

The Influence of Influencer Marketing on Consumer Loyalty for Kafh Products Among Students of the Faculty of Economics, State University of Jakarta: A Conceptual Framework

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Abstract - The rapid advancement of technology and modernity has significantly transformed the cosmetics industry in Indonesia, leading to notable growth in both makeup and skincare segments. Initially dominated by women, the industry has seen an increasing number of men recognizing the importance of skincare, resulting in innovative products tailored for male consumers. Effective advertising strategies are crucial for brand introduction, with a marked shift from traditional media to social media platforms like Instagram and TikTok, where influencer marketing plays a vital role. Influencers significantly impact purchasing decisions, and engaging, viral content enhances brand visibility. An example of this trend is Kahf, a men's skincare brand established in 2020, which successfully employs influencer marketing to promote its diverse product range. By leveraging social media, Kahf has created compelling promotional content, resulting in increased consumer interest and brand recognition.

Keywords – Influencer Marketing, TikTok, Kafh, Faculty of Economics & Business Students, State University of Jakarta.

1. Introduction

As time advances rapidly and becomes more modern, many industries in Indonesia, particularly the cosmetics industry, have experienced significant growth. The cosmetics industry is divided into two main categories: makeup and skincare. In the past, cosmetics were primarily favored by women, but with advancements in technology and societal changes, men have also begun to recognize the importance of maintaining and caring for their skin. This shift has led to a notable expansion in the industry over the past few decades.

Having healthy skin is a desire shared by everyone, regardless of gender or age. As pollution levels increase, more men are taking notice of their skincare needs. This trend has prompted the cosmetics industry to become more creative in developing products specifically for men. In the last decade, a shift has been observed, with 76% of men worldwide using women's cosmetics in 2010 (Basyarahil, 2017).

To introduce a brand to the public, companies need to implement effective strategies, one of which is advertising. As highlighted by Saveria in Yuliana et al. (2023), modern companies are adapting their advertising strategies. According to research by We Are Social, there are over 276.4 million active social media users in Indonesia, indicating that more than half of the population is engaged with social media. Today, advertisements are less frequently seen on billboards or television and more often appear on social media platforms like Instagram, TikTok, and Facebook, as consumers spend more time on their devices than watching TV.

The significant number of social media users has led communicators to leverage their influence to create a positive image, often through the role of influencers. In promotions, it is essential to choose models that resonate with the product's message to ensure effective communication with potential buyers.

One popular trend today is the use of influencer marketing, which harnesses the power of individuals with broad reach and influence. Many social media users, particularly their followers, often align their purchasing decisions with the products promoted by influencers. As a result, the more products an influencer endorses, the more likely consumers are to feel inclined to buy them.

Influencers with specific skills can effectively impact the products they promote, and they can play a significant role in viral marketing, helping products gain widespread attention on social media.

Marketing or promotion activities are not limited to influencer content. Many products, particularly those sold online or through e-commerce, utilize live streaming strategies to attract consumer attention. Ye et al. state that e-commerce live streaming services reflect a shift from traditional shopping patterns to modern ones. These services allow consumers to see products in real-time, interact with sellers, and receive immediate product information through live broadcasts, creating a more engaging experience that enhances customer loyalty.

An example of a product that utilizes this strategy is Kahf, a skincare brand for men that was established in 2020. In recent years, Kahf has improved and diversified its product offerings. The brand has implemented various marketing strategies, including influencer marketing and live streaming on social media, which have significantly impacted its visibility and sales. Kahf frequently collaborates with male actors and influencers to promote its products, aligning with its focus on men's skincare.

Kahf now offers a complete range of products tailored to customer needs, featuring elegant packaging and innovations such as four types of facial cleansers and sunscreen. Their promotions on social media, especially on platforms like Instagram and TikTok, have become well-known among consumers. Each time users scroll through Kahf's promotional videos, they encounter the brand's offerings.

2. Issues

Influencer marketing advertising is very prevalent, and every time we open social media, we are bound to see several ads, such as influencers promoting the products they are currently using. This certainly attracts attention, especially from the fans and followers of those influencers.

For example, in the beauty industry, beauty influencers, particularly female influencers, often promote or inform their followers about the types and brands of beauty products they use. This piques the curiosity of their followers, who are encouraged to try out similar products to emulate their idols.

Although Cristin Angelin Sirait's study (2024) concluded that the use of influencers in e-commerce marketing has a significant impact on increasing sales and building consumer loyalty, this study only examines the influence of influencers on consumer loyalty in general. However, no research specifically investigates the impact of influencer marketing on consumer loyalty for Kafh products.

