

The Influence of Influencers and Brand Awareness on Interest in Buying Samyang Brand Instant Noodles in Surabaya

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ABSTRACT

This research aims to analyze the influence of influencers and brand awareness on interest in buying Samyang brand instant noodles in Surabaya. Based on the results of research on 100 respondents, influencers and brand awareness have a positive and significant effect on interest in buying Samyang brand instant noodles. The encouragement variable from influencers is the most significant factor in influencing consumer buying interest, while the most influential indicator of the brand awareness variable is brand use or consumption. In this context, influencers and brand awareness are important factors in promoting and influencing consumer purchasing interest in Samyang brand instant noodle products. This research is in line with previous research which shows the positive and significant influence of social media influencers and brand awareness on interest in purchasing products.

INTRODUCTION

In the current era of digitalization, technological developments have had a tremendous impact on the world. Digital businesses built through internet networks such as Google, Facebook, and many more, have been able to change the world and have formed communication patterns without geographical barriers. Digitalization also has an impact on the development of a business. The positive impact of digitalization on business also occurs in the form of promoting innovation, creating job opportunities, and increasing productivity both socially and economically. Indonesia, especially in the field of information technology, has a huge opportunity to grow even bigger. We have so much potential, such as the large number of population demographics, and easier and cheaper internet access.

In the current period of development, the form of advertising is not only formal but traditional in the form of a few minutes on television before consumers watch the show. But with the existence of social media, which now exists not only as a medium of communication but also as a platform that can be used for advertising. Facebook presents several features specifically for businesses, and Instagram is beginning to make them, plus, social media with the Instax camera symbol can package that advertising is not something that is displayed, but can blend these things into something that looks ambiguous but has a clear target.

Through social media, we can get a lot of information, one of which is the phenomenon that is currently trending, namely the "Korean wave" or Hallyu in Indonesia. According to the news blog page (vocals. id, January 12, 2022), Korean Wave or Hallyu is a term given to refer to popular culture originating from South Korea because it spread globally in various countries in the world, including Indonesia. The Korean Wave sells culture from South Korea by combining traditional and modern cultural life through films, music, lifestyle and entertainment industry products such as television dramas.

Initially around 2000, Indosiar television broadcast Korean drama films entitled *Winter Sonata* and *Endless Love*. Not only that, at the same time Trans TV broadcasts also showed the film *Glass Shoes and Lover*, followed by TV7 which broadcast *Beautiful Days*, and SCTV broadcast *Invitation and Popcorn*. It is recorded that more than 50 Korean dramas have been broadcast on Indonesian television stations and continue to see an increase. Since that appearance, the term Korean wave began to spread because K-Drama and pop music (K-Pop) spread. In 2014, K-pop began to enter Indonesia through television programs that broadcast weekly South Korean music. The emergence of boybands and girlbands is a form of Korean product that people are familiar with.

Over time, Korean culture has been implemented in the daily lives of lovers of Korean culture, from fashion, makeup, Korean skincare, language, and style of speech, to food. Many culinary businesses from Korea have opened in Indonesia. And most of these efforts go viral on social media. The majority of Indonesian people are curious about the taste of the food they watch in dramas

or variety shows. Therefore, many people are looking for food from Korea to try the trend that has been hotly discussed recently.

The potential market in Indonesia is still wide open, making entrepreneurs, companies and investors compete to get big profits in the Indonesian market (Ika et al., 2020). With Indonesia's high population, Indonesia is a very promising market for the food and beverage business. One of them is the instant noodle industry. This is proven by a survey which states that Indonesia is in the top 10 countries with the largest consumption of instant noodles in the world

LITERATURE REVIEW

Previous Research

The research conducted by the author contains elements of similarities with previous research but also contains several differences. For more details, the results of previous research conducted by:

a. Research (Maharani & Soepatini, 2021)

The research entitled "The Influence of Brand Awareness, Brand Image, and Brand Trust on Purchase Interest in Ms. Glow Products" This study aims to determine the effect of brand awareness, brand image, and the burden of trust on the purchase intention of MS Glow products. This research is quantitative research using primary data. The population of this study were students of the Faculty of Economics and Business, Muhammadiyah University of Surakarta with a total sample of 125 respondents. The sampling technique used was non-probability sampling, namely non-random sampling. The analysis technique used is an instrument test, classical assumption test and partial hypothesis testing and the coefficient of determination (R²) is used to obtain accurate data results. The results of this study stated that there was an influence of brand awareness, brand image, and the burden of trust on purchase intention in MS Glow product respondents, namely students of the Faculty of Economics and Business, Muhammadiyah University, Surakarta.

