

FOODSTAGRAM ENDORSEMENT AND BUYING INTEREST IN CAFÉ / RESTAURANT

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Abstract

Numbers of food businesses exist in contemporary time. They make the businessmen engaged in the same field have to be creative in the marketing to be more attractive to public. One creative idea is through endorser in foodstagram Instagram. The study aimed to determine the influence of endorser foodstagram (Typical-person endorser) toward customers buying interest. The dimensions of the endorser were used in this study consisted of the visibility, credibility, attractiveness, and power. It used 125 respondents and multiple regressions to determine the effect of each dimension used. The endorser foodstagram (Typical-person endorser) effected on buying interest. However, when the endorser dimensions were tested individually, there were only two dimensions that influence the buying interest, which were attractiveness and power.

Keywords: Endorsement, foodstagram, intention to buy.

Introduction

A business called successful if it successfully acquires retains and multiply customers (Kotler & Keller, 2009). Marketing communications are important and need attention in order for businesses success. One of them is through social media. According to Thomas (2012) in Dyah (2014), social media is the new way of marketing products since the door to door's promotional activities has been rarely performed these days. Social media is an online media based which created to simplify users in terms of sharing, participating and create content, for example, blogging, social networking, forums and virtual world (Utami & Triyono, 2011). Over the social media, customers are able to find out the most up-to-date news also able to instantly captured the trend that was popular, not only in a certain region but in the whole part of the world (Harly & Octavia, 2014). Based on those many people taking an advantage to open a business through an existing trend and utilize on the breadth of social media scope to obtain customers through activeness in social media (Harly & Octavia, 2014).

The most widely used by Indonesia people is Instagram. It is an application that allows users to take and share the photo to all the other users for free (Fitria, 2015). In the year of 2015, the Instagram user in Indonesia increased to 215%. Based on Global Web Index data 2014, the numbers of an Instagram user are able to defeat Twitter, Facebook, and Pinterest (Fitria, 2015). The habits which tend to "narcissist" makes Instagram became popular, not only personal pictures, food and public places that usually

have the attraction often become targets of an Instagram user to be photographed (Suryani, 2015). In addition to sharing photos, Instagram users are also able to make conversations with others by writing comments on the photo. Instagram users who communicate constantly will create relationships more closely, especially when they are located in the same area. This is the reason of the reason the creation of communities in Instagram and business owner makes Instagram as one of the containers to promote their business (Suryani, 2015). Social media aimed at creating awareness and interest of customers, therefore the advertiser is doing some marketing techniques, one of them through the endorser. Endorser ads supporting or is the star of ads to support a product (Shimp, 2003). There are some food and beverage endorser at Semarang.

Table 1
Foodstagram list at Semarang dated on May 26th 2016

Foodstagram	Total of follower
Semarangfoodhunter	56,200
Akucintamakanansemarang	50,400
Makandisemarang	39,800
Kulinersemarang	25,200
Makanansemarang	17,700

Source: www.instagram.com, May 26th, 2016

From Table 1, the highest follower at foodstagram is "Semarangfoodhunter", but there is no description of open for endorsement, while is available on Instagram account "Aku Cinta Makanan Semarang" and testimonial from the café/restaurant that

endorse. “Aku Cinta Makanan Semarang” Instagram account is founded by two Semarang residents, name Fenny and Princess, the purpose of it is uploading food photos on Instagram (Foodstagram) and became one of the food and drinks endorsers within the Semarang area. “Aku Cinta Makanan Semarang” was developed to serve as a culinary Guide for tourist both local and outside Semarang, it also helps the seller to promote culinary food place for more advanced as well as getting more customers. Up until today the account of “Aku Cinta Makanan Semarang” has 29,000 followers and continues to grow each day. “Aku Cinta Makanan Semarang” online activity has the most active and consistent, in one day they upload two to three times photo of foods and drinks. Based on testimony on account “Aku Cinta Makanan Semarang” many businessmen satisfied against the endorsement made by the account.