Therefore, this research is unique as it explores a different context by focusing on local male body care products marketed through digital platforms, while also examining college student consumers. This study aims to fill the gap in previous research by providing more relevant data regarding the effect of influencer marketing on consumer loyalty within a more specific segment and platform.

3. Influencer Marketing

An influencer is someone who has the ability to convey messages on behalf of brands to their followers. Additionally, an influencer defines or explains specifications and provides information about alternative evaluations to influence purchasing decisions. Influencer marketing is used in social media marketing strategies to achieve better results. This strategy involves companies inviting influencers to collaborate with them to enhance brand awareness and sales based on a defined target market. Influencers typically have a large number of followers on social media, significantly impacting their audience.

According to Novi and Alexander, as referenced in Samantan, influencer marketing is one of the best methods to attract potential buyers, enhancing the brand image of products at relatively minimal costs

According to Solis (2012), the indicators of an influencer are as follows:

a. Engagement

Engagement refers to the number of followers interacting with an influencer's posts through likes, shares, retweets, comments, clicks on links or URLs from ads, or further actions such as filling out a form or making a purchase. The engagement rate is considered very high if it reaches 25%-50% for each post shared on social media. Although an influencer's reach may be relatively low, with follower counts ranging from 500 to 10,000, high engagement can still be achieved. This is often due to micro-influencers creating unique messages that share personal experiences, making their content appear authentic and relatable. A strong connection is fostered when influencers consistently communicate with their followers and maintain a reputation that aligns with the products they promote.

b. Reach

According to Solis (2012), reach is the total number of people who see an influencer's content. For example, if 100 people view an ad or content, the reach of that advertisement is 100. This metric reflects the number of followers an influencer has. However, having a large follower count does not always guarantee success. It is more crucial to identify which followers align with the brand's target audience.

c. Impression

Impression, as defined by Solis (2012), is the number of times content or an ad is displayed on a screen, regardless of whether it is clicked or not. For instance, if an ad appears on users' screens 300 times, the number of impressions for that ad is 300. On Instagram, impressions measure the total number of times users view an influencer's

post or story. Twitter defines impressions as every time a user sees one of your tweets in search results or as part of a conversation.

4. Customer Loyalty

According to Tjiptono (2012), customer loyalty is often associated with repeat purchase behavior. While the two are related, they are fundamentally different. In the context of a brand, for example, loyalty reflects a psychological commitment to a specific brand, whereas repeat purchase behavior simply pertains to the act of buying the same brand repeatedly. Hasan (2008) defines customer loyalty as individuals who make purchases, particularly those who do so regularly and repeatedly. Loyalty is characterized as a deep commitment to repurchase or to continue a preference for a product or service in the future, which results in repeated purchases of the same brand or a set of brands, even when situational factors and marketing efforts may potentially lead to brand switching. Consumer loyalty is a situation where consumers have a positive attitude toward a product or service, accompanied by a consistent pattern of repeat purchasing (Fandy Tjiptono, 2000).

Here's the translation of the consumer loyalty indicators from Winata's research (2017: 139), based on Kotler & Keller's (2008: 57) theory, which includes repeat, retention, and referral:

1. Repeat

When consumers need a product or service, they will purchase it from the same company. They will always buy the product or service from that company whenever they need it. Repeat purchases may result from a company's market dominance, making its product the only available option. Additionally, repeat purchases can stem from continuous promotional efforts that attract and persuade customers to buy.

2. Retention

Consumers are not swayed by services offered by other parties; they remain loyal to the same product even when numerous alternatives exist. Customer retention has a strong influence on profit, as increased retention rates result in profit growth. This retention is

particularly impactful when it arises from a good relationship between the company and its customers, rather than from customers being forced to stay due to a lack of alternatives.

3. Referral

If the product or service is good, consumers will promote it to others; if it's unsatisfactory, they will inform the company directly. Loyal consumers who are satisfied with the company's product or service will recommend it to potential customers through word of mouth. If the product or service is subpar, loyal customers may remain silent to others but will communicate their dissatisfaction to the company through feedback or suggestions.

5. The Influence of Influencer Marketing on Consumer Loyalty

In today's modern era, influencers often serve as a reference point for individuals or potential buyers when purchasing products or seeking recommendations. Influencers have a considerable impact on consumer decisions, especially those with a large following or fan base, as they provide experiences and product recommendations, influencing their followers.

