

Analysis of Reference Group and Opinion Leader Towards Interest in Buying Yoghurt

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Abstract— The research aims to find out analysis of reference group and opinion leader towards interest in buying yogurt. The purpose of this study was to determine the significance of reference groups and opinion leaders on the purchase interest of Yogurt. Yogurt is a start-up company managed as an entrepreneurship business project. Yogurt experienced a decline in sales which could be caused by unexpected factors, the loss of cooperation contracts with other companies, and the lack of appropriate strategies in promotion. Design. Methodology/ approach. Based on a review of the literature and the number of samples used was 124 respondents. The research approach was carried out quantitatively using processed using SPSS version 25 programs. The data collection method uses an instrument research based on variables which are expected significantly influence consumer buying interest. Originality/value – These results of research showed that the reference group and opinion leader variables significantly influenced the purchase interest of Yogurt.

Keywords — *Opinion Leader, Buying Interest, Yogurt. Word of Mouth*

1. Introduction

Yogurt company turnover and profit report data there was a very significant decrease in 2019 both decrease in turnover and profit. Appear various threats to the company as well as competitors are also obstacles to the company in attract consumers to visit and buy yogurt. According to Oktavia, (2019) states that *word of mouth* is formed in a group, because they are in fact consumers more trusting person others, such as groups references and opinion leaders than the advertisements launched by the company. Based on the results research by Aries *et al.* (2018) shows that *word of mouth variables* with *reference indicators group* and *opinions leader* influential significant to interest buy. Salangka *et al.* (2017) show that *reference group* and *brand image* simultaneously affect interest buying on consumer. Phenomenon and factors which already outlined in on make We must test matter *the reference group* and *opinion leader variables* can have a significant effect on purchase intention Yogurt or not. This is expected to overcome existing problems and achieve goals which already set.

2. Literature Reviews

2.1 Word of Mouth

Communication not only connects consumers with traders but also consumers with environment social, matter That can called communication (Harrison, 2001; Kumar, 2017; Prasetyo & Kusumawati, 2018). Which originate from trader or groups and come from the consumers themselves (Oktavia, 2019; Luong; et al. 2017). Oktavia, (2019) states that word of mouth is formed in a group, since consumers trust others such as, reference groups and leaders more opinion from on that ad launched by company (Kristianto & Basalamah, 2019; Rumahak & Sya'idah; 2018; Saleem & Ellahi, 2017; Habir et al, 2018).

2.2 References Group

An individual may be involved with various types of groups. According to Aries et al. (2018) says that personal goals or common goals obtained by Two or more people are called a group. Reference groups involve one or more people who are used as references in forming responses affective and cognitive as well as action. Also serves as a reference for someone inside buying decision and consumption (Malik et al., 2013; Vargo et al., 2008)

2.3 Opinion Leader

According to Schiffman and Kanuk (2007), an opinion leader is someone who is informal influence the actions or attitudes of other people, and those other people may be opinion seekers or simply receiver's eyes. *Opinion leader* is someone who often influences attitudes or behavior visible and other individuals (Shimp, 2012). Oktavia, (2019) also argues that an opinion leader, they can provide information to others about new products, provide advice and reduce the perceived risk received by followers in purchasing a new product, and they offer positive feedback to support or clarify decision by follower.

3. Research Methods

3.1 Previous Research

For know influence word of mouth to decision purchase, and to determine the effect of buying interest on purchasing decisions. The results of this study note that variable word of mouth with reference group indicators and opinion leaders have a significant effect on buying interest variable, word of mouth variable with reference group indicator and influential opinion leader significant to decision purchase, and variable interest buy influential significant to variable buying decision. Ramadhan & Simanjuntak (2018), this research aims to analyze the influence of promotion, reference group, and self-concept on buying behavior hedonists in generation Z. The results of this study indicate that promotion and reference group has a significant effect on product buying behavior.

3.2 Hypothesis

H₁: References group influential significant to buying interest Yogurt.

H₂: opinion leader influential significant to interest buy Yogurt.

This type of research is quantitative research where we use data in the form of numbers as tools to analyze and conduct research studies. According to Sugiyono (2017), quantitative research is research used to examine certain populations and samples. The population in this study is Yogurt consumers who have purchased Yogurt and consumers who have not once, however. know about Yogurt Technique *sampling* used in study is *non-probability sampling*. This study uses primary data, and secondary data as data type. This study uses secondary data to support the primary data obtained from material references, literature, And study earlier. Procedure collection data in study to determine how significant the influence of the *reference group* and *opinion leader* against buying interest consumer.

