

## ***Analysis Of Endorser Credibility And Content Marketing On Consumer Attitudes Towards Sukabumifoodies Advertisements***

### **Analisis Kredibilitas Endorser Dan Content Marketing Terhadap Sikap Konsumen Pada Iklan Sukabumifoodies**

**Mutiara Rayhan Fatyla<sup>1\*</sup>, Kokom Komariah<sup>2</sup>, Resa Nurmala<sup>3</sup>**

University of Muhammadiyah Sukabumi<sup>1,2,3</sup>

[mutiararayhanf036@gmail.com](mailto:mutiararayhanf036@gmail.com)<sup>1</sup>

*\*Corresponding Author*

---

#### **ABSTRACT**

The purpose of this study was to determine the description of Endorser Credibility and content marketing on Consumer Attitudes on Instagram Sukabumifoodies. To determine the effect of Source / Endorser Credibility on Consumer Attitudes on student followers of Sukabumifoodies Instagram. To determine the role of content marketing on consumer attitudes on the Sukabumifoodies Instagram. The object of this research is about Source / Endorser Credibility, Content Marketing and Consumer Attitudes towards advertising. The research method used by researchers is quantitative research with a descriptive clausal approach. The population in the research conducted by researchers was Sukabumifoodies Instagram followers with a sample of 398 respondents. Data collection used in this study includes primary data and secondary data, namely observation, questionnaires or questionnaires, literature study and documentation. The results of this study are that there is a positive and significant influence between the credibility of the Source / Endorser on consumer attitudes and content marketing has a significant positive relationship with consumer attitudes because Sukabumifoodies promotes its products through marketing content.

**Keywords :** *Endorser Credibility, Content Marketing, Consumer Attitudes, Sukabumifoodies Advertising*

#### **ABSTRAK**

Tujuan dari penelitian ini adalah untuk mengetahui gambaran Kredibilitas Endorser dan content marketing terhadap Sikap Konsumen pada Instagram Sukabumifoodies. Untuk mengetahui pengaruh Kredibilitas Sumber/Endorser terhadap Sikap Konsumen pada mahasiswa followers Instagram Sukabumifoodies. Untuk mengetahui peran content marketing terhadap sikap konsumen di Instagram Sukabumifoodies. Objek penelitian ini adalah mengenai Kredibilitas Sumber/Endorser, Content Marketing dan Sikap Konsumen terhadap iklan. Metode penelitian yang digunakan oleh peneliti adalah penelitian kuantitatif dengan pendekatan deskriptif klausul. Populasi dalam penelitian yang dilakukan oleh peneliti adalah followers Instagram Sukabumifoodies dengan sampel sebanyak 398 responden. Pengumpulan data yang digunakan dalam penelitian ini meliputi data primer dan data sekunder, yaitu observasi, kuesioner atau angket, studi kepustakaan dan dokumentasi. Hasil dari penelitian ini adalah terdapat pengaruh yang positif dan signifikan antara kredibilitas Source/Endorser terhadap sikap konsumen dan content marketing memiliki hubungan yang positif signifikan terhadap sikap konsumen karena Sukabumifoodies mempromosikan produknya melalui content marketing.

**Kata Kunci :** *Kredibilitas Endorser, Content Marketing, Sikap Konsumen, Iklan Sukabumifoodies*

#### **1. Introduction**

Sukabumifoodies is one of the Instagram accounts that shares posts about the culinary world. Where in it there is a lot of content shared about recommended foods in Sukabumi. In its content, Sukabumifoodies has its own food influencers who specifically star in the content. The content is created to make potential consumers interested in the food it reviews. Therefore, it is necessary to have Source / Endorser Credibility in this food influencer. Source/Endorser Credibility itself is the competence of the endorser in presenting the

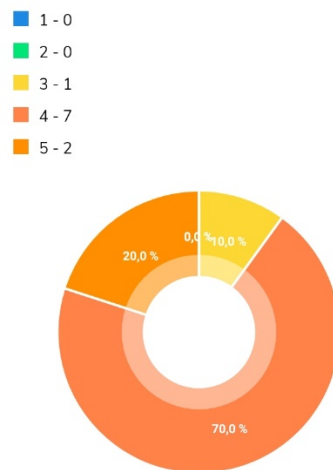
advertised product so as to gain the trust of potential consumers in the Content Marketing created.

The world of advertising that is now run by INFOSMI has various phenomena, ranging from competition between media, the declining attractiveness of advertisements, to customer confidence in trusting their promotions to INFOSMI as a media agency in Sukabumi. Technology and the advancement of people's thinking at this time led people to a new era that familiarized people to learn new things including in the world of content marketing. In the past, making a content marketing video was something that could still be considered expensive among the public. But now it is a common thing because everyone can learn it with a cellphone that calls with adequate camera quality. So that many MSMEs are starting to leave INFOSMI as a media agency that is trusted to produce good content marketing.

But digital marketing is not only about creating good content. More than that, MSMEs must also have enough target market or followers to be able to continue watching their content and have a high enough attractiveness to increase their traffic so that their content can be reached more widely.

These are two things that are interrelated in shaping consumer attitudes towards advertising. In content marketing, there must be trust or Source/Endorser Credibility to form positive consumer attitudes towards advertising. Consumer attitudes are an important psychological factor that marketers need to understand because consumer attitudes have a positive and strong correlation with behavior, where consumer attitudes towards advertising can influence consumer decisions in buying marketed products. Mac Kenzie and Lutz say that attitude towards advertising is defined as a tendency regarding liking or disliking advertising in general (Sasmita, 2017).

