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The Role of Influencers and Digital Marketing On Shopping Emotion In The Millennial Generation In Digital Era

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Abstract: The mobility of the millennial generation has become one of the centers of economic attention, both from how to make money to how to spend money. This phenomenon is of course read by entrepreneurs in increasing shopping emotion. Several studies have proven that shopping emotions are not only influenced by influencers but also digital marketing. The aim of this research is to determine the role of influencers and digital marketing on shopping emotions in the millennial generation in the new normal era. This research was conducted on the millennial generation in Bali using a questionnaire as a research data collection method. The number of samples used was 50 respondents using a non-probability sample research method (purposive sampling). The analysis technique used is multiple linear regression analysis. The coefficient of determination test result is 76.3%, the shopping emotion variable can be explained by the influencer and digital marketing variables. The remaining 23.7% is explained by other variables outside the model. The results of this research are that the role of influencers and digital marketing partially has a positive and significant effect on shopping emotion. And the simultaneous relationship between digital marketing will have a positive effect if it is balanced with the role of influencers in increasing the positive emotions of the millennial generation towards shopping emotions.

Keywords: influencer, digital marketing, millennial generation, shopping emotion.

1.   Introduction

The adoption of information and communication technology in the current digital era has changed various aspects of human life, currently we are in the industrial revolution 4.0 which is marked by digital technology Kotler et al., 2019. The entry into this era of disruption makes everything easier, faster, and cheap, thus causing changes in consumer behavior in digital everything, including digital marketing (Sari, 2022; Subakti et al., 2022). Digital marketing has become a phenomenon in itself, especially among the millennial generation. Quoted from kompas.com (31/05/2023), "For ladies and gentlemen who miss regional culinary specialties or who usually go home bringing souvenirs, there is no need to hesitate to order them online," said Jokowi. This support of course creates even more online shopping intensity. Consumers trust influencers more than advertising when shopping. Usually consumers will search for information using at least four sources before deciding to buy a product. Whether it's the official product website, certain brand social media accounts, influencer reviews, and watching video reviews via YouTube channels, blogs, or social media accounts (such as: Instagram). All in order to obtain honest and complete information regarding the product to be purchased (www.kumparan.com/news) Influencers who have many followers, especially young artists, have become popular figures among the millennial generation because these influencers actively create

content on their social media accounts or meet their fans through offline events and thus become trendsetters. Influencers are people who have quite a large following or audience on social media and they have a strong influence on their followers, such as artists, celebs, bloggers, YouTubers and so on (Amalia and Nurlinda, 2022). They are liked and trusted by their followers and audience so that what they use, say or do, can inspire and influence their followers, including trying and buying a product they use. One of the characteristics of the millennial generation is that they buy goods and prioritize brands and reviews. Millennials are the first generation to enter the digital world because they actively share and contribute content to other users. They spend an average of 5-8 hours per day on social media, so this is a very good target for influencer marketing (Wasiat and Bertuah, 2022).

According to Hawkins et al., 2007, emotion is a feeling that cannot be controlled but can influence a person's behavior. The emotional dimension is divided into three parts, namely pleasure, arousal, and dominance. Shopping emotion is an important determining factor influencing consumer behavior in a number of contexts. In particular, shopping emotion or consumer mood conditions are considered as situational variables that influence a person's shopping behavior (Aurellia, 2019). The millennial generation is a population born in 1980 - 2000, in 2022 this generation will have a proportion of 25.87% of the total population of Indonesia. Currently, the Indonesian millennial generation is experiencing one of the biggest changes in human interaction, namely the proliferation of online social networks (Susanti, 2020)

Previous research states that the results of implementing influencer marketing are very suitable for increasing purchase intention (Hariyanti and Wirapraja, 2018; Wardani, 2020; Subakti et al., 2022;), improving brand image effectively and increasing consumer brand awareness of the brand (Hariyanti and Wirapraja, 2018). Influencer marketing of electronic products on the YouTube platform on customer purchase intention shows a significant positive influence (Nurjanah, 2022). The highest appreciation given by consumers to creative content (Oktaviani et al., 2018). A B2C (Business to Customer) based online strategy that prioritizes online consumers as the main orientation (Hayu and Sutia, 2016). However, other research from Amalia and Nurlinda, 2022, found different results where influencer marketing had no effect on purchase intention for skincare products. Digital marketing is also the main factor for the millennial generation in increasing their shopping emotions (Astari et al., 2022; Sari et al., 2022). Wasiat and Bertuah (2022) in their research found that digital marketing, social media influencers influence the intention to purchase fashion products in the millennial generation through online customer reviews on Instagram. Given the phenomena that occur and the results of previous research, the researchers intend to conduct research "The Role of Influencers and Digital Marketing on Shopping Emotion in Millennial Generation in the New Normal Era".