b. Penelitian (An'umillah & Zulestiana, 2022)

Penelitian dengan judul "Pengaruh Influencer Social Media Dan Citra Merek Terhadap Minat Beli Pada Generasi Z (Studi Kasus Pada E-Commerce Sociolla)". Penelitian ini dirancang untuk menganalisis pengaruh influencer media sosial Kiara Leswara dan citra merek terhadap niat beli konsumen Sociolla. Kuesioner penelitian ini disebar pada 400 responden yang merupakan pengikut Kiara Leswara yang menggunakan Sociolla. Pemodelan yang digunakan pada penelitian ini yaitu analisis deskriptif dan Structural Equation Modeling (SEM) dengan bantuan program software PLS 3.3.9 yang digunakan untuk menganalisis pengumpulan data. Hasil penelitian menunjukkan bahwa memang sosial media influencer dan citra merek berpengaruh signifikan dalam membangun minat beli, dan berkorelasi positif.

c. *Research (Salsabiela et al., 2022)*

Research with the title "The Influence of the Selection of Brand Ambassadors and Brand Awareness on Purchasing Decisions through Consumer Purchase Interest in Other Coffee Hati Wonosobo" This research aims to determine the influence of the brand ambassador and brand awareness variables on purchasing decisions through the purchase interest variable as an intervening variable. This type of research is explanatory research. The sampling technique used was non-probability sampling and purposive sampling methods. This research used 100 respondents (Cooper & Emory, 1992 theory) who were consumers of Kopi Lain Hati in Wonosobo. The data in this research was processed using the SmartPLS application version 3.0. Based on the research results, it is known that there is a positive and significant influence on brand ambassadors on purchase interest, brand awareness on purchase interest, brand awareness on purchase decisions, and purchase interest on purchase decisions.

Theoretical basis

Marketing

According to Stanton in Rambe & Aslami (2022), marketing is the entire company's operating system which is focused on planning, pricing, advertising and distributing services or products that meet customer demand, both current and potential buyers. Hani, Basudan in Rambe & Aslami (2022) Marketing is a comprehensive collection of operations that focuses on developing, pricing, improving, and distributing goods and services that meet the demands of current and potential customers.

From the definition above we can conclude that marketing is the activity and process of creating, communicating, providing, and exchanging offerings that are valuable to customers, clients, partners, and the general public. Marketing begins with satisfying human needs which develop into human desires. The process of fulfilling human needs and desires is a marketing concept. From product fulfillment to pricing to product delivery to product promotion. People involved in marketing are called marketers. These marketers must know marketing concepts and principles to be able to carry out marketing activities to the needs and desires of the community, especially the target audience.

Social media

Social media is an online medium where users can easily access it. According to Utari in Nurudin, social media is an online media where users can easily participate. Participating means that someone will easily share information, create content that they want to convey to other people, comment on the input they receive and so on. Everything can be done quickly and unlimited. Another opinion says that social media is online media that supports social media interactions using web-based technology that turns communication into interactive dialogue.

Nowadays, in the masses where internet technology and communication tools are increasingly advanced, social media is also growing and developing rapidly. Currently, accessing Facebook or Instagram, for example, can be done

anywhere and at any time just by using a gadget or mobile phone. This proves how quickly people can access social media which has resulted in a major phenomenon in the flow of information. This not only happens in developed countries but also developing countries, including Indonesia.

Social media users are free to modify and edit photos, videos, documents and various other content models. This time the media is not only for exchanging information, but also as a promotional tool. Social media is becoming an indispensable part of marketing for many companies and is one of the best ways to get customers. With more and more people using social media, many are looking at business opportunities using social media. Lately, the majority of people have used social media and the internet to create shops and stalls online.

Youtube

YouTube is a service from Google that facilitates its users to upload videos and can be accessed by other users from around the world for free. YouTube is a video site that provides various information in the form of 'moving images' and is reliable. This site is provided for those who want to search for video information and watch it directly. YouTube enables billions of people to discover, watch, and share original videos. YouTube provides a forum for people to connect, inform and inspire others around the world and acts as a distribution platform for original content creators and advertisers big and small.

