

## The Influence Of *Digital Marketing, Influencer Marketing And Customer Segmentation* On The Millennial Generation's Buying Interest At *Shopee Market Place*

Armelia Baranti<sup>1\*</sup>, Edi Maszudi<sup>2</sup>, Indra Kusdianto<sup>3</sup>

<sup>1</sup>Management, University of Muhammadiyah Palopo, 91922, Indonesia

<sup>2</sup>Management, University of Muhammadiyah Palopo, 91922, Indonesia

<sup>3</sup>Management, University of Muhammadiyah Palopo, 91922, Indonesia

Corresponding Author Email: [armeliabaranti@student.umpalopo.ac.id](mailto:armeliabaranti@student.umpalopo.ac.id)

### Abstract

This research aims to determine the influence of digital marketing, influencer marketing and customer segmentation variables on buying interest in market place shops. Where the sample used as respondents was 125 UM Palopo students consisting of 3 majors, namely, Accounting, Management and Development Economics. The data collection technique used was by distributing questionnaires to respondents. The research method used is multiple linear regression. Based on the results and discussion of this research, it can be concluded that the influence of digital marketing (X1) on purchasing interest (Y) is  $0.601 > 0.05$  and the calculated t value is  $0.524 < 1.984$ , so it can be concluded that there is no influence of X1 on Y, on the influencer marketing variable. The significance value is  $0.079 > 0.05$  and the calculated t value is  $1.770 < 1.984$ , which means there is no influence of influencer marketing (X2) on purchasing interest (Y), while for the customer segmentation variable the significance value is  $0.000 < 0.05$  and the calculated t value  $4.746 > 1.984$  which means that there is an influence of there are X1, X2 and X3 simultaneously influencing Y.

Keywords: digital marketing, influencer marketing, customer segmentation, purchase interest  
Introduction

### 1. Introduction

Technological advances from the internet have caused changes in consumer lifestyles. The change in question is that consumers are starting to shift the way they shop for a product. Consumers are now more interested in online shopping activities. The development of *e-commerce* in Indonesia is increasing, slowly people are starting to abandon conventional shopping habits and switch to shopping online.

*E-commerce* is used as a solution as a buying and selling medium that can save time and costs. The ease of *e-commerce* reaching both local and international markets makes people increasingly interested in buying and selling on *e-commerce*. In addition, when purchasing a product on social media, consumers will see various online customer reviews. In online customer reviews can be favorable or unfavorable in relation to purchase intentions. According to [1], online customer reviews are the single most effective method for arousing buyers' interest in making purchasing decisions. Apart from consumer comments, online customer reviews can also include content that customers have created and then marketed on social media.

One factor that can influence purchasing decisions is content marketing. Content marketing is a marketing strategy by planning, distributing and creating content creatively that is able to attract the right target audience thereby encouraging them to become customers [2] [3] The presence of content marketing can help customers communicate effectively with other customers so that marketers' goals of communicating with customers are achieved more

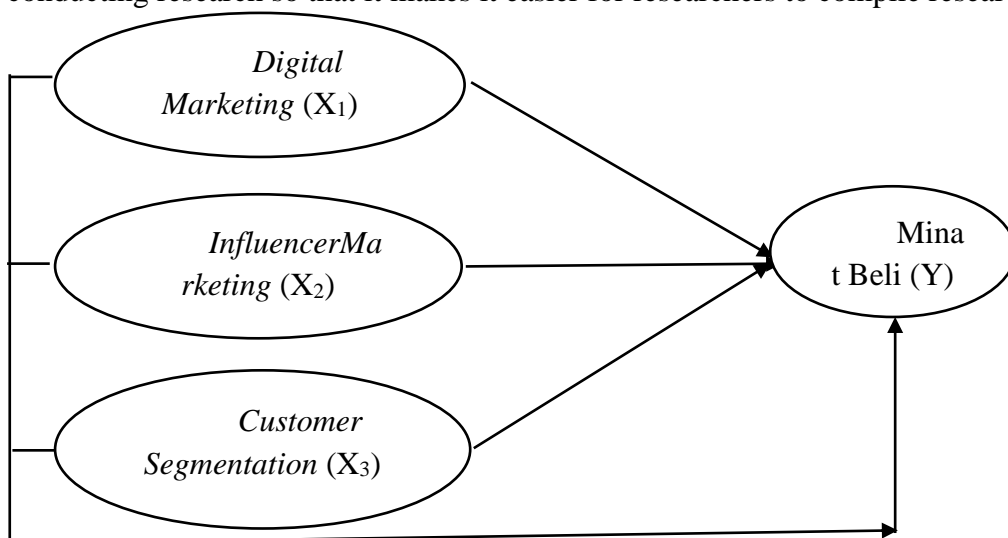
easily. Through sharing content and creativity created by social media content, content marketing can increase the loyalty level of certain clients [4]