The aim of this research is to determine the role of influencers and digital marketing on shopping emotions among millennials in the new normal era. The hypotheses in this research are: H1: It is suspected that there is a partial influence on the role of influencers on shopping emotions in the Millennial Generation; H2: It is suspected that there is a partial influence of digital marketing on shopping emotions in the Millennial Generation; H3: It is suspected that there is an influence

between the role of influencers and digital marketing simultaneously on shopping emotions in the Millennial Generation.

2. Research Method

This research uses a purposive sampling technique which is part of the nonprobability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element (member) of the population to be selected as a member of the sample (Sugiyono, 2017: 85). Purposive sampling is a technique for determining samples based on certain considerations. For example, if you want to conduct research on digital marketing, the sample data source is people who often shop online. To obtain accurate data and information, this research used several methods, namely: literature (books, scientific journals) and online questionnaires (google form) using a Likert scale.

3. Results and Discussions

Validity and Reliability Test

Based on the results of data processing, it can be concluded that the validation results for research questions show that all questions are said to be valid because they have r count > r table. With N=50 and a significance level of 5%, namely r table 0.279, so all items regarding variables X1, X2, and Y can be said to be valid and can be used for research.

Reliability testing or instrument reliability shows the extent to which a measurement can provide consistent results when measured again. Measuring reliability was carried out with the help of the SPSS program with the Cronbach alpha statistical test. A variable is said to be reliable if the Cronbach alpha value is > 0.60.

Table 1
Reliability Test Results

Variable	Cronbach's Alpha	Reliability	Information
Influencers (X1)	0.742	0.60	Reliable
Digital Marketing (X2)	0.683	0.60	Reliable
Shopping Emotion (Y)	0.643	0.60	Reliable

Source: Primary Data After SPSS Processing, 2023

Based on the data above, it can be concluded that all variable statements used in this research are reliable and can be used because they show a Cronbach's alpha value > 0.60.

Multiple Linear Regression Analysis Test Results

This analysis aims to test whether there is an influence between influencers and digital marketing on shopping emotion. The following are the results of multiple linear regression analysis.

Table 2
Multiple Linear Regression Analysis Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	*t*	*Sig.*
		B	*Std. Error*	*Beta*		
1	*(Constant)*	2,733	1,255		2,178	0.034
	Influencers	0.253	0.093	0.314	2,738	0.009
	Digital Marketing	0.520	0.099	0.604	5,263	0,000

a. *Dependent Variable*: Shopping Emotion (Y)
Source: Primary Data After SPSS Processing, 2023

Based on the table above, the regression equation can be prepared as follows:
$Y = \alpha + \beta1\ X1 + \beta2\ X2 + e$
$Y = 2.733 + 0.253X1 + 0.520X2 + e$

Based on the regression equation above, it can show the relationship between the independent variable and the dependent variable partially. From this equation it can be concluded that: The constant value (α) is 2.733. This value means that if there is a change in the variables, namely influencer (X1) and digital marketing (X2), each of which has a value of zero (0), then shopping emotion (Y) will increase by 2,733 units.

The influencer regression coefficient value is 0.253, meaning that if influencers increase by 1% assuming the digital marketing variable (X2) and constant (a) are zero (0), then shopping emotion increases by 2.733. This shows that the influencer variable provided contributes positively to shopping emotion, so that the greater the role of influencers, the greater the shopping emotion felt by the millennial generation.

The digital marketing regression coefficient value is 0.520, meaning that if the digital marketing variable (X2) increases by 1% assuming the influencer variable (X1) and constant (a) is 0 (zero), then shopping emotion in the millennial generation increases by 2.733. This shows that digital marketing carried out optimally will contribute positively to shopping emotions in the millennial generation, so that the greater the role of digital marketing, the greater the shopping emotions felt by the millennial generation.