Therefore, this study purposes was to test the extent of the impact of the foodstagram endorsement (typical-person endorser) toward customers buying interest at the café/restaurant in Semarang. This research was adopted from previous research, which was done by Dyah (2014), in the study the researchers do research on the influence of celebrity endorsement on Instagram by using five dimensions of the endorser namely credibility, visibility, attraction, product match-up and power, the result of the study found that five dimensions endorser has significant influence on buying interest. In addition, Harly and Octavia (2014) has also conducted research on the influence of the endorsement of fashion bloggers against buying interest local brands using four dimension of an endorser, which are visibility, credibility, attraction, and power which affect significantly due to fashion bloggers who examined is the famous figure in the community.

This research has reiterated from Dyah (2014) and Harly and Octavia (2014) with the object of the examined typical-person endorser of foodstagram where the dimension of the endorser used only four, which are visibility, credibility, attractiveness, and power. Product match-up indicator is not used since the “Aku Cinta Makanan Semarang” account is specifically endorsement only on places to eat at Semarang. The purpose of this research is to test the typical-person endorser influential foodstagram significantly against customer buying interest when using the same variable indicator.

Through this research is expected to be able to answer the following questions: (1) Are the dimensions of a typical-person endorser (foodstagram) consisting of visibility, credibility, attractiveness and power affect the buying interest? (2) Which dimension of the endorser is most dominant?

Endorser and Typical Person Endorser

An endorser is a person who can attract attention also has the ability to convey the message and product information (Harly & Octavia, 2014), while according to Shimp (2003), the endorser is an advert star purposely used to promote a product. The used of the endorser is expected to provide support and encouragement in a delivery of advertising message which easily accepted by the customers and can cause of confidence in a product offered (Harly & Octavia, 2014). In the current era, many businesses do barter with the endorser to promote their products. There are two types of countertrade, products that will be promoted given for free or money to a potential endorser. Typical-person endorser is an ordinary people (non-celebrity), its task is to promote the products with the way to convey the message is easy to digest or understood by the audience, and since the endorser is an ordinary people the effects of exposure is the audience will feel they are part of the audience (Shimp, 2003). Typical-person endorser has much in common with ordinary people such as actual self-concept, espoused value, lifestyle, etc, it will make the audience feel more familiar (Gunawan & Dharmayanti, 2014). Wardani (2010) considered that Typical-person endorser is usually used to achieve customer trust through testimonial promotion. According to Rossiter and Percy (1997) in Dyah (2014) aspects of endorser credibilities are visibility, credibility, attractiveness, and power.

Visibility

Visibility is the popularity of model or celebrity. The popularity of an endorser can be determined from many fans and how often appear in front of the general public (Ash-shiddieq, 2014). According to Sukmawati and Suyono (2005) in Ariani (2010) visibility more pointing at the level of the popularity of a person that can be seen from the popularity of endorser credibility in the eyes of the public as potential customers who see the ad. According to Gunawan and Dharmayanti (2014), the characteristic of visibility is how famous an endorser by the community. The more identical and popular a commercial star, then ads will be delivered more quickly known by customers.

Credibility

Credibility is the perception which varies depending on the communicator. According to Wati (2012) credibility more to a tendency to be able to

convince and trust in a person or a company. The credibility associated with the product knowledge of an endorser toward the product to be advertised and also the knowledge to provide confidence to the customer (Raymon, 2013). People who can convince others are persons who can be trusted and have skills about a good communication in terms of introduction of a brand (Prabowo, Suharyono, & Sunarti, 2014). The endorser expertise as a reliable source to deliver the advertising is one of the most important factor in building credibility. Endorser expertise is included knowledge, experience and skills (Ariani, 2010).

Attractiveness

Attractiveness is the physical attractive of a star that is used in the ads in terms to raises the interest. Models which are physically attractive will result in more ad impressions pleasant compared with ads that use less attractive communicator (Shimp, 2003). Furthermore, Shimp (2003) mentioned that the endorser attractiveness includes friendliness, pleasant, physical and occupation. Physical attractiveness can be seen from both physical appearance and outward appearance. While Andini (2010) conclude that attractiveness consist of three elements: similarity, intimacy, and fondness. The public opinion and behaviour will change if there is something from the endorser they wish to follow or owned (Ash-shiddieq, 2014). Kasali (2007) reveal that an advertisement should be able to attract a good target audience, listers or readers. Therefore, advertising must consider several things, measurement for print media broadcast time for radio, colors, and layout to attract customers. According to Ishak (2008), an endorser who has more appeal may pose purchase intentions than those who have less appeal.