*Digital marketing* is one of the efforts of a business/business to introduce products or services to the public or potential consumers via the internet, which usually conveys information in the form of interesting videos or photos, including using social media , *websites, YouTube, etc. -commerce* . *Digital marketing* is a system that is embedded in the world of marketing in the digital era. In this era, all forms of information can be received by the public very easily and quickly [5] [6] By using this strategy potential consumers have a level of curiosity in looking for information about products and finding out how to make transactions via the internet easily, such as payments via *shopee, m-banking* or others [7] [8] . According to [9] social media has become a marketing communications model that has proven to be effective in building business communications. Various behavioral patterns such as influencer marketing, online customer reviews and content marketing can be found in social media marketing activities. Influencer marketing is really needed when starting a marketing strategy [10].

Emotions have a positive and significant effect on consumer satisfaction. This situation identifies that the more positive the consumer's emotions are, the more comfortable, mental and thinking they are towards the product. So every company is expected to be able to maintain emotions in serving consumers [11] [12]. Basically, the goal of a business is to create a feeling of satisfaction in consumers so that consumer satisfaction is achieved which provides profits for the company [9]. If consumers feel satisfied, this will make it a pleasant experience, then this experience can become a recommendation ( *word of mouth* ) for other buyers [7] [5]

### Research Framework

Based on developing hypotheses, a research framework is needed which is the basis for conducting research so that it makes it easier for researchers to compile research results.



#### A. Hypothesis

H1: *Digital Marketing* (X<sub>1</sub>) influences Purchase Intention (Y).

- H2: *Influencer Marketing* ( $X_2$ ) has an effect on *Purchase Intention* (Y).  
 H3: *Customer Segmentation* ( $X_3$ ) influences *Purchase Intention* (Y).  
 H4: *Digital Marketing* ( $X_1$ ) *Influencer Marketing* ( $X_2$ ) and *Customer Segmentation* ( $X_3$ ) influences *Purchase Interest* (Y) simultaneously.

## 2. Methodology

This type of research is quantitative research where this research uses several variables including independent variables and dependent variables. The independent variables in this research are digital marketing (X1), influencer marketing (X2) and customer segmentation (X3) which are variables that influence, explain and explain other variables, while the dependent variable in this research is purchase interest (Y) which is often called as a variable that influences or is explained by other variables but cannot influence other variables.

## 3. Results and Discussion

### 3.1 Results

Multiple regression analysis is an analysis to see the extent of the influence of *Digital Marketing*, *Influencer Marketing* and *Customer Segmentation* on *Purchase Interest* UMPalopo Students. For greater clarity, the results of the regression analysis will be explained regarding the assessment of the influence of *Digital Marketing*, *Influencer Marketing* and *Customer Segmentation* on *Purchase Interest* of UMPalopo students which can be seen in the following table:

Table 1. 3 Regression Equation Results Regarding Influence of *Digital Marketing*, *Influencer Marketing* and *Customer Segmentation* on *Purchase Interest* Students UMPalopo

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Error Std.	Beta			
(Constant)	18.872	2.331			8.095	.000
Digital Marketing (X1)	.033	.063	.044		.524	.601
Influencer Marketing (X2)	.132	.074	.148		1.770	.079
Customer Segmentation (X3)	.320	.067	.401		4.746	.000

a. Dependent Variable: Purchase Interest (Y)

Based on the *coefficient* table above in the *unstandardized coefficient* column, it can be seen that the multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$\text{Then we get the value } Y = 18.872 + 0.033X_1 + 0.132X_2 + 0.320X_3$$

From this equation it can be concluded that:

The constant of 18.872 states that *digital marketing*, *influencer marketing* and *customer segmentation* are considered constant or have not changed (equal to zero) so buying interest as big as 18,872.

1. The regression coefficient ( $b_1$ ) *digital marketing* equal to 0,033 with a positive direction stating that every 1 increase in the variable *digital marketing* will cause an increase buying interest equal to 0,033 assuming the other independent variables are considered constant.

- The coefficient ( $b_2$ ) *influencer marketing* is 0.132 with the positive direction stating that every increase in the variable *influencer marketing* causes an increase in Purchase interest is 0.132 assuming the other independent variables are held constant.
- The coefficient ( $b_3$ ) *customer segmentation* of 0,320 with a positive direction states that every increase in 1 variable *customer segmentation* will cause an increase in buying interest of 0.320 assuming the other independent variables are held constant.

