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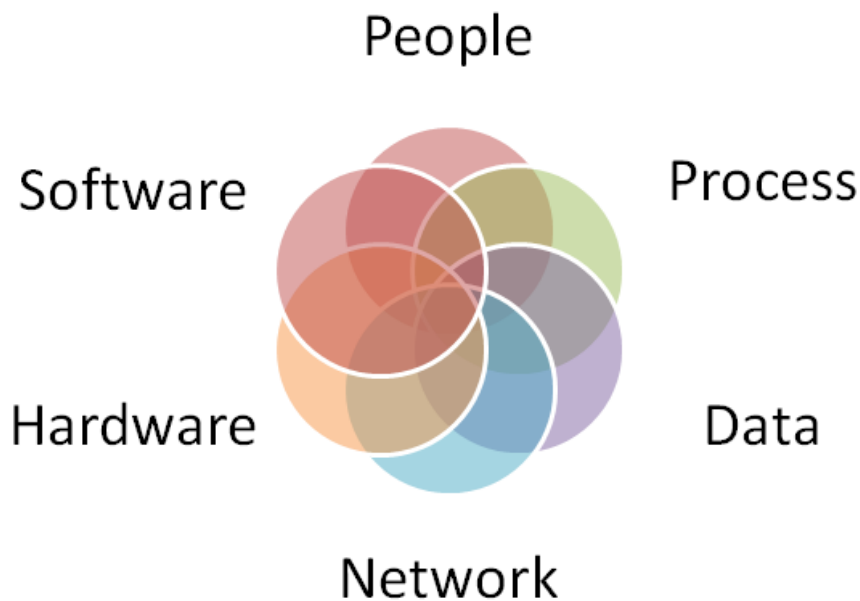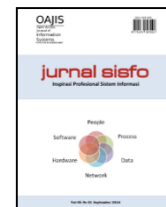
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Identification of Factors that Influence Buying Interest Caused by Youtube Reviewer:
A Case Study of Smartphone Products in Indonesia

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Abstract

Smartphone users in Indonesia reached 89 percent which means as many as 167 million people in Indonesia are users of communication and information technology which continues to grow rapidly. Unfortunately, the development of smartphones is not in line with consumers' understanding of the latest innovations made by smartphones in each of its newest models. Specifically, many variants of smartphone types with various price ranges make it greatly difficult for consumers to choose which smartphone product to buy. Social media Y reviewer as an opinion leader who reviews smartphones is believed to be able to generate consumer buying interest in smartphone products. This research is expected to solve social problems by knowing what factors might influence consumer interest caused by the content uploaded by Y reviewers. Data were collected using a questionnaire and as many as 163 respondents were collected but only 150 respondents could be processed using SEM with SPSS Amos. The results showed that Advertising Value, Flow Experience and Brand Awareness have a significant positive effect on buying interest in smartphone products due to content from Y reviewers.

Keywords: Brand Awareness, Purchase Intention, Smartphone, Structural Equation Modeling, Social Media Y Reviewer

1. Introduction

The development of technology has shown changes in the dynamics of human life. Technology as defined by [1] in the Encyclopedia Britannica is the application of scientific knowledge for practical purposes in human life. [2] mentions that there are two main components of technology, namely 1) physical components in which the journal exemplifies products, equipment, and tools, and 2) information components including marketing, production processes, and reliability. As interpreted from the above definition, it can be concluded that technology is a tool created by combining techniques to facilitate human life.

Today the development of technology leads to the era of all-digital communication with the presence of social media. The development of social media has provided a new forum as a medium for marketing and communicating with customers [3]. Social media is defined as an empowered online service that allows users to make various kinds of content and then share it with other social media users [4]. Study results prove that social media can affect consumer behavior [4]. That is because the content on social media is user-generated content (UGC) whereas UGC is content created by users [5]. A study conducted by [6], said consumers will generally look for a reference to support their behavior in the decision to buy a product. One of the references can be found in the content on social media.

Social media continues to grow with the emergence of various platforms such as media social F, G+, T, and Y [7]. Reporting from the statistical website, [8] shows that F and Y are the two social media that have the most active users as of January 2020. F has approximately 2.4 billion users, followed by Y with 2 billion users [8]. Y is a social media that allows users to exchange information more attractively because it is presented by using videos or moving images without any duration limitations. Y is interesting to study because of its uniqueness of social media which is always top of mind when discussing sites for exchanging information using videos [9].