Power

Power is an ability to influence and follow what is shown by the communicator. The model used must have the power to affect the target (Dyah, 2014). Power is charisma possessed by the speaker to be able to influence the attitudes, thoughts, and behaviours of customers since the message delivered by the endorser (Hapsari, 2008). Meanwhile, according to Rini and Astuti (2012) power is the ability of endorser in attracting customers to buy. Strength is meant here is the power of the endorser's personality to persuade or influence customer behaviour (Dyah, 2014). In choosing a product, the customer will consider the merits of the product, therefore the quality of the products also affect the negative or positive response from customers (Ariani, 2010).

Foodstagram (Typical-Person Endorser)

Foodstagram is an activity of taking picture of food or beverage, followed by the process of downloading to social media, one of the social media is Instagram. It is an application to upload photos or videos with the aim to share with other users and let others see, giving like and comment on the photos upload. Foodstagram grouped into two categories, a non-commercial media, for hobby only and as a medium of commercial business by becoming an endorser. An example is the profile foodstagram "Aku Cinta Makanan Semarang", the founders are ordinary people who are not experts in the fields of food, suppose the chef or the background of celebrities, but the founder loves food and enjoys taking pictures of food and beverages as well as having the intention to improve the culinary in Semarang.

Typical-person endorser is a regular person who used by the company to deliver messages to customers about products or services (Gunawan & Dharmayanti, 2014). Meanwhile, according to Shimp (2003), the typical-person endorser is using ordinary people instead of celebrities to conveying the message about a product or service. Typical-person endorser is considered close to the customers since they feel have the same self-concept, personality, values espoused and lifestyle (Gunawan & Dharmayanti, 2014). The use of typical endorser-person considered can represent characters from the customers it expected can be more popular than celebrity endorser (Prativi, 2014). Selection of typical-person endorser in advertising is used to support the promotion in gaining customer confidence (Ariani, 2010). The use of appropriate endorser in advertisement will influence and gain customer attention on the message conveyed in the ad (Pakaya, 2013)

Buying Interest

Interest is the attitude of an individual who has the urge to act to get something (Simamora, 2002). According to Kotler and Keller (2009) customer buying interest is the behaviour of customers who have a desire in selecting and purchasing a product based on the experience in selecting and using. Later renewed by Kotler and Keller (2009) buying interest is emerging customer behaviour in response to an object that shows the desire of the customer to make purchase. Buying interest also defined by Kerin *et al.* (2009) in Stephanie, Rumambi, and Kunto (2013) is a tendency of the customers to measure the level of likelihood to make a purchase in selecting a product. Saidani and Arifin (2012) describes buying interest is the stage of

customer propensity to act before making a purchase decision. According to Mandasari and Soesanto (2011) aspects in buying interest is as follows:

1. An interest which showed concentration and pleasure feeling
2. The desire shown by the urge to own
3. Confidence shown by their sense of confidence of individuals to quality, efficiency and profitability of the products to be purchased

The Visibility Influence toward Customer Buying Interest

In the marketing process, the creativity of young adult are unlimited have an influence on attitudes and behavior, it could be a benchmark of the marketing world development, and one of it is through endorsement (Prabowo, Suharyono, & Sunarti, 2014). Along with the large number of eating places at present time make all businessman which engaged in the same field should think of marketing medium that can attract customers, one of which is through the endorser foodstagram on Instagram. Visibility or admiration is one of dimension that must be addressed in determining an endorser so that the public will feel attracted to and interested in making a purchase. There are a number of indicators to measure the level of admiration of a person toward the endorser in Instagram, level popularity based on the total number of its followers, the level of admiration, the quality of photo uploaded and foto upload intensity (Dyah, 2014). Sukmawati and Suyono (2005) in Ariani (2010) mentioned that buying interest is the stage where the customers will choose a brand. Then the customer will make a purchase in accordance with the alternative choice. In relation to the visibility, someone will be interested in a product if the endorser is quite famous and convincing. The popularity of an endorser will have an impact on the easy recall of a product advertised to customers. Based on the previous explanation, it can be hypothesized, as follows:

H₁: Visibility has an influence toward buying interest

The Influence of Credibility toward Buying Interest

According to Shimp (2003), an endorser's expertise is the main reason for choosing the endorser as a supporter of the ad. Credibility is an importance dimension in determining the effectiveness of an endorser. Endorser credibility includes expertise and trustworthiness. Those depend on the public valuation. The more expertise and trustworthiness then the public will assume that the endorser is credible (Gunawan & Dharmayanti, 2014). When the endorser

that assessed by the public already have the credibility and trustworthiness, it would result in the product being advertised be appropriate and in accordance with the public perception. A person's behavior to the interest depends on the individual attitudes and norm, belief about the impact of the behavior will influence the attitudes and norms of the individual (Ariani, 2010). Meidika and Retno (2014) reveal that the existence of a credible endorser is able to raise brand awareness and foster interest in public buying interest. An endorser who has the skills, relevant experiences and trustworthy will be easier to persuade compared with an endorser who lacks skills and untrustworthy (Meidika and Retno, 2014). Based on the previous explanation, it can be concluded, as follows:

H₂: Credibility has an influence toward buying interest

The Influence of Attractiveness against Buying Interest

Endorser attractiveness is one of the aspects considered by the advertising executive (Shimp, 2003). An endorser who has a high appeal would affect the interest of the customer into buying a product. The endorser must reflect people personality in terms to make people feel have similarity and intends to use its products (Ariani, 2010). The attractiveness of endorsers includes friendliness, fun and physically. In foodstagram, attractiveness means the quality of photos. Uploaded photos with clear results, color and interesting layout, also represents the sense of public will certainly attract the attention of followers. It is expected that the followers initially viewed photo of food/drinks are expected to be curious and wish to try. The use of endorser is expected to provide support and encouragement in delivering advertising messages to be easily accepted by customers and increase confidence in the products offered (Suryani, 2015). Based on the above explanation, it can be hypothesized, as follows:

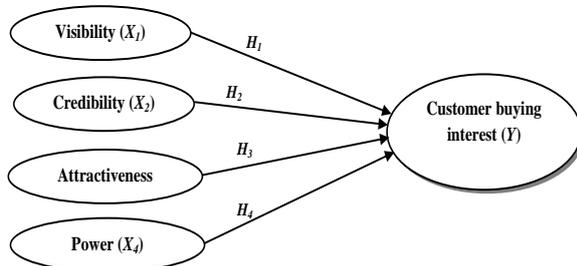
H₃: Attractiveness has influence toward buying interest

The Influence of Power against Buying Interest

In endorser must have the strength as inspirations, a trendsetter and improving the product image (Dyah, 2014). Endorser used must have the power to influence the audience to buy (Ariani, 2010). The use of endorser was considered effective if the endorser easily knew, interesting and have a lot of fans. Fans with a high level of admiration to the endorser will raise an encouragement to purchase products pre-

sented by the endorser. Based on the above explanation, it can be hypothesized, as follows:

H_4 : Power has influence toward buying interest



Picture 1. Research model

Source: Dyah (2014)

The Research Method

These studies use quantitative methods is the method that examines the influences between variables to test existing theories (Prasetyo, 2014). The population used in the research are all followers Instagram account “Aku Cinta Makanan Semarang.” Due to the population of followers “Aku Cinta Makanan Semarang” increased each time, the researchers determined the number of population on November 10th, 2015 and at that time total population was 29,000. Sampling technique used is purposive sampling and with criteria Instagram account followers “Aku Cinta Makanan Semarang” both in and outside Semarang. According to Malhotra (2007) a minimal number of samples in a study is 150, but in this research only used 125 samples due to a limitation in collecting questionnaires.