### Hypothesis testing

#### t Test (Partial Test)

In testing the criteria for acceptance/rejection of the hypothesis are as follows:

- If Sig > 0.05, then  $H_0$  = accepted, so there is no significant influence between the independent and dependent variables.
- If Sig < 0.05, then  $H_0$  = rejected, so there is a significant influence between the independent and dependent variables.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Error Std.	Beta	t	Sig.
(Constant)	18.872	2.331		8.095	.000
Digital Marketing (X1)	.033	.063	.044	.524	.601
Influencer Marketing (X2)	.132	.074	.148	1.770	.079
Customer Segmentation (X3)	.320	.067	.401	4.746	.000

a. Dependent Variable: Purchase Interest (Y)

- The influence of *Digital Marketing* ( $X_1$ ) on Purchase Intention (Y) states that no there is a significant influence between the independent variables on dependent variable.
- It is the influence of *Influencer Marketing* ( $X_2$ ) on Purchase Intention (Y)
- There is an influence *Customer Segmentation* ( $X_3$ ) on Purchase Interest (Y)
- Influence *Digital Marketing* ( $X_1$ ), *Influencer Marketing* ( $X_2$ ) and *Customer Segmentation* ( $X_3$ ) simultaneously with Purchase Interest (Y).

With t 95% confidence level,  $\alpha = 0.05$

$$T \text{ table} = t(\alpha/2; n-k-1) = t(0.025; 121) = 1.984$$

#### 1) F test

- If the sig value < 0.05, or F count > F table then there is an influence of variable X on variable Y
- If the sig value is > 0.05, or F count < F table then there is no simultaneous influence of variable X on variable Y

$$F \text{ table} = F(k; n-k) = F(3; 122) = 2.68$$

#### 1. Hypothesis Testing (H1)

Known sig value. for the influence of

#### 2. Hypothesis Testing (H2)

Known sig value. for the influence of

#### 3. Hypothesis Testing (H3)

Known sig value. for the influence of

Table 1. 4 F Test Analysis Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.801	3	7.267	8.087	.000b
	Residual	108.727	121	.899		
	Total	130.528	124			

### Hypothesis Testing (H4)

Based on the results of the data output above, it is known that the significance value for the simultaneous influence of X1, X2 and simultaneously to Y.

### Coefficient of Determination

Table 1.5 Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409a	.167	.146	.94793

Based on the output above, it is known that the value of *R square* is 0.167, this means that the influence of the variables X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub> simultaneously on Y is 16.7%.

### Validity test

Table 1.6 Validity Test

		Digital Marketing (X1)	Influencer Marketing (X2)	Customer Segmentation (X3)	Purchase Interest (Y)	Total
Digital Marketing (X1)	Pearson Correlation	1	.111	.169	.070**	.61
	Sig. (2-tailed)		.217	.060	.39	.00
	N	125	125	125	125	125
Influencer Marketing (X2)	Pearson Correlation	.111	1	.114	.1087**	.47
	Sig. (2-tailed)	.217		.206	.32	.00
	N	125	125	125	125	125
Customer Segmentation (X3)	Pearson Correlation	.169	.114	1	.372**	.72
	Sig. (2-tailed)	.060	.206		.00	.00
	N	125	125	125	125	125
Purchase Interest (Y)	Pearson Correlation	.007	-.108	.377**	1	.49
	Sig. (2-tailed)	.939	.232	.000	.5**	.00
	N	125	125	125	125	125
Total	Pearson Correlation	.610*	.477**	.722**	.495**	1
	Sig. (2-tailed)	.000	.000	.000	.00	.00
	N	125	125	125	125	125

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the validity test results table above that:

1. If the significance value is  $<0.05$  = valid
2. If the significance value is  $>0.05$  = invalid

From these results, the R table value is 0.176, where the calculated R value for the Digital Marketing influence variable (X1) is  $0.610 > 0.176$  so that the X1 variable for Y is declared valid, the calculated R value for the Influencer Marketing variable (X2) for Purchase Interest (Y) is  $0.477 > 0.176$  and is declared valid. Meanwhile, the Customer Segmentation variable (X3) of  $0.722 > 0.176$  for Purchase Interest (Y) is declared valid. Therefore, based on the results of this research, the independent variable has an influence on the dependent variable and is declared valid.

### R reliability test

Table 1.7 Rally Test a ability

Cronbach's Alpha	N of Items
.342	4

Based on the table of reliability test results above that:

The questionnaire statement is said to be a n reliable when the value of *Cronbach's alpha*  $> 0.6$ , from the above value that *Cronbach's alpha* is  $0.342 > 0.6$  then based on the statement above that the questionnaire on the influence of *digital marketing, influencer marketing* and *customer segmentation* on buying interest is declared reliable when carried out repeatedly with consistency of questions/statements in the questionnaire.