Some studies said UGC is one of the factors that make consumers use social media because of the dependence it creates, especially in terms of making decisions when buying products [10]. The content is created by an opinion leader who acts as a media liaison between the media and its users. One of the scopes of an opinion leader is an online review [11]. On Y, opinion leaders who conduct online reviews are known as Y reviewers. The role of a Y reviewer is to upload content related to a product or brand which is then thoroughly reviewed by providing positive or negative ratings and experiences related to the product or brand.

This study will focus on the impact of Y reviewers on changes in consumer buying behavior. This study is conducted due to the increasing trend of Y which is marked by the rise of users and the level of awareness of Y. The object of this study is a smartphone, which is defined as a telephone device that is driven by a mobile operating system (OS) and works like a computer. Smartphones can also be used as cameras, portable media players, and as guide devices as defined by technology companies [12]. Smartphones were chosen because as much as 70% of the time spent watching videos on Y came from smartphones [13]. Smartphones have also become a lifestyle today and become one of the important things for daily activities [14]. This research was conducted to show the influence given by a Y reviewer through the content they uploaded on the behavior of consumer buying interest with case studies of smartphone products in Indonesia.nya

2. Literature Review

2.1 Social Media Y

Social media Y is a subsidiary of social media G which was founded in 2005. Y is a social media used to share videos with low-cost broadcasting tools that are easy to use and allow users to share content and interact with each other [15]. Y users can share information by uploading their own content. Generally, it is referred to as user-generated content (UGC) [16]. In addition, Y also allows users to freely express themselves or their organization and create a relationship with a brand or product [17].

2.2 User Generated Content (UGC)

UGC is a form of content or information in the form of writing, discussion forums, podcasts, digital images, video or sound, and other forms of media created by a user or organization and carried out online and generally uploaded to social media [5]. UGC was created by consumers because it is considered an opinion that can influence the behavior of other consumers through social media [4]. A study states that UGC has a

greater influence than company-generated content (CGC) on the trust that arises in the minds of consumers because the content is created based on the experiences of these consumers and is reviewed honestly and thoroughly [18]. The use of social media helps consumers to find UGC content which then influences their behavior [6]. Social media Y allows anyone to upload videos containing any content, so it can be concluded that the content on Y is user-generated content (UGC).

2.3 Y Reviewer as Opinion Leader

An opinion leader is someone who provides information regarding a product or brand and can influence public opinion. An opinion leader on social media Y is called a Y reviewer. Opinion leaders can influence consumer behavior because consumers will seek information to support their behavior [10]. There are six characteristics of an opinion leader as mentioned in the article written by [11]. Based on these characteristics, the authors raised a hypothesis that is assumed to affect consumer buying interest. These characteristics include the following:
1. Professional Knowledge: This characteristic shows that an opinion leader has adequate knowledge and is considered an expert on a product, even if he is already associated with the product. The information and opinions conveyed in the content will have more influence on consumers.
2. Product Involvement: An opinion leader has involvement and interest in a product and tends to seek information about the product.
3. Interaction: This characteristic shows that an opinion leader spends more time interacting with others to foster trust and popularity factors. Higher trust and popularity factors can have a positive impact on consumers.
4. Reputation: Maintaining reputation is important and that is what opinion leaders do by being active on social media.
5. Innovative: With his capacity and knowledge, an opinion leader is more innovative and can inspire others to make a product better.
6. Loyalty: They are always consistent with what they do. Their loyalty can be seen from their consistency in providing information in the form of content on social media.

Information from the mass media cannot affect someone directly. However, the information can be shared by an opinion leader through a video uploaded to their social media Y account and then be watched by their subscribers. In practice, seven dimensions of an opinion leader can affect consumers, one of which is an online review that will be a focus dimension in this study.
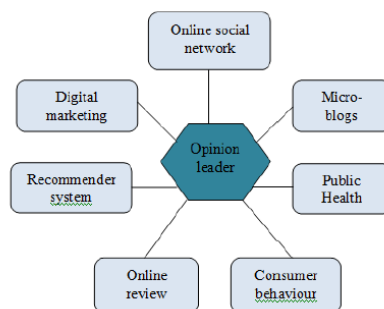

Figure 1. Opinion Leader Dimension [11]

2.4 Smartphone

A smartphone is a telephone device that is driven by a mobile operating system (OS) and works like a computer. Smartphones can also be used as cameras, portable media players, and as guide devices as defined

by technology companies [12]. An article by [19] defines a smartphone as a miniature computer that integrates various digital devices such as cameras and GPS and can operate various software.