Youtube according to Dr. Rulli Nasrullah is an internet-based social media with video content, In this media, someone can provide various information by creating a channel. The owner of the channel is the audience that has an account. From each channel, users can upload videos in various categories. The process of uploading the video is like an image on a television channel packaged in social media. YouTube is an online media that provides information in the form of videos. These videos can be in the form of tutorials, entertainment and so on. For most people, the videos are not very useful. However, these videos are very useful for some people in supporting their lives. Information in the form of video will make someone more quickly capture the information contained in it. Therefore, YouTube is one of the most popular online media today and is useful for meeting information needs.

Influencer

According to Hariyanti & Wirapraja (2018) Influencers are a person or figure on social media where that person has a large number of followers, then what they convey can influence the behavior of their followers (followers). Influencers are third parties that significantly shape customer buying decisions. (Brown & Hayes, 2008:52). Influencers, in Turner's opinion, can be categorized as microcelebrities, which means a new style of online behavior where someone tries to increase their popularity on the internet by using various technologies such as videos, blogs or social networking sites (Senft, 2008:5 in Rahmawan, et al. 2017 190-191).

According to Jin and Phua (2020), "A high number of followers on Instagram social media implies that many people are interested in certain accounts, for example, those who subscribe to their updates". People also rely on these cues to judge the popularity of a person who is perceived as more attractive, trustworthy, approachable and has socially desirable characteristics.

The characteristics of social media influencers as temporary channels have proven to be effective for introducing brands, and even making influencer followers take certain actions that are expected to influence the development or sales of the products delivered. (Julius Ripandi Hutabarat, 2020).

Thus it seems plausible that influencers with high follower counts would be perceived as highly influential. Consumers see influencers as a valuable source of information conveyed. Influencer marketing is an effective promotional method because today's consumers pay more attention to social media and like to see interesting content from people or influencers they follow. (Julius Ripandi Hutabrat, 2020).

According to Julius Ripandi Hutabarat (2020), Influencer influence is a reflection of the results of communication and interaction with other people, which is used with this influence to change a person's attitude or behavior. According to Lee quoted by Hariyanti & Wiraja (2018), the indicators used are as follows, including:

- a. Information
- b. Encouragement
- c. Role
- d. Status

Brand Awareness

A good brand or brand will place the company/product above other competitors and make it the top choice. The brand will be the personality, character and soul of the company. The rapid competition made it possible to carry out large-scale promotions by relying on the brands they had. The more intense the promotion carried out via social media, the more it will support increasing brand awareness of a product (Schivinski & Dabrowski in Ramadayanti (2019)). Before consumers make purchasing decisions, consumers must know several brands on the market. Therefore consumers must know about brand awareness (brand awareness). Brand awareness is the ability of a potential buyer to recognize or remember that a brand is part of a certain product category (Humdiana in Ramadayanti (2019)). Brand awareness has a positive effect on purchasing decisions for a product, both goods and services (Akbarsyah in Ramadayanti (2019)).

According to Keller in Sari et al. (2021), four indicators can be used to determine how close consumers are to a brand, namely:

- a. Recall, namely how much consumers remember when asked what brands they remember. A brand name that is simple, easy to pronounce, and has a clear meaning helps a brand easily appear in consumers' memories.
- b. Recognition, namely how far consumers can recognize that a brand belongs to a certain category.

- c. Purchase, namely the extent to which consumers involve brands in choices when buying products/services.
- d. Consumption, namely the extent to which consumers can recognize a brand when using a competitor's brand

Purchase Interest

One form of consumer behavior is interest or the desire to buy a product or service. The form of consumer interest in purchasing is potential consumers, namely consumers who have not taken purchasing action in the present and are likely to take purchasing action in the future or can be called prospective buyers. According to Kotler and Keller in Sriyanto et al. (2019), buying interest is consumer behavior that appears as a response to an object that shows the customer's desire to make a purchase, so buying interest is the sincerity of having something at a sacrifice where buying interest arises because the consumer feels satisfied with the quality of the product provided by the company