Data Types and Data Collection Techniques

This research uses primary data. Primary data was collected by distributing online questionnaires to Instagram account followers “Aku Cinta Makanan Semarang” located both in Semarang and outside Semarang via Direct Message (DM) Instagram and personal chat.

Data Analysis Techniques

The data in this study using descriptive analysis is to proof the existence of the influence between the use of endorsement foodstagram in Instagram on customer buying interest by using four dimensions, visibility, credibility, attractiveness and power.

This research measured simultaneously and partially using multiple regression data analysis tech-

niques, which aims to measure the influence of the independent variable in this case is foodstagram consisting of four dimensions, visibility, credibility, attractiveness, and power on the dependent variable customer buying interest. Previous test have been conducted with the validity of r tables is 0.361 and reliability test with Cronbach alpha value greater than 0.6. The common similarity of multiple regressions in this research is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Explanation:

Y = customer buying interest (independent variable)

a = score of Y when $X=0$

b = delta Y when X change

X_1 = visibility

X_2 = credibility

X_3 = attractiveness

X_4 = power

e = error

Research Result and Discussion

In the beginning of the actual research is expected to total 150 respondents, in fact, there are only 125 people responded and 25 respondents did not respond. Data collected through online questionnaires were sent via personal chat and a Direct Message (DM) via Instagram to Instagram account followers “Aku Cinta Makanan Semarang. The following is the characteristic of the respondent.

Based on Table 3, 85.6% of respondents are students/college with age category less than 25 years old. This is strengthened by the Brand Development Lead Instagram APAC Paul Webster in Jakarta that the majority of Instagram users is financially capable, young, own a smartphone, has a bachelor’s degree and joined the Instagram community named “Instameet” (Rapppler.com). The period of time from the respondents who follow Instagram Account “Aku Cinta Makanan Semarang” dominated by less than one year is 78.40%, from the total respondents, the location occupied is currently in Semarang city was 60.8% and the remaining 39.2% of respondents who live outside the city of Semarang. 79.2% of respondents have open Instagram on daily basis. It can be concluded that followers of Instagram account “Aku Cinta Makanan Semarang” are students less than 25 years, has not been working and domiciled in Semarang, with the aim to facilitate customer in finding a recommended place to eat.

Table 2
Conceptual and Operational Definition

Variable	Conceptual Definition	Operational Definition	Source
Visibility	Visibility is the popularity of a model or celebrity, if the model or celebrity is well-known and popular among people (Rossiter & Percy, 1997).	<ol style="list-style-type: none"> 1. Instagram Account is admired for photo uploads 2. It has a lot of followers 3. A clear quality of photo uploaded 4. It has intensity in download photo of food and beverage 	Dyah, 2014 With adaptation
Credibility	Credibility of celebrity is an ability to reliably in terms of deliver a product through the power of appeal (Shimp, 2003).	<ol style="list-style-type: none"> 1. Have the skills to be a typical-person endorser in Instagram 2. Have expertise in uploading photos, result can be seen from the interesting photos 3. Having a lot of knowledge regarding food and beverage products uploaded 4. Have the ability to write persuasive caption in the photo uploaded 5. Have skills in photography food and beverage that was endorsed 6. Ability to convince the food and beverage quality was endorsed 	
Attractiveness	Attractiveness is a physical attraction of the commercial star that used to create enthusiasm (Shimp, 2003).	<ol style="list-style-type: none"> 1. Photos of the food and beverage looks interesting 2. The photo of food and beverage looks delicious 3. Photos uploaded represent public taste 	
Power	Power is the ability to influence and follow what is shown by the communicator (Dyah, 2014).	<ol style="list-style-type: none"> 1. Making cafe / restaurant that was endorsed become a favorite place. 2. Having the strength to improve the image of the food and drink that was endorsed. 3. Become an inspirational figure in the culinary field for followernya 	
Buying interest	<ul style="list-style-type: none"> - Buying interest is the stage tendency of respondents to act before any purchasing decisions are implemented (Kinnear & Taylor, 1996). - Buying interest is emerging customer behavior in response to an object that shows the desire of customers to make a purchase (Kotler & Keller, 2009). 	<ol style="list-style-type: none"> 1. After seeing the food and drinks in the upload will consider buying. 2. I am interested to come to the cafe / restaurant endorsed. 3. Food and beverage endorsed by the food and drink that the public interest. 	(Kotler & Keller, 2009)