Nowadays, smartphone is not only used to make calls or send short messages. The need for smartphones is based on the many things that can be done such as playing games, tools for shopping online, and streaming videos. Based on this, smartphones are believed to be able to change a person's habits [20]. It also makes the smartphone the fastest growing technology [21] because of its ability to meet the various needs of its users. In research [22], smartphones are considered essential for daily life.

2.5 Consumer Buying Interest

Buying interest is a consumer behavior that indicates a consumer's desire to make a purchase of a product in the future [23]. In this study, consumer buying interest was measured based on advertising value and flow experience as well as consumer sensitivity to a brand [22] from the content uploaded by Y reviewers about smartphone products. Consumer buying interest can be used to predict actual purchases [24].

3. Hypotheses

Informativeness (INF) can be defined as the form of the message delivered [25]. Based on research conducted by [26], consumers will buy a product after receiving relevant information. A study says informativeness has a relationship with marketing value or advertising value (ADV) [27]. Informativeness can have a positive influence on the flow experience (FEX) [28]. The hypotheses that can be written based on this literacy are as follows:

H1A: Informativeness (INF) of Y reviewer content has a positive relationship with Flow Experience (FEX).

H1B: Informativeness (INF) of Y reviewer content has a positive relationship with Advertising Value (ADV).

Credibility (CRE) is a condition where consumers can trust the information they receive [29]. The existence of credibility makes marketing more reliable and acceptable to the target market [30]. The credibility of marketing is influenced by the company or individual doing the marketing [31]. It can be concluded as a hypothesis, credibility is related to advertising value. Based on research [32] the credibility of marketing information can affect consumer emotions and provide related experiences.

H2A: Credibility (CRE) of Y reviewer has a positive relationship with Flow Experience (FEX).

H2B: Credibility (CRE) of Y reviewer has a positive relationship with Advertising Value (ADV).

The next factor in the research model is entertainment (ENT). Entertainment in the scope of marketing is a form of conveying a message that is fun and entertaining and can affect the emotions of consumers who see it [33]. Based on research conducted [34], entertainment is an important value that must exist in marketing and triggers consumers to see it.

H3A: Entertainment (ENT) content that is uploaded by Y reviewer has a positive relationship with Flow Experience (FEX).

H3B: Entertainment (ENT) content that is uploaded by Y reviewer has a positive relationship with Advertising Value (ADV).

Incentives can be defined as an inducement to attract the attention of consumers by giving gifts to those who receive information from marketing [35]. The forms of incentives that can be given are discounts, coupons, and other benefits that are not material [36]. In further research, incentives are believed to provide an emotional experience because consumers are attracted by visible benefits [37].

H4A: Incentives (INS) from Y reviewer has a positive relationship with Flow Experience (FEX).

H4B: Incentives (INS) from Y reviewer has a positive relationship Advertising Value (ADV).

Advertising value is an effective measurement of marketing actions [38]. There is an attachment relationship between advertising value and increasing flow experience because advertising value provides messages relevant to a product or brand and eliminates doubts [28]. Another study also states that there is an association between advertising value and a consumer's purchase intention. This is because consumers digest the informations they receive on a product which is then linked to their needs or desires which can trigger buying interest [35].

H5A: Advertising Value (ADV) from Y reviewer has a positive relationship with Flow Experience (FEX).

H5B: Advertising Value (ADV) from Y reviewer has a positive relationship with Purchase Intention (PIN).