According to Duriyanto et al. in Halim & Iskandar, (2019) buying interest is something related to consumer plans to buy certain products, as well as how many product units are needed in a certain period. Purchase intention is a consumer's mental statement that reflects the plan to purchase a product with a certain brand, knowledge about consumers' purchase intentions for products needs to be known by marketers to describe consumer behavior in the future. Purchase intention is formed from consumer attitudes toward a product, this comes from consumer confidence in product quality

Based on the definitions above, it can be concluded that buying interest is consumer behavior where consumers have the desire to choose and consume a product with a different brand, and then make a choice they like by paying money or by making a sacrifice. According to Kotler in Sugianto Putri (2016), several indicators determine buying interest, namely:

- a. Transactional interest. Namely a person's tendency to buy a product.
- b. Referential interest. Namely, a person's tendency to refer products to other people.
- c. Preferential interest. That is, it shows the behavior of someone who has a major preference for that product.
- d. Explorative interest. This shows the behavior of someone who always looks for information about the product they are interested in and looks for other products that will support the positive properties of that product.

Relationship Between Variables

1. Influencer relationship with buying interest

The factors that influence buying interest consist of two external factors, namely the behavior of other people and unexpected situations. Interest is considered a strong internal stimulus and motivates action (Kotler and Keller 2012: 170-171). Influencers are people who have the power to

influence other people's buying interests because they have authority, knowledge or a strong relationship with consumers.

Based on Dufhastan's research (2021) entitled "The Influence of Influencers, Brand Ambassadors on Interest in Buying Products." The population used in this research is the people of Surakarta and its surroundings who use or are interested in MS Glow products and a sample of 200 respondents. The technique used is purposive sampling to conclude that it can be concluded if an influencer is proven to have a significant influence on buying interest

Based on research conducted by An'umillah & Zulestiana (2022), it was concluded that Social Media Influencers have a positive and significant influence on Purchase Interest. The Path Coefficient value obtained shows that the direction of the relationship between Social Media Influencers and Purchase Interest is positive or in the same direction.

According to a study conducted by Lestari et al. (2021), it can be concluded that an Influencer is proven to have a significant influence in influencing purchasing interest. This is of course supported by the results of the hypothesis and the average value of the variables where all variables are acceptable and have a significant effect on buying interest. Based on several previous studies, it has been proven that influencers influence purchasing interest

2. The relationship between Brand Awareness and Purchase Intention

In general, consumers tend to buy products from brands they already know based on considerations of comfort, safety and so on. However, a well-known brand prevents consumers from the risk of use on the assumption that a well-known brand is reliable. Kotler and Keller (2011:482) state that brand awareness is the ability of consumers to identify brands in different conditions, as reflected by their recognition or memory of the brand so that after they become familiar with the brand, interest in buying will arise.

According to Mashur Razak, Muhammad Hidayat, and Muhammad Hidayatullah Rahman (2021), Brand awareness influences buying interest in the GoFood application in Makassar City

According to research conducted by Indah & Budiarmo (2018) concluded that in this study, brand awareness is partially a factor that influences purchasing decisions. In addition, all sub-variables of brand image and goods awareness together are partial factors that influence purchase intention.

Based on a study conducted by Agustin Santoso et al. (2018) This study discusses "The Influence of Brand Awareness and Brand Image on Interest in Buying Innisfree Beauty Products." The research respondents were users of Innisfree beauty products, with a total of 100 respondents. The research was conducted using quantitative methods with quota sampling data collection techniques. The results of this study state that together brand awareness and brand image have a significant influence on the intention to

buy Innisfree beauty products. Based on several previous studies, it has been proven that Brand Awareness influences purchase intention.

Framework of thinking

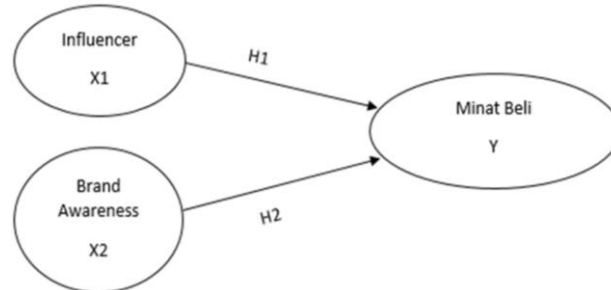


Figure 1. Thinking Framework

Research Hypothesis

H1: It is suspected that Influencers have a positive influence on Interest in buying Samyang Brand Instant Noodles.

