800	0,225	0,585	3,550	0,001	0,502	0,509	0,505
	X2	-0,359	0,362	-0,163	-0,993	0,327	0,131	-0,163	-0,141

a. Dependent Variable: Y

### The Influence of Influencers on Impulse Buying Among Economics Education Students at STKIP Majenang

The presence of influencers plays a major role in shaping the consumptive behavior of students. Descriptive statistics show that the Influencer variable (X1) has a mean value of 29.92 with a standard deviation of 4.64 from a total of 39 respondents. This value indicates that students quite often feel the urge to shop from influencers, whether through promotional content, product reviews, or lifestyles displayed on social media.

Based on the t-test results, a significance value of 0.001 was obtained, which is smaller than 0.05, and a t-count value of 3.550, which is greater than the t-table value of 2.021. This proves that the first hypothesis (H1) is accepted, so it can be concluded that the Influencer variable has a positive and significant effect on impulse buying among students of the 2020–2022 batch of the Economics Education program at STKIP Majenang. Furthermore, based on the Coefficient table, it is known that the partial R<sup>2</sup> of the Influencer variable is 25.90%, which is obtained from squaring the partial correlation coefficient (0.509<sup>2</sup>). This figure indicates that about a quarter of the variation in impulse buying among students can be explained by the influencer factor.

The implication of this finding is that influencer marketing has proven to be an effective strategy to influence student purchasing behavior, particularly in encouraging impulse buying. Authentic content, persuasive communication style, and the credibility of influencers make consumers, in this case students, feel more confident and motivated to make purchases without much consideration. Companies or businesses targeting the student segment should maximize the use of influencers with characteristics that match their audience, as their influence has been proven to be significant in shaping consumer behavior.

The results of this study are in line with research conducted by Ai Siti Rohmah (2021), which found that the credibility and popularity of influencers have a significant effect on impulse buying among pashmina hijab consumers. Similarly, Pradipta's (2020) research shows that influencers play an important role in creating emotional impulses that trigger spontaneous purchases, especially among young people who are heavy users of social media. The consistency of these findings reinforces the argument that influencers are not merely promotional agents, but also figures who can build psychological bonds with consumers, thereby encouraging them to make impulsive purchases.

### The Effect of Brand Image on Impulse Buying Among Economics Education Students at STKIP Majenang

Brand image has been proven to play an important role in influencing impulse buying decisions, although the results obtained in this study differ from initial assumptions. Based on descriptive statistics, the Brand image variable (X2) obtained an average value of 21.17 with a standard deviation of 2.89. This value indicates that the brand image was rated quite good by the respondents. However, the t-test results showed a significance value of 0.327, which is

greater than 0.05, and a t-value of -0.993, which is smaller than the t-table value of 2.021. This finding indicates that the proposed hypothesis is rejected, so it can be concluded that brand image does not have a significant effect on impulse buying among students of Economics Education at STKIP Majenang for the 2020–2022 batch.

These results imply that even though a brand is perceived as good, it does not automatically encourage students to make impulsive purchases. Students tend to be more influenced by other factors that are more situational in nature, such as competitive prices, large discounts, sudden promotions, or recommendations from influencers on social media. In other words, a positive brand image will only serve as a supporting factor, but it is not strong enough to be the main driver of impulse buying in the context of this study.

This also shows that students, as critical consumers, pay more attention to external stimuli and momentary emotional impulses than simply brand reputation. From a practical standpoint, these findings provide input for companies that a good branding strategy needs to be integrated with a more aggressive promotional strategy and the use of influencers in order to be more effective in encouraging impulse buying.

Previous studies have shown results that are in line with or differ from this study. The results of Widia Febiona's (2024) study state that brand image has a positive but insignificant effect on impulse buying on the Shopee platform in Pangkal Pinang City, so these findings are consistent with the results of this study. However, research by Susanti and Hidayat (2021) shows that brand image can have a significant effect on impulse buying, especially when consumers have strong emotional ties to a brand. Meanwhile, research by Surbakti, Wijayanto, and Pailis (2022) found that brand image, when combined with other factors such as influencers and, can have a significant effect on impulse buying among millennials.

These differing findings indicate that the influence of brand image is not always consistent but is highly dependent on the consumer context, situation, and other accompanying external factors. Thus, this study contributes academically that in the context of STKIP Majenang Economics Education students, brand image is not a dominant factor in driving impulse buying. This shows that impulsive buying among students is more influenced by external and momentary emotional stimuli, and emphasizes the importance of collaborating branding strategies with other marketing elements to achieve greater effectiveness.

### **The Influence of Influencers and Brand Image on Impulse Buying among Economics Education Students at STKIP Majenang**

Based on the results of the simultaneous F test, the significance value for the influence of the Influencer (X1) and Brand Image (X2) variables on impulse buying behavior is 0.003, which is smaller than the significance level of 0.05. In addition, the calculated F value of 6.727 is greater than the F table value of 3.252. These results prove that the third hypothesis (H3) is accepted, so it can be concluded that the Influencer and Brand image variables together have a significant effect on impulse buying behavior among 2020–2022 Economics Education students at STKIP Majenang.

This finding shows that although brand image does not have a significant effect on impulse buying when considered separately, when combined with the influencer variable, the two variables have a significant effect. This means that brand image has a stronger effect when reinforced by promotions carried out by influencers. In other words, students are more easily persuaded to make spontaneous purchases when a good brand image is supported by persuasive communication from the influencers they follow.

The implication of this finding is that marketing strategies cannot rely on a single factor alone. The use of influencers without the support of a strong brand image may only produce short-term effects, while brand image without the support of influencers may not be

enough to attract the attention of young consumers. Therefore, companies or business actors should integrate influencer marketing strategies with brand image strengthening to create a synergistic effect in encouraging impulse buying, especially among students who are active on social media and familiar with digital consumption trends.

This study is in line with the findings of Surbakti, Wijayanto, and Pailis (2022), which show that influencers and brand image simultaneously have a significant effect on impulse buying among millennials.

The results of this study are also supported by Ai Siti Rohmah (2021), who found that influencer marketing can increase impulse buying behavior when combined with other factors that strengthen consumer purchasing decisions. Thus, this study emphasizes that the simultaneous influence of influencers and brand image is stronger than the influence of both factors individually, especially in the context of student consumption behavior in the digital era.

## CONCLUSION AND SUGGESTION

The results show that the Influencer variable (X1) has a positive and significant effect on impulse buying. The partial determination coefficient ( $R^2$ ) of 25.90% indicates that influencers can explain a quarter of the variation in impulse buying among students. Thus, the greater the role of influencers in providing information, building credibility, and influencing lifestyles, the higher the tendency for students to make impulse purchases.

The Brand image variable (X2) does not have a significant effect on impulse buying. The t-test results show a significance value of  $0.327 > 0.05$  and a t-value of  $-0.993 < t\text{-table } 2.021$ . This factor is not strong enough to partially encourage impulse buying. In other words, brand image only plays a supporting role, but is not the main factor that drives students to make impulsive purchases.

The F test results show a significance value of  $0.003 < 0.05$  and a calculated F value of  $6.727 > \text{the table F value of } 3.252$ . This value proves that the Influencer and Brand image variables together have a significant effect on student impulse buying.

Overall, this study confirms that Influencer has a significant influence on impulse buying, while Brand image does not have a significant partial influence. However, when combined, their influence becomes significant and can explain most of the variation in students' impulse buying.

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