Previously, flow experience was a situation where a person was fused into the activities carried out or the messages he received and could motivate himself [39]. When a person is in that state, he will feel lost in time and does not even realize himself [40] and tend to feel Happy [41]. As can be concluded, flow experience is a condition that provides a positive and pleasant experience. [42] said the use of the internet can provide a flow experience because when doing these activities, consumers will eliminate or eliminate unrelated thoughts. It also causes the desire or interest to buy a product or service to grow [37]

H6: Flow Experience (FEX) that is given by Youtube reviewer has a positive relationship with Purchase Intention (PIN).
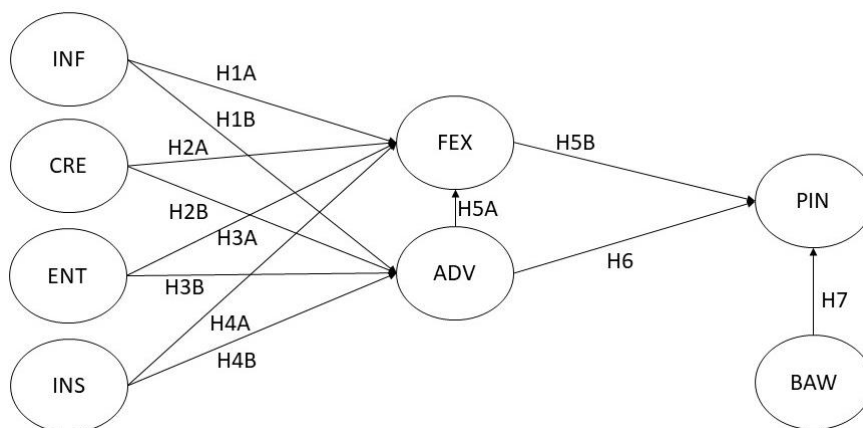
Figure 2. Conceptual Model

The last hypothesis that is believed to have an attachment to consumer buying interest is sensitivity to the brand. Sensitivity to the brand is a consumer response when hearing or looking at information related to a product and being aware of it. Consumer buying interest is impossible if you do not know or know a brand. Popular brands tend to be considered by consumers for buying the products [43]. A hypothesis regarding

brand sensitivity affecting consumer purchasing interests is reinforced by the results of studies conducted by [44].

H7: Brand Awareness (BAW) that is caused by Y reviewer has a positive relationship with Purchase Intention (PIN).

4. Methodology

4.1 Respondent Criteria

The sample of this study needs to meet some required criteria, which was:

1. Have an Y's social media account so that the population could be represented.
2. Have watched a video from a Y reviewer reviewing smartphones as of 2020

To support the awareness factor, the author chose the Y reviewer's channel that could represent the independent variables in the research model based on these criteria below:

1. Have subscribers above 500,000. This is intended to support research variables.
2. Have been watched more than 4000 hours. Can be known based on the presence or absence of ad sense. Ad sense can be applied to a Y channel if it has watched more than 4000 hours (the duration of uploaded video is multiplied by the number of viewers).

Based on those criteria, the author the author obtained an Y's reviewer channel that reviews smartphones that will be used as research objects. The object of this research is as follows:

1. 'GadgetIn' channel (4.3 million subscribers)
2. 'Friend HAPE' channel (798,000 subscribers)
3. 'DroidLime' channel (765,000 subscribers)

4.2 Data Collection and Reliability Test

This study is a quantitative study with an online questionnaire as a tool for data collection, which can be accessed through this link: Bit.ly/YoutubeReviewerSmartphone. A total of 73 respondents were used in the pilot test. The result of Cronbach's alpha values in pilot test is 0,925 which indicate that the data used in this study is reliable. Because of the author does not have the data of population size or sampling frame, thus this study uses non-probability sampling technique [45] with purposive sampling as the method to take the sample of this study. The criteria have been stated in the sub-chapter of 4.1 above. [46] stated that minimum sample of study has to be at least five to 10 times indicator. This study has 29 indicators, so that there should be at least 145 samples obtained. As many as 163 respondents were collected but only 150 respondents could be processed using SEM with SPSS Amos.