H2: It is suspected that Brand Awareness has a positive effect on Intention to buy Samyang Brand Instant Noodles

METHODOLOGY

Operational definition

The operational definition of a variable is anything that can be used as a research object in terms of something that can be researched. As shown by (Sugiyono, 2018) the operational definition is that which is connected to a variable by giving it importance or providing a link that is expected to measure the variable. The variables used in this research are as follows:

Influencer (X1)

According to Hariyanti & Wirapraja (2018) an Influencer is a person or figure on social media where that person has a large number of followers, then what they convey can influence the behavior of their followers (followers). Influencers are third parties that significantly shape customer buying decisions. Influencers can be measured by the following indicators:

1. Information (X1.1). Information is a collection of data that has been processed and managed so that it is easy to understand and useful for the recipient.
2. Encouragement (X1.2). It is motivation that can arouse us to act, achieve certain goals, and keep us interested in certain activities.
3. Role (X1.3). It is something that changes a person's position (status), while status is a set of rights and obligations that a person has if a person does things and obligations by his position.
4. State (X1.4). A person's position about the community around him.

Brand Awareness (X2)

Brand awareness is the ability of consumers to identify brands under different conditions, as reflected by their brand recognition or recall achievements (Kotler and Keller, 2016: 346). According to Aaker, brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Siahaan and Yuliati, 2016: 499). Brand Awareness can be measured by the following indicators:

1. Recall (X2.1). Namely how much consumers remember when asked what brands they remember. A brand name that is simple, easy to pronounce, and has a clear meaning helps a brand easily appear in consumers' memories.
2. Recognition (X2.2). That is how far consumers can recognize that a brand belongs to a certain category.
3. Purchases (X2.3). Namely the extent to which consumers involve the brand in choices when purchasing products/services
4. Consumption (X2.4). That is the extent to which consumers can recognize a brand when using a competitor's brand

Purchase Interest (Y)

According to Sugiyono (2019:69), Dependent Variables are often referred to as output variables, criteria, and results. In Indonesian it is often referred to as a dependent variable. The dependent variable is a variable that is influenced by or results from the independent variable. The dependent variable used in this study is Purchase Intention (Y). According to Kotler in Abzari, et al (2014), purchase intention is consumer behavior where consumers have a desire to choose and consume a product. The Buying Interest Indicators are as follows:

1. Transactional interest, (YI.1). Namely a person's tendency to buy a product.
2. Referential interest (YI.2). Namely, a person's tendency to refer products to other people.
3. Preferential interest (YI.3). That is, it shows the behavior of someone who has a major preference for that product.
4. Explorative interest (YI.4). That shows the behavior of someone who is always looking for information about the product of interest and looking for other products that will support the positive properties of the product.

Variable Measurement

The variable measurement scale in this study uses a Likert scale. According to Sugiyono (2016), the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions. The answer to each instrument item using a Likert scale has a gradation from strongly agree to strongly disagree.

Table 1. Measurement Scale

No	Jawaban	Skor
1	Sangat Tidak Setuju (STS)	1
2	Tidak Setuju (TS)	2
3	Netral (N)	3
4	Setuju (S)	4
5	Sangat Setuju (SS)	5

Sample Determination Technique

According to Handayani (2020), the population is all the items being investigated that have the same characteristics and can be individuals from groups, events, or whatever is being investigated. The population in this study is the people of Surabaya.

According to Sugiyono (2018), a sample is part of the number and characteristics of a population, the sample taken must truly represent the population to be studied. The sample criteria for this research are: Have you ever seen influencer content consuming Samyang products on YouTube

In this study, researchers did not obtain data with certainty on the size of the population, so the sampling technique used was based on sample measurements according to August Ferdinand (2014), namely the minimum number of samples is 5-10 times the number of indicators. The total number of indicators in the study is 12 indicators and the sample measurement parameters used are 9. So the number of samples used is 12 (indicators) \times 9 = 108 respondents. However, the author rounded up to 110 respondents.

Sample Collection Techniques

The sample is part of the number and characteristics of the population (Sugiyono, 2009). Sampling was carried out using the Nonprobability Sampling Technique, namely the Accidental Sampling method. According to Sugiyono (Meidatuzzahra, 2019), Nonprobability sampling is a technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. According to Sugiyono (Meidatuzzahra, 2019), Accidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source.