Table 3
The Characteristic of Responden Followers Instagram Account “Aku Cinta Makanan Semarang”

Category		Total	Percentage
Age	<25 years	114	91.20%
	25–35 years	11	8.80%
	35–45 years	0	0%
	Total	125	100%
Occupation	Student	107	85.60%
	Private company employee	8	6.40%
	PNS	1	0.80%
	Entrepreneurs	6	4.80%
	Others	3	2.40%
	Total	125	100%
Followers of Instagram Account "Aku Cinta Makanan Semarang"	< 1 year	98	78.40%
	> 1 year	27	21.60%
	Total	125	100%
Domicile	Semarang	76	60.80%
	Outside Semarang	49	39.20%
	Total	125	100%
	Frequency on checking Instagram account within a week	< 1 time	0
1–7 time/s		17	13.60%
>7 time/s		9	7.20%
daily		99	79.20%
Total		125	100%

Multiple Regression Test

Regression test aims to examine the influence of each independent variable that consists of Visibility (X_1), Credibility (X_2), Attractiveness (X_3) and Power (X_4) to buying interest variable (Y) and the effect of each independent variable toward related variable. Following is the result of multiple regression test.

F test was conducted to determine the effect of independent variable on the dependent variable simultaneously. F test result in table 0.00 Anova showed significant values so that H_a accepted which means there is a simultaneous influence of independent variable consisting of visibility, credibility, attractiveness, and power on the dependent variable buying interest. Furthermore, to see effect of partially t -test is by seeing the significant value of each variable in the Table 5.

Table 4
The Result of F test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	17.944	4	4.486	35.560	0.000 ^a
Residual	15.138	120	0.126		
Total	33.082	124			

Table 5
The Result of t test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.409	0.302		1.352	0.179
X_1	0.143	0.087	0.137	1.652	0.101
X_2	0.129	0.107	0.124	1.206	0.230
X_3	0.332	0.094	0.325	3.554	0.001
X_4	0.270	0.096	0.274	2.827	0.006

From the result of significant value in the coefficient table there are only two variables influencing the buying interest, those variables are Attractiveness (X_3) and Power (X_4) due to the significant value is smaller than the alpha (0.05) is 0.001 and 0.006. Other variables, Visibility (X_1) and Credibility (X_2) have a significantly greater value that the alpha (0.05) with a value of 0.101 and 0.230, which means X_1 and X_2 does not affect the buying interest (Y)

The result of regression equation is:

$$Y = 0.409 + 0.143X_1 + 0.129X_2 + 0.333X_3 + 0.270X_4$$

The interpretations of the above equation are:

1. Visibility and buying interest influence each other, if there is an increase in visibility it will cause an increase in buying interest
2. Credibility and buying interest influence each other, if there is an increase in credibility it will lead to a rise also in buying interest
3. Attractiveness and buying interest influence each other, if there is an increase in attractiveness it will lead to an increase in buying interest
4. Power and buying interest influence each other, if there is an increase in Power it will lead to a rise in buying interest

To measure the effect of typical dimensions-person endorser comprised of visibility, credibility, attractiveness and power can be seen in Table 6.

Table 6
Coefficient and Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.736 ^a	0.542	0.527	0.35518

The value of Adjusted R Square in the Table 6 shows the numbers of 0.527. It shows the Typical-person Endorser (Foodstagram) which contains of four dimensions, visibility, credibility, attractiveness and power may explain the effect of buying interest of 52.7% in other words buying interest influenced by other variables which are not covered by 47.3%.