The 18-25 years age group dominates as much as 92% of the total respondents. Respondents aged less than 18 years as much as 5% and the rest aged 26-32 years as much as 3%. As for gender, 77 female respondents represented 52% of the total respondents and the remaining 73 male respondents represented 48% of the total respondents. Furthermore, as many as 47% of respondents came from South Tangerang, Jakarta with 27%, Surabaya with 19%, Yogyakarta with 7%, and the remaining 52 respondents came from other cities such as Depok, Semarang, Malang, and others. Respondents with an average income of IDR 1,000,000 – IDR 3,000,000 per month are the most with 42%. The second most respondents with 40% are those who earn less than IDR 1,000,000 per month. As many as 13% of respondents have an income above the average of other respondents, namely with an income of IDR 3,000,000 - IDR 5,000,000, and the remaining 5% are

respondents who have an average monthly income of above IDR 5,000,000. Related to the latest education, as many as 124 respondents, or equivalent to 83% of all respondents answered SMA/MA Equivalent. The remaining 26 respondents are undergraduate graduates. Finally, respondents in this study were dominated by students as much as 81% and the rest answered that they had work backgrounds as Civil Servants, Entrepreneurs, Private Employees, and others and did not work.

5. Results and Discussions

This research uses the confirmatory factor analysis (CFA) analysis technique. CFA is a technique for identifying indicator variables used to describe construct variables. The reliability and validity tests were carried out by looking at Factor Loading (FL), AVE, C.R, and Cronbach's Alpha. The data can be said to be reliable and also valid if the value of FL 0.5, AVE 0.5, C.R or composite reliability 0.7 and Cronbach's Alpha 0.7. Based on the tests conducted by the author, the data is declared reliable and also valid. The results of the reliability and validity test can be seen in Table 2.

When calculating Factor Loading using SPSS Amos, there are three indicator variables whose values are below 0.5. For this reason, the author must remove the indicator variable from the calculation so that the reliability and validity test can achieve the appropriate results. The indicator variables are ENT4, BAW2, and FEX1.

Table 2. Validity and Reliability Tests

Cut Off Value		Factor Loading	AVE	C.R	Cronbach's Alpha
		≥ 0,5	≥ 0,5	≥ 0,7	≥ 0,7
INF - Informativeness					
INF1	Timely	0,513	0,617	0,863	0,751
INF2	Relevan	0,739			
INF3	Good Sources	0,748			
INF4	Up to Date	0,654			
CRE - Credibility					
CRE1	Convincing	0,853	0,743	0,920	0,871
CRE2	Believeable	0,876			
CRE3	Credible	0,751			
CRE4	Good References	0,702			
ENT - Entertainment					
ENT1	Interesting	0,868	0,552	0,786	0,829
ENT2	Enjoyable	0,884			
ENT3	Entertaining	0,750			
INS - Incentives					
INS1	Satisfied	0,686	0,715	0,881	0,886
INS2	Take Action	0,901			
INS3	Respond to Obtain Incentives	0,968			
BAW - Brand Awareness					
BAW1	Have Heard	0,690	0,684	0,866	0,753
BAW3	First Thought	0,725			
BAW4	Famous	0,813			
ADV - Advertising Value					
ADV1	Useful	0,557	0,617	0,827	0,746
ADV2	Valueable	0,611			
ADV3	Important	0,728			
FEX - Flow Experience					
FEX2	Control	0,707	0,620	0,830	0,804
FEX3	Not Distracted	0,843			
FEX4	Eager	0,715			
PIN - Purchase Intention					
PIN1	Worthwhile	0,692	0,514	0,759	0,757
PIN2	Frequently Purchased	0,557			
PIN3	Recommend	0,650			

Table 3. Fit Model Test
Not Yet Respecified

Goodness of Fit	Cut-Off value	Value	Descriptions
Absolute Fit Indices			
CMIN/DF	$1 \leq CMIN/df < 3$	2,546	Good Fit
GFI	$\geq 0,9$	0,692	Poor Fit
AGFI	$\geq 0,9$	0,633	Poor Fit
RMR	$\leq 0,08$	0,581	Poor Fit
RMSEA	$< 0,08$		
Incremental Fit Indices			
NFI	$\geq 0,8$	0,672	Poor Fit
CFI	$\geq 0,8$	0,768	Marginal Fit
TLI	$\geq 0,8$	0,742	Poor Fit
IFI	$\geq 0,8$	0,772	Marginal Fit
Parsimony Fit Indices			
PNFI	0,60 – 1,00*	0,604	Good Fit
PGFI	0,50 – 1,00*	0,69	Good Fit
*closer to 1 is better			

Furthermore, the Fit Model Test was carried out which was divided into three tests, namely Absolute fit Indices, Incremental fit Indices, and Parsimony fit Indices. Table 3 shows the results of the Goodness of Fit Test in this study. The model can be said to be feasible if from each test there is at least one indicator that can be said to fit. If the three tests do not find a fit value, the model must be respecified using the error extension method until at least one indicator is fit for each test. Based on Table 3, it can be seen that each test already has at least one indicator that is fit. Specifically, the CFI and IFI values are categorized as marginal fit because their values are close to the standard cut-off value and can be tolerated. Given that each test already has one indicator that is fit, the model does not need to be re-specified and proceed to the next stage, namely hypotheses testing.

