



Analysis of the Influence of the Role of Influencers on Increasing Income in Liberia

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Abstract

The role of influencers is a successful marketing strategy because in the digital era, users choose interesting content from influencers and people they follow over advertising and frequent use of social media. This research aims to determine "The Influence of the Role of Influencers on Increasing Income in Liberia". This research will use quantitative research methods, with a research sample of 56 respondents. "The research results show that multiple linear regression has a positive constant value of 17.882. The F test states that the role of influencers in increasing income in Liberia is $0.013 < 0.05$. The T test states that the role of influencers (X1) produces a significance value of $0.00 < 0.05$ and the calculated t value is $6.043 > t$ table 1.673, and the R value is 0.119 or 11.2%.

Keywords: Analysis, Influencer, Income

Introduction

The digital era has led to the emergence of various innovative marketing techniques in local communities. Among these is the rise of influencers, a phenomenon that is currently popular on social media. You could say that influencers are very important in advertising social media products today (Anggraini & Hakimah, 2022). To be competitive and keep up with the times, business people also need to adapt their strategies and techniques, especially in product marketing. Technology, which is always developing and evolving, has a significant impact on many aspects of daily life, including marketing (Sicily, 2020).

With the advancement of digital technology allowing everyone on the planet to have access to the internet, social media has become inevitable. Today, more than 4 billion people use social media every day. Mobile devices are used by nine out of ten social media users to access their accounts. Access to social media is accompanied by the development of the e-commerce sector. About 28% of people's online time was spent on social media sites in January 2015 (Bennett, Shea; 2015). Instagram influencers often use Facebook, Tiktok, and Twitter (Nabilah, Irma; 2021). These are some of the social media sites where businesses can showcase or advertise their products. This phenomenon is very popular, especially among young people, because influencers who are open and honest with their consumers about how much they value a product or service advertised through sound, video or images have huge social influence. and credibility (Buyer, Lisa; 2016).

People are aware of the existence of influencers because when using social media they will definitely find product advertisements featuring content creators who are the main influencers in the sales process. Naturally, influencers are a hot topic of conversation and businesses should be able to use this

as an opportunity to launch and advertise their brands to increase revenue.

Consumers in the digital era are less receptive to advertising and are frequent users of social media and want to see interesting material from users or influencers they follow, influencer marketing is a successful strategy (Hutabarat, 2019). Business people use influencers more often for two reasons first, the budget or costs are lower, and secondly some influencers only accept products from the brands they promote and do not even charge for the services they provide. Influencers themselves are divided into five categories: Nano, Micro, Macro, Mid-tier, and Mega. These categories are based on how many followers or followers they have.

According to Hariyanti and Wirapraja (2018) People with large enough followers who are active on social media are known as influencers, which allows them to persuade other people to do something. Influencers can generate trends or be the center of attention of many people. Through engagement with social media through these influencers, the general public can learn accurate information, the most important thing is trade in goods. The general public considers Influencers to be sources of changeable information. (Marijke, DV, et al. 2014). Influencers have the ability to reach a wide audience and build a relationship of trust with their followers. This can be a valuable asset for Liberia to expand market reach and increase revenue.

Revenue is something important for every business. It's hard to get paid or earn money without money. The result of business operations, commonly referred to as sales, is revenue. to grow market share and, if customers find the product attractive, to increase sales and increase profits for the company. Capital ownership is one aspect that can have an impact on business actors' income. Capital drives company operations and activities, as well as the procurement of goods for sale and the supply of raw materials (Fersa, 2022).

Liberica coffee originates from Liberia and is considered less economically valuable than Arabica and Robusta varieties. Liberica coffee, however, offers a number of benefits, such as a higher tolerance to disease attacks and a good ability to adapt to peatlands. Unlike other coffee varieties, such as Arabica and Robusta, Liberica coffee can grow and bear fruit all year round. The characteristics of this plant include thick leaves, a wide canopy, and very fast growth (Hulupi, 2014).