Hypothesis Test Results

The t test is used to determine whether each independent variable has a partial effect on the dependent variable. In hypothesis 1, it is stated that it is suspected that there is an influence of influencers on shopping emotions in the millennial generation. To test the influence of influencers on shopping emotions, this was done by looking at the results of statistical tests with SPSS in the multiple linear regression analysis results table. The results in table 4.10 show that the influencer's calculated t value is 2.738 with a significance level of 0.009 which is smaller than the real level of 0.05. So it can be concluded that H1 has a significant effect.

In hypothesis 2, it is stated that there is an influence of digital marketing on shopping emotions in the millennial generation. To test the influence of digital marketing on shopping emotion, this was done by looking at the results of statistical tests with SPSS in the multiple linear regression analysis results table. The results in table 4.10 show that the digital marketing t-value is 5.263 with a significance level of 0.000 which is smaller than the real level of 0.05. So it can be concluded that H2 has a significant effect.

In hypothesis 3, it is stated that it is thought that there is a simultaneous influence between influencers and digital marketing on shopping emotions in the millennial generation. To test the influence of influencers and digital marketing on shopping emotions, this is done by looking at the results of the model feasibility test (F Test) in the following table.

Table 3 F Test Results
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	155,666	2	77,833	75,685	,000b
	Residual	48,334	47	1,028		
	Total	204,000	49			

a. Dependent Variable: Shopping Emotion
b. Predictors: (Constant), Digital Marketing, Influencers
Source: Primary Data After SPSS Processing, 2023

The results in the F test results table above show a significance value of F of 0.000 which is smaller than the real level of 0.05. This value means that the influencer and digital marketing variables simultaneously influence shopping emotion and are able to predict or explain shopping emotion itself and the regression model used is considered worthy of testing.

Table 4
Coefficient of Determination Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,874a	0.763	0.753	1,014

a. Predictors: (Constant), Digital Marketing, Influencers
b. Dependent Variable: Shopping Emotion
Source: Primary Data After SPSS Processing, 2023

Based on able 4.12, it can be seen that the coefficient of determination (R Square) is 0.763. The R2 value of 0.763 means that 76.3% of the shopping emotion variable can be explained by the influencer and digital marketing variables. The remaining 23.7% is explained by other variables outside the model.

4. Conclusions

Based on the research results and discussion described in the previous chapter, several conclusions were drawn, the role of influencers has a positive influence on shopping emotions in the millennial generation. The findings of this research confirm research from Hariyanti, and Wirapraja, 2018; Nurjanah, 2022. However, this research found different results from Amalia and Nurlinda, 2022 who found that there was no direct influence of influencer marketing on purchase intention for the Somethinc Serum skincare product. The main factor in achieving shopping emotion is by increasing the role of influencers who are able to arouse customer enthusiasm and create positive emotions about the goods/services being offered. (Wills and Sorcerers, 2022). Because before consumers buy the goods, they will first see reviews from influencers (Wardani, 2020). Digital marketing has a positive effect on shopping emotions in the millennial generation. This confirms research from Wasiat and Bertuah, 2022 which found that digital marketing has an influence on the intention to buy fashion products in the younger generation. In a competitive business, companies must carry out promotions to be known and always remembered. Marketing in the 4.0 era helps marketers shift to the digital economy by maximizing the concept of marketing content to achieve emotion (interest) which leads to increased shopping emotion (Aurellia, 2019). The influence of the role of influencers and digital marketing simultaneously on shopping emotions in the millennial generation. The main factor that influences shopping emotions is the positive emotions that have been formed which can increase consumer satisfaction and loyalty (millennial generation). The role of influencers is so big in forming positive emotions towards a good or service. As the era of digitalization develops, a business that has implemented digital marketing is not guaranteed to easily increase sales. Because influencers have the role of referring or inviting customers to look again in detail at the advantages of goods/services from the real side through reviews and interesting digital marketing content that will add more value. Thus, it can be

concluded that the simultaneous relationship between digital marketing will have a positive effect if it is balanced with the role of influencers in increasing the positive emotions of the millennial generation to increase shopping emotions. This research is in line with the findings of Maulana et al., 2020 who found that social media and influencers have a simultaneous influence on consumer behavior in the digital economy era. Likewise, findings from Wasiat and Bertuah, 2022 state that digital marketing and social media influencers jointly influence the intention to purchase fashion products in the millennial generation.

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