Discussion

On the result of regression test simultaneously demonstrated that there is a significant effect between the typical-person endorser against buying interest, but partially in each variable there are only two dimensions of typical-person endorser that affect buying interest that is attractiveness dimension and power. This result is opposite from the previous research conducted by Dyah (2014) and Harly and Octavia (2014), their object of examined was celebrity endorser and fashion blogger against buying interest, the research mentioned that the entire dimensions endorser affect significantly against buying interest. Those results indicate not all dimensions of typical-person endorser influence customer to make a purchase.

Visibility does not Affect Buying Interest

Based on the result of the processed data in Table 4, the score of significant visibility variable is greater than 0.05 to alfa used, it means visibility does not affect toward buying interest or H_1 is refused. This is different from previous research conducted by Dyah (2014) and Harly and Octavia (2014) which said that the visibility on the celebrity endorser and fashion blogger influence against buying interest. According to Dyah (2014) visibility is the level of popularity is measured based on the number of followers, the level of admiration, the quality of photo uploaded and intensity of frequent photos uploading. Based on the recognition of the questionnaire regarding the visibility on the statement "I was very impressed the photos produced by "Aku Cinta Makanan Semarang" get scoring by an average of 3.922, which means Instagram "Aku Cinta Makanan Semarang" simply admired and in accordance with the characteristics of respondents 60.80% dominated by residents of Semarang. To strengthen the hypothesis, then interview with some of the respondents has been conducted, and the result is three out of four respondents said that popularity is not the main reason to raise buying interest. The following answer of respondents regarding the importance of foodstagram popularity:

"I become followers since it popular and popularity means trustworthiness and I also interested to try the food since they have a good picture, colour and background are nice." (Respondent A, April 1, 2016)

"As a customer, the main reason to raise the buying interest is the attractiveness of photo uploaded. The important thing for seller is po-

pularity, since it can attract customer to try the food or drink promoted." (Respondent B, April 1, 2016)

"I think the popularity of the account is important, but not all will lead to buying interest, personally I will look at the photo, if the photo is good and food are look delicious then I am interested, but in otherwise if the photo display is not represented a tasty food, then I will not try it." (Respondent C, April 1, 2016)

Based on the results of the interview, visibility does not affect the buying interest. Since not everyone becomes a follower of definite interest to buy, sometimes they are just excited to see the photos.

Credibility does not Affect Buying Interest

Regression analysis also shows that credibility has no effect toward buying interest due to the value of credibility has a significant value of 0.230 greater than alfa 0.05 which means H_2 declined. On previous research conducted by Dyah (2014) and Harly and Octavia (2014), there is a difference result, it said that credibility of celebrity endorser and fashion bloggers affect buying interest. Celebrities are more credible compared with non-celebrities since physical appearance and character of a celebrity make an ad more attractive and affect the audience in buying decisions (Wardani, 2010). According to Ariani (2010), the important factor in the credibility dimension is endorsed expertise as the trustworthy source in terms of delivery the advertising messages. To be able to engender trust a good perception of the customers then the marketer must understand a product that is known to the customer, so it can be communicated appropriately, then the trust between the customers will be different.

According to Soesatyo and Rumambi (2013) celebrity endorsement used by the marketer to build brand image and celebrity, the endorser is considered to be able to give a positive response and buying interest compared with the typical-person endorser. According to the data in the characteristics of the respondent, the period of respondents who have become a follower of Instagram account "Aku Cinta Makanan Semarang" is less than one year with the total of 78.40%, it can be concluded from this research that customer confidence is still low. To strengthen the results of the hypothesis, we conducted interviews with four of the respondents in regards to their confidence toward foodstagram and the important of a caption. Here are three of four respondent answer questions related to the importance of foodstagram credibility:

“I do not trust all the food in the photo are tasty, since the endorser does not pay attention to the food flavour.” (Respondent D, April 1, 2016)

“Not all the food I was interested in buying, sometime I just see it” (Respondent A, April 1, 2016)

“I think the caption is not too important, the main thing is a photo of food/beverage. I observe the photography then caption, since caption only contain more information such as price, location and contact number” (Respondent B, April 1, 2016)

Based on the interview result, respondent is lack of confidence toward the taste of all food photos uploaded on Instagram. The respondent will attract and willing to try if they the food is seen delicious. According to the respondent, caption creates to have a little influence on the buying interest since it contains information. The caption becomes important once they assure that uploaded food photo is delicious.