Data collection technique

Data Type

- a. Primary data. The primary data in this study is data taken from the survey results directly from the respondents submitted through filling out questionnaires related to research variables.
- b. Secondary Data. Secondary data in this research is data taken indirectly through research objects such as literature, books, journals, websites and the internet or electronic media.

Data source

According to Sugiyono in Kristantia Usfunan (2022), research data sources can be divided into primary data sources and secondary data sources. Sources of data used in this study are primary data and secondary data. In this research, the primary data source is the questionnaire. The researcher distributed questionnaires to respondents using a list of questions related to Influencers, Brand Awareness, and Purchase Interest which were the objects of research. The secondary data in this study are literature, websites, social media, research articles, and journals in the form of both theory and data related to the problems in this study.

Data collection

In collecting data, the authors use several data collection methods, namely questionnaires and literature. According to Sugiyono (2017), a questionnaire or questionnaire is a data collection technique that is carried out by providing a series of written questions or responses to respondents. The questionnaire or questionnaire used in this study was a closed questionnaire, in which respondents were asked to choose only one answer that they believed was correct. The research instrument is a tool used by a researcher to measure the phenomena that occur.

Validity and Reliability Test

Validity Test

According to Ghozali (2018), the validity test is used to measure whether or not a questionnaire is valid. An item statement or question is considered valid if $r_{\text{count}} > r_{\text{table}}$, and vice versa. A validity test is used to show the level of reliability or accuracy of a measuring instrument. In this study, the measuring instrument used was a questionnaire. To find validity, one must correlate the score of each question with the total score of all questions.

Reliability Test

(Ghozali, 2009 (Sanaky, 2021) state that reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answers to statements are consistent or stable from time to time. Measurements that have high is a measurement that can produce reliable data. High and low reliability, are empirically indicated by a number called the value of the reliability coefficient. High reliability is indicated

by the value of r_{xx} close to the value of 1. Generally agreed that reliability is considered satisfactory if ≥ 0.700

Data Analysis Techniques and Hypothesis Testing

The data analysis technique used in this study uses a component-based SEM (Structural Equation Modeling) using PLS (Partial Least Square). The PLS method is a variance-based structural equation model that can describe latent variables (not directly measurable) and is measured using manifest variables (indicators) (Imam Ghozali, 2013: 417 in (Sari, 2022)). The choice to use the PLS analysis tool is because it is widely used for causal-predictive analysis and is a technique that is suitable for use in the application of predictions and theory in this research.

PLS is a more appropriate approach to help researchers to get latent variable values for prediction purposes. PLS is a component or variant-based SEM equation model and is a multivariate statistical technique used to compare the dependent variable with the independent variable. SEM

SEM with PLS is an alternative SEM analysis technique where the data used does not have to have a multivariate normal distribution and the sample does not have to be large. In SEM with PLS, the value of the latent variable can be estimated according to a linear combination of manifest variables related to a latent variable and treated to replace the manifest variable. To carry out tests with the SEM system, it is carried out with the help of Smart PLS. PLS recognizes two types of components in the causal model, namely measurement models and structural models. In PLS, latent variables can be the result of reflection of the indicators, which are termed reflective indicators, and constructs can be formed by the indicators, which are termed formative indicators.

Several reasons for using the PLS analysis technique in this study:

1. PLS aims to predict a relationship between variables. This is to the research objective, namely to see the effect.
2. PLS can be used for research that has little theoretical basis.
3. PLS does not require many research assumptions so it is by predictive research.
4. PLS can analyze constructs with reflective and formative indicators together.

RESEARCH RESULTS AND DISCUSSION

Based on research that has been carried out by distributing research questionnaires online to the male and female people of Surabaya via Google Form. The number of samples used in this research was 110 people. The characteristics of respondents in this study were based on age. Data regarding the respondent's condition can be known through responses to the statements submitted in the questionnaire given

Characteristics of Respondents by Age

Based on the results of 110 respondents answering the questionnaire that was given, it can be seen based on age, as follows:

Table 2. Characteristics of Respondents by Age

No	Age	Frequency	Percentage
1	17-25	109	98,2%
2	26-30	1	1,8%
3	31-40	0	0%
Total		110	100%

Source : Data Primer Diolah, 2023

Based on Table 2 above, shows that there is the highest percentage of respondents 98.2% are aged 17-25 years with a total of 109 respondents. In general, at this age, they are the millennial generation who cannot be separated from the internet and social media, where these platforms are the means that are popular for business people to promote their products. To promote their products, they often use the services of influencers on social media platforms, one of which is YouTube. For the millennial generation, YouTube is a fun platform to entertain them in their free time, therefore business people use this as a means of promoting their products through influencers, which is thought to increase brand awareness and buying interest among the public. The other data is in the age range 26-30 with a percentage of 1.8% (1 respondent). This shows that the higher the age, the fewer people use social media to fill their free time.