### 3.2 Discussion

#### The Influence of *Digital Marketing* (X<sub>1</sub>) on Purchase Intention (Y)

Based on the test results, it is known that the sig value. for the influence of Digital Marketing (X1) on Purchase Interest (Y) it is  $0.601 > 0.05$  and the calculated t value is  $0.524 < 1.984$ , so it can be concluded that there is no partial influence of X1 on Y. This is in line with statements that show that better digital marketing will increase online purchasing decisions (Miardi and Marlien, 2022). Other research also states that the results of this empirical test are in line with research conducted by [1] [2] [14] which states that digital marketing has a significant positive influence on online purchasing decision variables. The same thing also states that *digital marketing* and *quality of service* have a positive and significant effect on purchasing decisions. Company success can be achieved if digital marketing runs well and is supported by the quality of the services provided that can be fully felt by consumers. The limitation of the research was that it was only carried out on one company, but the sample used was a heterogeneous sample with an error rate of 5%, so the results studied could only be generalized to similar companies in the same area. Research will change if it is carried out in other areas which of course have different community behavior. This research uses variables that are usually studied, but the objects used are very different from other - research. The society that is the focus of the research is a society that often wears Muslim [15]

#### The Influence of *Influencer Marketing* (X<sub>2</sub>) on Purchase Intention (Y)

Based on the test results, it is known that the sig. for the influence of Influencer marketing on social media partially influences purchasing decisions at the Zalora online store. The indicators used in this variable consist of relatability, knowledge, helpfulness, confidence and articulation [16]. These results are supported by research conducted by [17] and [18] who stated that influencer marketing has an influence on purchasing decisions. Influencer marketing is a marketing strategy that uses influencers on social media such as Instagram, Facebook, YouTube. Influencer marketing can influence someone's purchasing decisions because an influencer is able to influence their followers on social media. An influencer can reach potential markets effectively.

#### The Influence of *Customer Segmentation* (X<sub>3</sub>) on Purchase Intention (Y)

Based on testing, it is known that the sig value. for the influence of  
**The Influence of *Digital Marketing* (X<sub>1</sub>) , *Influencer Marketing* (X<sub>2</sub>) and *Customer Segmentation* (X<sub>3</sub>) on Interest Buy (Y)**

Based on the results of the data output above, it is known that the significance value for the simultaneous influence of X<sub>1</sub>, X<sub>2</sub> and simultaneously to Y.

Based on results output data on the coefficient of determination it is known that the value *R square* is 0.167, this means that the influence of the variable X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub> simultaneously to Y is 16.7%. Meanwhile, in validation testing, the R table value obtained was 0.176, where the calculated R value obtained for the influence variable *Digital Marketing* (X<sub>1</sub>) was 0.610 > 0.176 so that the variable X<sub>1</sub> on Y was stated valid, the calculated R value for the variable *Influencer Marketing* (X<sub>2</sub>) on Purchase Interest (Y) is 0.477 > 0.176 and is declared valid. Meanwhile, the *Customer Segmentation* (X<sub>3</sub>) variable of 0.722 > 0.176 for Purchase Interest (Y) is declared valid. Therefore, based on the results of this research, the independent variable has an influence on the dependent variable and is declared valid. The results of reliability data processing show that in this research the *Cronbach's alpha* value was 0.342 > 0.6, so based on the statement above that the questionnaire influences *digital marketing, influencer marketing* and *customer segmentation* towards purchasing interest is declared reliable when done repeatedly with consistency of questions/statements in the questionnaire.

#### 4. Conclusion

This research aims to determine the influence of digital marketing, influencer marketing and customer segmentation variables on buying interest in market place shops. Based on the results and discussion of this research, it can be concluded that the influence of digital marketing (X<sub>1</sub>) on purchasing interest (Y) is 0.601 > 0.05 and the calculated t value is 0.524 < 1.984, so it can be concluded that there is no influence of X<sub>1</sub> on Y, on the influencer marketing variable. The significance value is 0.079 > 0.05 and the calculated t value is 1.770 < 1.984, which means there is no influence of influencer marketing (X<sub>2</sub>) on purchasing interest (Y), while for the customer segmentation variable the significance value is 0.000 < 0.05 and the calculated t value 4.746 > 1.984 which means that there is an influence of H<sub>4</sub> is accepted, which means that X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub> simultaneously influence Y. This shows that the variables X<sub>1</sub>, X<sub>2</sub> and X<sub>3</sub> simultaneously influence variable Y.

#### Suggestion

In Based on the conclusion above, students when doing shopping or selling online at the Shoppe market place are expected to pay attention to the factors that cause the transaction process to fail so that there is a need for support from several parties in the marketing process and choosing shopping goods that are affordable but of poor quality. low.

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