Hypotheses testing is assessed based on the p-value and standardized coefficient. The limit value for p-value is <0.05 so the hypothesis that has a p-value of less than 0.05 is accepted and if it exceeds 0.05 then the hypothesis is rejected. Finding out whether there is a relationship between variables can be seen from the value of the standardized coefficient (β). If the value is positive, it can be said to have a positive relationship and vice versa. The results of hypothesis testing can be seen in Table 4 below:

Table 4. Hypotheses Testing

Hypotheses	Effects	β	p-value Cut-off Value < 0,05	Descriptions	Results
H1A	Informativeness –> Flow Experiences	0,235	0,192	Significant	Rejected
H1B	Informativeness –> Advertising Value	0,646	0,000	Significant	Accepted
H2A	Credibility –> Flow Experiences	0,359	0,009	Significant	Accepted
H2B	Credibility –> Advertising Value	0,398	0,000	Significant	Accepted
H3A	Entertainment –> Flow Experiences	0,169	0,082	Significant	Rejected
H3B	Entertainment –> Credibility	0,153	0,740	Significant	Rejected
H4A	Incentives –> Flow Experiences	0,273	0,007	Significant	Accepted
H4B	Incentives –> Credibility	0,197	0,014	Significant	Accepted
H5A	Advertising Value –> Flow Experiences	0,92	0,665	Significant	Rejected
H5B	Advertising Value –> Purchase Intention	0,483	0,000	Significant	Accepted
H6	Flow Experience –> Purchase Intention	0,399	0,003	Significant	Accepted
H7	Brand Awareness –> Purchase Intention	0,298	0,002	Significant	Accepted

Of the 12 research hypotheses, there are four hypotheses that are rejected because they have a p-value greater than 0.05. Even so, all hypotheses are stated to have a significant positive relationship between variables because the results of the standardized coefficient (β) are positive. The results of the H1A hypothesis test say that Informativeness has a positive relationship with Flow Experience but does not have a significant effect. It is known that the p-value of the path is 0.192, which value exceeds the cut-off value of 0.05 with the results of the hypothesis being rejected. In line with H1A, the H3A were also rejected because the p-value was more than the 0.05 cutoff, namely 0.082 and 0.740, respectively. This can be caused by the demographics of respondents who are dominated by respondents with an income of between one to three million. The average smartphone price in Indonesia ranges from two to four million for the middle to low category. So, it can be concluded that the respondents in this study could not feel the flow experience which then led to buying interest due to inability in terms of income. Therefore, whatever information is presented or any entertainment is being shown, the respondent in this study could not relate to it because they could not afford to buy.
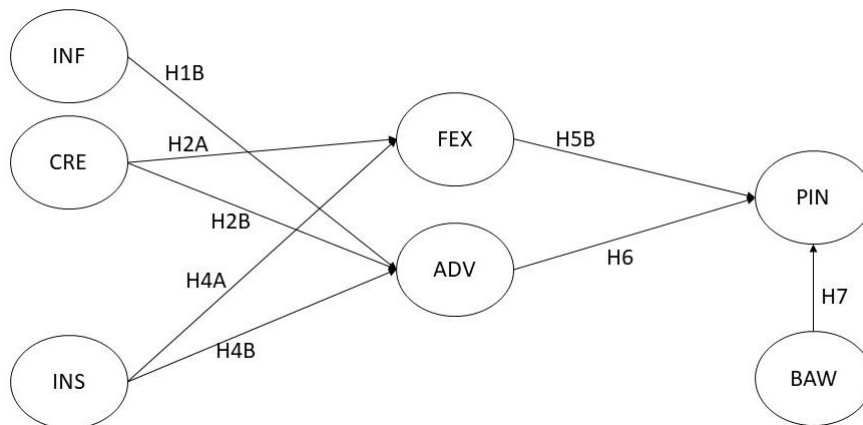