Description of Variable Results

A. Influencer (X1)

Based on the results of distributing questionnaires to 110 respondents regarding influencers, the following were obtained:

Table 3. Influencer Variable Result Description (X1)

No	Statement	Answer Score					Total
		1	2	3	4	5	
Information							
1	Influencers on YouTube know how to describe the taste of Samyang instant noodle products	0	2	14	68	26	110
		0%	1,8%	12,7%	61,8%	23,6%	100%
Encouragement							
2	You became interested in consuming Samyang	0	2	13	56	39	110

	noodles after watching influencer content consuming these noodles on YouTube	0%	1,8%	11,8%	50,9%	35,5%	100%
Role							
3	You feel hungry when you see food influencer content on YouTube	0	1	10	43	56	110
		0%	0,9%	9,1%	39,1%	50,9%	100%
Status							
4	You see influencer content on YouTube based on the number of subscribers	3	17	29	29	32	110
		2,7%	15,5%	26,4%	26,4%	29,1%	100%

Source : Data Primer Diolah 2023

Based on the table above it can be explained as follows:

1. The first indicator of Influencers, namely Information. It is known from the results of the responses that the majority of respondents chose score 4, 68 respondents or 61.8%. Then the second highest was score 5 with 26 respondents or 23.6%. Then a score of 3 got 14 respondents or 12.7% and then a score of 2 got 2 respondents and a score of 1 got 0 respondents. This means that the majority of respondents answered in the affirmative.
2. The second indicator of influencers is encouragement. It is known from the results of the respondents that most respondents chose score 4 with 56 respondents or 50.9%, then the second highest was score 5 which got 39 respondents or 35.5%, then score 3 got 13 respondents or 11.8%, then score 2 with 2 respondents or 1.8% and a score of 1 with 0 respondents. This means that the majority of respondents answered in the affirmative.
3. The third indicator of Influencer, namely Role. It is known from the results of the respondents that most respondents chose score 5, 56 respondents or 50.9%, then the second highest was score 4, 43 respondents or 39.1%, then score 3, 10 respondents or 9.1%, then score 2 with 1 respondent or 0.9%, and a score of 1 with 0 respondents. This means that the majority of respondents answered strongly agree.
4. The fourth indicator of influence is Status. It is known from the results of the respondents' responses that most respondents chose score 5 to get 32 respondents or 29.1%, then the second most were on scores 3 & 4 as much as 26.4%, then score 2 as many as 17 respondents or 15.5%, then score 1 as many as 3 respondents or 2.7%. This means that the majority of respondents answered strongly agree.

B. Variable Description of Brand Awareness (X2)

Based on the results of distributing questionnaires to 110 respondents regarding Brand Awareness, the following were obtained:

Table 4. Variable Description of Brand Awareness (X2)

No	Statement	Answer Score					Total
		1	2	3	4	5	
Recall							
1	When someone mentions spicy instant noodles you remember Samyang noodles	1	2	15	56	35	110
		1,8%	1,8%	13,6%	50,9%	31,8%	100%
Recognition							
2	Samyang instant noodles belong to the category of spicy noodles	0	0	3	46	61	110
		0%	0%	2,7%	41,8%	55,5%	100%
Purchase							
3	When you want spicy instant noodles, you buy Samyang noodles	0	1	10	43	56	110
		0%	0,9%	9,1%	39,1%	50,9%	100%
Consumption							
4	You can differentiate the taste of spicy instant noodles from other brands	3	17	29	29	32	110
		2,7%	15,5%	26,4%	26,4%	29,1%	100%

Source : Data Primer Diolah 2023

Based on the table above it can be explained as follows:

1. The first indicator of Brand Awareness, namely Recall, is known from the results of respondents' responses that most respondents chose score 4 as many as 56 respondents or 50.9%, then the second most were on score 5 getting 35 respondents or 31.8%, then score 3 a number 25 respondents or 13.6%, then score 2 is 2 or 1.8% and score 1 is 1 respondent or 1.8%. This means that the majority of respondents answered in the affirmative.
2. The second indicator of Brand Awareness, namely Recognition, is known from the results of respondents' responses that most respondents chose a score of 5 as many as 61 respondents or 55.5%, then the second highest score was 4 as many as 46 respondents or 41.8%, then a score of 3 several 3 respondents or 2.7%. This means that the majority of respondents answered strongly agree.