Attractiveness Effect on Buying Interest

As with the previous research conducted by Dyah (2014) and Harly and Octavia (2014) that attractiveness influence on buying interest. Regression analysis shows a significant coefficient attractiveness of 0.001. This indicated that the H_3 accepted since the significant value is smaller than the alpha 0.05. Advertising attractiveness is advertising ability to influence or draws the attention of the audience that is supported by advertiser till the communication process running smoothly (Soesatyo and Rumambi, 2013). This is accordance with the theory that is expressed by Ishak (2008) that an endorser who has attractiveness will cause intentions in buying interest compared to the unattractive endorser.

On the statements concerning the attractiveness dimension from Instagram Account “Aku Cinta Makanan Semarang” is a photo uploaded looks delicious, that statements have the highest average score among others statement of 4.272. This is a sign from the young customer (aged < 25 years old) that Instagram Account “Aku Cinta Makanan Semarang” have high appeal. The owner of the account is expertise in taking a photo of the food so it looks delicious and causes buying interest (Ariani 2010).

Power Effect on Buying Interest

Regression analysis shows the coefficient significant power of 0.006 greater than alfa 0.05, therefore H_4 is accepted, it means power has an influence on buying interest. According to Dyah (2014) po-

wer on the endorser measured through its ability to provide inspiration. Instagram account “Aku Cinta Makanan Semarang” collect the highest average in term of the statement and it became one of the account searches by respondents as a reference place to eat. This account has an average score of 4.152.

When the endorser may cause admiration from others and able to influence others to follow the example, then the endorser is said to have the power (Sukmawati and Suryono, 2005) in (Ariani, 2010). Power owned by the Instagram account “Aku Cinta Makanan Semarang” is the ability to invite followers at places that were endorsed as well as being able to be a reminder for customers when they need a reference to eating.

The Dimension of Endorser which Most Influence on Buying Interest

Based on the results of the questionnaire and data processing, dimension of attractiveness affect dominantly against the dimension of the endorser on the foodstagram (typical-person endorser). On the t -test, the significant value of attractiveness has a value of coefficient regression b for 0.332 is the great value compared to other variables. Based on the results of the interviewed, respondents consider that attraction is the main factor that can lead to buying interest in foodstagram.

Conclusion and Implications

The following is the conclusion from a research regarding the influence of typical-person endorser (foodstagram) which consists of four variables, visibility, credibility, attractiveness, and power against buying interest on Instagram account “Aku Cinta Makanan Semarang”: Simultaneous typical-person endorser (foodstagram) has effect buying interest on the account Instagram “Aku Cinta Makanan Semarang”. Partially visibility and credibility dimensions does not affect buying interest on account Instagram “Aku Cinta Makanan Semarang”, while the dimensions of attractiveness and power effect buying interest on account Instagram “Aku Cinta Makanan Semarang”. The most dominant influence of typical-person endorser (foodstagram) on account Instagram “Aku Cinta Makanan Semarang” is the dimensions of attractiveness.

The Theoretical Implications

The result of this research have a difference with Dyah (2014) and Harly and Octavia (2014), in which the four dimension of the endorser that consists of

visibility, credibility, attractiveness, and power are affect the buying interest. On the result of this research only two dimensions that consists attractiveness and power have an effect on the buying interest, while the dimension of visibility and credibility has no influence on the buying interest. Differences in results due to the type of the endorser is used in this research is the typical endorser-person whereas Dyah (2014) and Harly and Octavia (2014) is a celebrity endorser.

Managerial Implications

To promote both food and beverages Instagram account “Aku Cinta Makanan Semarang” should doing modifications, for example not photo only but video as well, since through video public will be able to see the atmosphere of the eating place, also it can increasing confidence and foster buying interest. Once in a while Instagram account “Aku Cinta Makanan Semarang” should make an event, for example food festival, where the customer directly can taste all the food and drink. In addition the event can quickly introduce eating place/café/restaurant to the public, as well as provide information about food or drink available in Semarang.

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