Figure 3. Final Conceptual Model

In addition, H3B and H5A is also a rejected hypothesis because the p-value is at 0.665 which is more than 0.05. This could be caused by the domination of students in this study, which is students tend to use smartphone only for basic needs like call, messages and social media. Therefore, any additional entertainment would not be likely affects their purchase intention if the product itself did not meet their basic requirements as stated before. While the results of hypothesis testing on H1B, H2A, H2B, H4A, H4B, H5B, H6, and H7 are declared accepted and have a positive relationship because the p-value is below the 0.05 limit and the standardized coefficient (β) is positive. Hypothesis testing is assessed based on the p-value and standardized coefficient. The limit value for p-value is <0.05 so the hypothesis that has a p-value of less than 0.05 is accepted and if it exceeds 0.05 then the hypothesis is rejected. Finding out whether there is a relationship between variables can be seen from the value of the standardized coefficient (β). If the value is positive, it can be said to have a positive relationship and vice versa. The results of hypothesis testing can be seen in Table 4.

6. Conclusions and Future Research

Based on the results of data processing and analysis that have been done, conclusions can be drawn from this study. The following are the conclusions of this study.

1. The Factors that can affect marketing values are informative levels, credibility, and incentives. Based on the value of the P-value, the level of information and credibility is the most influential on the increase in marketing value with the P-value equal to 0,000. The incentive variable also affects the marketing value with a p-value of 0.014. It can be concluded that the marketing value has a big influence from the informative level of information provided by Y Reviewer, Y Reviewer credibility, and incentives and content uploaded by Y Reviewer. Furthermore, Flow's experience is influenced by the credibility of the Y Reviewer and incentives from the content they uploaded. It is known that the value of P-value credibility to the flow of flow is 0.009 and incentives for the flow of 0.007. Both of these variables have a significant positive influence on the experience of flow.
2. Marketing value or Advertising Value has a significant positive influence on consumer buying interest. As for the three variables that influence buying interest, Advertising Value is the variable that has the highest effect on the emergence of consumer buying interest. In other words, the marketing value carried out by Y reviewers can affect the interest in buying smartphone products through the content they upload.
3. Experience flow is one of the three variables that affect buying interest. It is known that the p-value is equal to 0.003 which means that flow experience has a significant positive influence on the emergence of consumer purchase intentions.
4. Brand Awareness also has a significant positive effect on consumer buying interest with a p-value equal to 0.002. From this result, it can be concluded that consumers will tend to have an interest in buying smartphone products that already have brands that are known to many people.

This study has some limitations that need to be addressed. The data collection process needs to take quite a long time because the criteria for the ideal respondent have been limited from the start. The distribution of questionnaires was not evenly distributed to all regions in Indonesia and were only concentrated in a few cities. In addition, the respondents obtained by the author are not too many and even tend to follow the ideal conditions of SEM work so it can be risky when there are data outliers that cause data to be eliminated. Therefore, it is better not to limit the ideal respondent criteria so that at least the respondent must first fill out the questionnaire given. In addition, it is recommended to look for respondents with more diverse demographics and not likely to be homogeneous.

The author assumes that demographic differences can also affect the feasibility of the data and the results of hypothesis testing. Dissemination of online questionnaires needs to be further expanded without compromising efforts to distribute questionnaires offline to the surrounding community. Regarding social media Y, there are still many fields that can be researched even though they are still from the same object. For example, the next research tries to examine the influence of Y reviewers related to the automotive world or instead uses the same case study but different objects. This research contributes to the development of research in the world of Y so that subsequent research has a wider disclosure of information, so that it is better to explore more about this topic. Regarding SEM analysis, it is known that the model does not fit perfectly. Even in the Indices Incremental fit test, the author only managed to get a value that is close to or can be called a margin fit. This means that the research model here is not perfect even though it does not have to be respecified.

The last suggestion regarding the topic of research, Y is still a big field and will continue to grow and increase the trend of its use in the future. Topics such as Y Premium are still very limited and can be such an opportunity to explore by applying the knowledge that has been learned into research so that it could benefit many people.

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