3. The third indicator of Brand Awareness, namely Purchase, it is known from the results of the respondents that the most respondents chose score 5, 56 respondents or 50.9%, then the second highest was score 4, 43 respondents or 39.1%, then score 3, 43 respondents or 39.1%. 10 respondents or 9.1%. Then a score of 2 is 1 respondent or 0.9%. This means that the majority of respondents answered strongly agree.
4. The fourth indicator of Brand Awareness, namely Consumption, It is known from the results of the respondents' responses that most respondents chose a score of 5 with a total of 32 respondents or 29.1%, then the second most, namely scores 4 and 3 with a total of 29 respondents or 26.4%, then a score of 2 a total of 17 respondents or 15.5%, then a score of 1 totaling 3 respondents or 2.7%. This means that the majority of respondents answered strongly agree.

Description of Purchase Interest Variable (Y)

Table 5. Description of Purchase Interest Variable (Y)

No	Statement	Answer Score					Total
		1	2	3	4	5	
Transactional interest							
1	I intend to buy Samyang brand instant noodles	3	2	7	62	36	110
		2,7%	1,8%	6,4%	56,4%	32,7%	100%
Referential interest							
2	I wouldn't hesitate to recommend Samyang noodles to friends	1	6	18	51	34	110
		0,9%	5,5%	16,4%	46,4%	30,9%	100%
Preferential interest							
3	I prefer to choose Samyang brand spicy instant noodles over other brands	2	9	27	35	37	110
		1,8%	8,2%	24,5%	31,8%	33,6%	100%
Explorative Interests							
4	I intend to try other new flavor variations that Samyang noodles sell	1	1	13	45	50	110
		0,9%	0,9%	11,8%	40,9%	45,5%	100%

Source : Data Primer Diolah 2023

Based on the table above it can be explained as follows:

1. The first indicator of Buying Interest, namely Transactional Interest, shows that from the results of the responses the respondents most often chose score 4 with 62 respondents or 56.4%, then the second most chose score 5 with 36 respondents or 32.7%, then score 3 with 7 respondents or 6.4%, then score 1 totaling 3 respondents or 2.7%, and finally score 2 totaling 2 respondents or 1.8%. This means that the majority of respondents answered in the affirmative.
2. The second indicator of Purchase Interest, namely Referential Interest, shows that from the results of the respondents' responses, 51 respondents or 46.4% chose score 4 the most. Then the second largest group chose a score of 5, 34 respondents or 30.9%. Then a score of 3 was 18 respondents or 16.4%. Then a score of 2 is 6 respondents or 5.5%. And a score of 1 for a number of respondents or 0.9%. This means that the majority of respondents answered in the affirmative.
3. The third indicator of Buying Interest, namely Preferential Interest, is known from the results of the respondents' responses that most respondents chose a score of 4 of 37 respondents or 33.6%. Then the second highest score was 5 with 35 respondents or 31.8%. Then a score of 3 was 27 respondents or 24.5%. Then score 2 was 9 respondents or 8.2%. And a score of 1 was 2 respondents or 1.8%. This means that the majority of respondents answered in the affirmative.
4. The fourth indicator of Buying Interest, namely Explorative Interest, is known from the results of the respondents' responses that most respondents chose a score of 5 of 50 respondents or 45.5%. Then the second highest was score 4 with 45 respondents or 40.9%. Then a score of 3 was 13 respondents or 11.8%. Then scores 2 and 1 amounted to 1 respondent or 0.9%. This means that the majority of respondents strongly agree

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows:

1. The research results show that Influencers have a positive and significant influence on purchasing interest. This shows that influencers contribute to consumer buying interest.
2. The research results show that brand awareness has a significant positive effect on buying interest. This shows that brand awareness contributes to consumer buying interest

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