Cristin Angelin Sirait's study (2024) concluded that the use of influencers in e-commerce marketing significantly impacts sales growth and builds consumer loyalty. Most respondents (63%) stated that influencers significantly influence their purchasing decisions on e-commerce platforms. Pearson correlation analysis revealed a positive relationship between influencer impact on purchase decisions (X1.1) and consumer satisfaction with products promoted by influencers (Y1.1), with a correlation value of 0.488. This suggests that the greater the influencer's impact, the higher the consumer satisfaction with the product. The correlation between influencer impact on purchase decisions (X1.1) and consumer loyalty (Y2.1) also showed a moderate positive relationship, with a correlation value of 0.416.

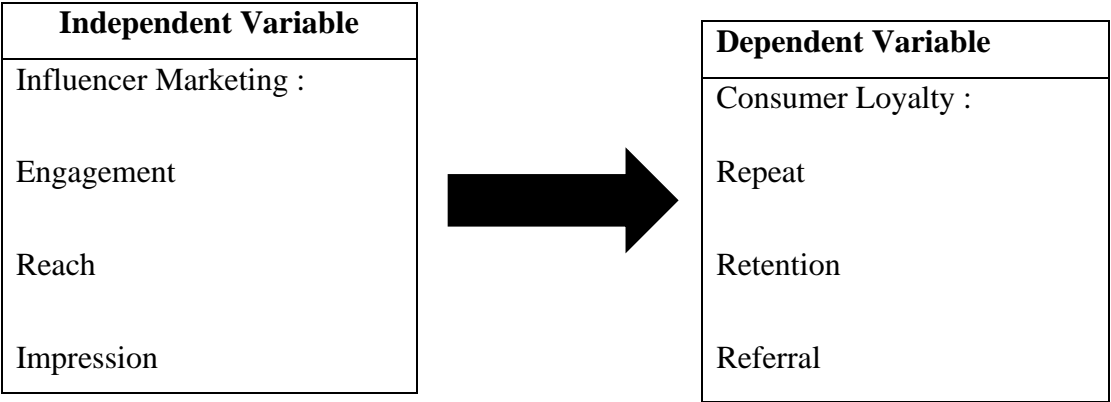
6. The Conceptual Framework : Influencer Marketing and Consumer Loyalty

Based on previous research, it can be concluded that marketing strategies utilizing influencer marketing have a significant and positive impact on consumer loyalty. Therefore, this study introduces a conceptual framework to investigate the relationship between influencer marketing and consumer loyalty. This framework is based on an in-depth literature review that positions influencer marketing as the independent variable and consumer loyalty as the dependent variable. Future research can further develop the conceptual framework presented here.

The theoretical framework regarding influencer marketing, according to Kotler and Keller, states that active consumer engagement with a brand through likes, comments, or sharing influencer content enhances brand ownership. This interaction also creates positive experiences and strengthens the relationship with the brand. Similarly, in the theoretical framework for consumer loyalty according to Kotler and Keller, the emotional connection between consumers and brands increases loyalty. Brands that successfully create emotional bonds will be more memorable and chosen by consumers.

Previous literature reviews show a strong and positive relationship between influencer marketing and consumer loyalty. The earlier section has thoroughly discussed the relationship between the independent variable (influencer marketing) and the dependent variable (consumer loyalty), providing insights into how influencer marketing can affect consumer loyalty. Therefore, the theories on influencer marketing and consumer loyalty derived from the review of previous studies serve as the foundation for this research framework.

This conceptual model serves as a theoretical basis for exploring the impact of influencer marketing on consumer loyalty, specifically for Kafh products among students of the Faculty of Economics at the State University of Jakarta. The conceptual framework illustrated indicates that influencer marketing is a crucial factor that directly influences purchasing decisions.



Conceptual Framework of the Influence of Influencer Marketing on Consumer Loyalty for Kafh Products Among Students of the Faculty of Economics, State University of Jakarta

7. Conclusion

This study highlights the significant role of influencer marketing in consumer loyalty, particularly in the context of Kafh products. As demonstrated through previous research and theoretical frameworks, higher product quality measured across dimensions such as performance, durability, aesthetics, and additional features can have a profound positive impact on consumer choices. For university students, especially those from the Faculty Economics at the State University of Jakarta, these quality aspects are crucial in shaping their purchasing behavior.

The results of this study are expected to confirm the hypothesis that effective influencer marketing will enhance consumer loyalty. Additionally, this research contributes to a broader understanding of consumer loyalty in the digital age and provides practical insights for businesses on how to leverage influencers as a marketing strategy in competitive online markets.

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