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The description given above is as a guide, interested researchers will investigate "Analysis of the Influence of the Role of Influencers on Increasing Income in Liberia".

Method

This research uses quantitative research methods. The data collection method for this research will involve the use of a questionnaire. There were 128 participants in the study population. Purposive sampling was used to obtain a sample of 56 respondents using the Slovin formula for sampling.

One sampling method is a purposive sampling technique which considers certain factors. Using objective sampling techniques, a group of participants is selected based on specific attributes deemed relevant to the demographics or attributes of the population under study.

Results and Discussion

Validity test

Table 1. Test Validity

Peran Influencer	Rhitung	Rtabel	Keterangan
X1	0,670	0,258	Valid
X2	0,797	0,258	Valid
X3	0,683	0,258	Valid
X4	0,566	0,258	Valid
X5	0,569	0,258	Valid

Based on table above, all statements valid because Rcount is greater than Rtable

Peningkatan pendapatan	Rhitung	Rtabel	Keterangan
Y1	0,641	0,258	Valid
Y2	0,625	0,258	Valid
Y3	0,644	0,258	Valid
Y4	0,765	0,258	Valid
Y5	0,687	0,258	Valid

Based on the table above, it is stated that all statements valid because Rcount is greater than Rtable. Briefly explain the data used in the research and where the data comes from, whether private data or public data, how to obtain the data and the techniques used & also explain how the data is processed.

Reliability Test

Table 2. Test Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,666	5

Based on the table above, it is stated that all statements are reliable Cronbach's is than 0.6

Reliability Statistics

Cronbach's Alpha	N of Items
,697	5

Based on the table above, it is stated that all statements are reliable because Cronbach Alpha greater than 0.6

Normality test

Table 3. Test Normality
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	56
Normal Parameters ^{a,b}	
Mean	,0000000
Std. Deviation	2,90448753
Most Extreme Differences	
Absolute	,074
Positive	,060
Negative	-,074
Test Statistic	,074
Asymp. Sig. (2-tailed)	,200 ^{c,d}

Based on table 3, the *Asymp* value is obtained. *Sig. (2-tailed)* of 0.200 is greater than 0.05 it is concluded that data normally distributed

Analysis Multiple linear regression

Table 4. Multiple linear regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	17,882	2,959	
	Peran Influencer	,119	,144	,112

From the linear regression equation, it can be interpreted as:

1. The constant value of 17.882 indicates a positive sign indicates the influence of in the same direction between the and dependent variables
2. coefficient for the influencer role variable has positive of 0.119. When the sign is positive, it indicates that influence between independent variables and dependent is one direction

F test

Table 5. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,857	1	5,857	,682	,013 ^b
	Residual	463,983	54	8,592		
	Total	469,839	55			

a. Dependent Variable: Peningkatan Pendapatan

b. Predictors: (Constant), Peran Influencer

Based on output above value of the role influencer in increasing income in Liberia is $0.013 < 0.05$ The conclusion reached is that dependent variable is influenced by htime as the accepted model.

T test**Table 6. T test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,882	2,959		6,043	,000
	Peran Influencer	,119	,144	,112	,826	,413

It can be concluded that the role of influencers (X1) influences increased income (Y) based on the output results above, which researchers can provide to analysts. The results of the hypothesis test show that the role of influencers (X1) produces a significance value of $0.00 < 0.05$ and a T value of 6.043 $> t$ table 1.673.

Determination of R Square (R2)**Table 7. Determination of R Square (R2)**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112 ^a	,012	-,006	2,931
a. Predictors: (Constant), Peran Influencer				
b. Dependent Variable: Peningkatan Pendapatan				

Based on the output R of 0.112 or 11.2%, it is obtained. This shows that 11.2% of donations influence the influencer function variable to increase income, with the remaining percentage influenced by factors not included in this research.

Conclusions

Based on the research results, it was concluded that the constant value had a positive sign of 17.882. The F test stated that the role of influencers in increasing income in Liberia was $0.013 < 0.05$, and the R value is 0.119 or 11.2%.

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