4. Results and Discussion

4.1 Analysis Data

Based on these data of the 124 respondents, the contribution of the most respondents was male, namely as many as 82 with a percentage of 66.13% of the total respondents. Followed by respondents with female genitalia as many as 42 people with a percentage of 33.87.2% of the total respondents. Respondent most came from respondents with aged 22 – 27 years, namely as many as 57 people with a percentage of 45.97%. the total number of respondents. Followed by the 28 - 34-

year-old age group with a total contribution of 47 people or 37.90% of the total respondents. Followed by respondents at the age of 35 - 40 years as many as 20 with the percentage is 16.13%

It is known from these results that the regression equation between the reference group variables (X_1) and opinion leaders (X_2) to interest buy (Y) as following:

$$Y = 4.327 + 0.201 X_1 + 0.457 X_2$$

The results of these tests can be explained that the constant value obtained is 4.327. It means that if the independent variables are reference group and opinion leader does not exist or has a value of zero, then the magnitude of the value interest buy what happened was 2,349. Coefficient value regression reference big group 0.201. Matter This shows that every increase of 1 regression coefficient the reference group being measured will experience an increase of 0.457 assuming the other independent variables are considered constant. Regression coefficient value opinion leader of 0.457. This shows that for every increase of 1 the opinion leader regression coefficient is be measured so will experience enhancement as big 0.457 with assumption independent variable, which otherconsidered constant.

Table 4.1 Test Partial (Test t)

Model	Unstandardized Coefficients		standardized coefficient	t	Sig.
	B	std. Error	Betas		
(Constant)	4.327	0.193		11,225	0.000
Reference sGroup	0.201	0.177	0.112	2,001	0.020
opinion leader	0.457	0.056	0.690	9.740	0.000

Source: Results data processed, 2022

Based on the results of data processing in this t test, the significance of the *reference group variable* is 0.05. It means variable *reference group* influential significant to variable interest buy. Significance variable *opinions leader* of 0.00. It means variable *opinions leader* influential significant to variable interest buy.

Table 4.2 Test Simultaneous (Test F)

Model	Sum of Squares	df	Means Square	F	Sig.
Regression	9,515	2	5,221	53,111	0.000

Based on the results of data processing on the F test, a significance value of 0.00 is obtained, which is morethan the level error 0.02, so it can be concluded that H_1 dan H_2 accepted or the two dependent variables are affected significant to variables free.

Table 4.3 Test Coefficient Determination (R^2)

Model	R	R Square	adjusted R Square	std. Error of the Estimates
1	0.721	0.520	0.621	0.41221

Source: Results data processed 2022

Based on results though data on test coefficient determination (R^2). From mark the can said that variable *reference group* and *opinions leader* effect on the variable buying interest (Y).

Table 4.4 Test Normality

	Unstandardized residual	Conclusion
asympt. Sig. (2-tailed)	0.188	Distributed in a manner normal

Source: Results though data, 2020 (Appendix C)

Based on the results of the normality test above, we can conclude that the data is normally distributed, because the significance value obtained is $0.188 > 0.05$. This value is in accordance with the provisions of the standard value normality significance.

Table 4.5 Test Multicollinearity

Variable	tolerance	VIF
<i>References Group</i>	0.632	1.421
<i>opinion leader</i>	0.632	1.421

Source: Results data processed, 2022

The results of data processing show that the VIF value of each independent variable is less than 10. Likewise with mark tolerance > 0.1 . It means models regression No contain symptom multicollinearity.

Table 4.6 Test Heteroscedasticity

Variable	Sig.
<i>References Group</i>	0.124
<i>opinion leader</i>	0.672

Source: Results data processed, 2022

The results of data processing that has been carried out on each independent variable obtained a value that is greater than standard significance value of 0.05, so it can be concluded that there is no heteroscedasticity in each respectively independent variable.

The results of this study are in line with the research of Salangka *et al.*, (2017) which states that *reference Group* influence on consumer buying interest. *Reference groups* involve one or more people who are used as reasons for comparison or reference in forming affective and cognitive responses and performing behavior. *Reference groups* in marketing perspective is a group that serves as areference point for someone in the decision purchase and consumption according to Aries *et al.* (2018). This happens because of consumers trust the advice of their friends or family to be interested in even buying introduced product or suggested, like Which Once done Yogurt when request *feedback* to a number of consumers Yogurt, where consumers answer that they know and want to buy Yogurt because of suggestions from all friends.

The results of this study are in line with the research of Aries *et al.* (2018), which states that *word of mouth* with variable *opinions leader* influential significant to interest buy product. *Opinion leaders* have an important function, namely, they can provide information to others about new products, provide advice and reduce the perceived risk received by followers in purchasing a new product, and they offer positive feedback to support or clarify decisions that have been taken by followers (Shimp, 2012). This can happen because when an opinion leader makes a pre-purchase,

people think it can afford it reduces the risk that people will follow an opinion leader to buy that thing, such as that done Yogurt in promotion product Which use consumer as leader opinion in inform Yogurt through their social media by giving discounts to consumers Which Want to become leader opinion.

5. Conclusions.

Based on results study Which done and significance variable reference group and opinions leader on buying interest Yogurt, can concluded that:

1. Variable reference group influential significant to buying interest Yogurt.
2. Variable opinions leader influential significant to buying interest Yogurt.

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