Based on a pre-research survey conducted by researchers, it shows that the attitude towards advertising that consumers have comes from the content created by the creator which is influenced by two variables, namely Source / Endorser Credibility and content marketing. The survey results are as follows:



**Figure 1. Diagram of Pre-Research Survey Results**

Source: Processed by researchers, 2022

The results showed that the answers of sukabumifoodies intagram followers were more inclined to agree with several questions asked, as follows:

**Table 1. Pre-Research Survey Questions**

No	Question	Answer	
		Yes	No

1.	Do you have a desire to buy food starting from seeing the @sukabumifoodies Instagram account?	81,8%	27,3%
2.	Do ads on @sukabumifoodies Instagram provide informative information about culinary to you?	81,8%	18,2%
3.	Do ads on @sukabumifoodies persuade you to buy the advertised product?	72,7%	27,3%
4.	Do @sukabumifoodies Ads create a desire to buy in you?	72,7%	27,3%
5.	Do @sukabumifoodies Ads convince you to immediately try the food displayed on the sukabumifoodies Instagram?	81,8%	18,2%
6.	Do you feel interested in the products displayed on the @sukabumifoodies Instagram?	90,9%	9,09%
7.	Does the attractiveness of advertisements on the @sukabumifoodies Instagram encourage you to immediately buy the products displayed on the @sukabumifoodies Instagram account?	36,3%	63,6%
8.	Is the @sukabumifoodies Instagram account an option for finding culinary tourism for you?	90,9%	9,09%
9.	Are the advertisements uploaded on the Sukabumifoodies Instagram account able to attract your attention?	72,7%	27,3%
10.	Do food advertisements on the @sukabumifoodies Instagram account encourage you to become a hedonist in culinary terms?	45,4%	54,5%

Source: Processed by researchers, 2022

From a pre-research survey conducted by the author to 11 students in Sukabumi City from different universities, it shows that there is a problem in the seventh question, namely "The attractiveness of advertisements on Instagram @sukabumifoodies encourages me to immediately buy the advertised product", meaning that consumers are less interested in buying products advertised on the Sukabumifoodies Instagram account or advertisements on the Sukabumifoodies Instagram account cannot encourage consumers to immediately buy products advertised on the Sukabumifoodies Instagram account.

Based on observations made by researchers in the comments column of the Sukabumifoodies Instagram account, there are negative comments addressed to Sukabumifoodies regarding the narrative that is made convoluted, the information provided about culinary is unclear, and unreliable endorser reviews have an impact on consumer attitudes in showing interest in a product. This is related to the credibility of the endorser and the creation of marketing content carried out by Sukabumifoodies which is considered still not good. In product exposure, endorsers must have three things related to their credibility, namely; allure, honesty and expertise. These three things can make consumers consider their decisions in terms of purchasing. Not to forget, that the three elements of the endorser cannot be separated from the creation of marketing content that is interesting and informative for consumers.

Consumer attitudes towards advertising can be influenced by Source/Endorser Credibility and Content Marketing. The research gap in this study is that there are several gaps between previous studies that have been conducted by researchers in Indonesia. The first gap is in research on the effect of Source/Endorser Credibility on consumer attitudes towards advertising. The first research conducted by Anastasia Cresentia and Romauli Nainggolan in 2021 stated that Source / Endorser Credibility has a significant effect on Purchasing Decisions which is one of the consumer attitudes towards advertising. Meanwhile, further research conducted by Nika (2020) states that Source / Endorser Credibility does not have a significant

effect on consumer buying interest. Furthermore, the second gap is research on the effect of Content Marketing on consumer attitudes. The first research conducted by (Putra, 2014) and (Dewi, 2018) states that Advertising and Online Advertising or have a significant effect on Attitude Toward ads (consumer attitudes towards advertising). while research conducted by (Huda et al., 2021) and (Irianti dan Listiani, 2020) states that Content Marketing has no significant effect on Attitude Toward Ads (consumer attitudes towards advertising). Based on this, researchers are interested in examining the influence between Source / Endorser Credibility and Content Marketing on consumer attitudes.

Based on the background that has been described, the authors are interested in conducting research entitled The Effect of Source / Endorser Credibility in Content Marketing on Consumer Attitudes on Instagram Sukabumifoodies.

## **2. Literature Review**

### **Marketing Management**

Marketing Management is an effort to plan, implement (which consists of organizing, directing and coordinating activities) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively. In the marketing management function there are analyzing activities, namely the analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market is and how big the threat must be faced (Agustina, 2011).

### **Consumer Behavior**

According to (Kotler and Keller, 2016) consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

### **Source/Endorser Credibility**

In general, endorser credibility can be defined as a positive characteristic of the communicator that affects the acceptance of a message by the recipient. Endorser credibility is an important factor to ensure the effectiveness of delivering advertising messages. Credible endorsers can produce positive changes, encourage behavior change, increase the ability of advertisements to influence audiences and reduce the occurrence of counterarguments.

### **Content Marketing**

According to Kotler in (Octafiany & Nurfebiaraning, 2021) content marketing is a marketing strategy in organizing strategies, producing and distributing content in order to attract the attention of targeted consumers to encourage them to become customers.

### **Consumer Attitudes**

According to Sunyoto in (Octafiany & Nurfebiaraning, 2021) consumer attitudes are habits that are more likely to be a reaction to a product offering, the reaction given can be a positive attitude (good) or a negative attitude (unfavorable) consequently.

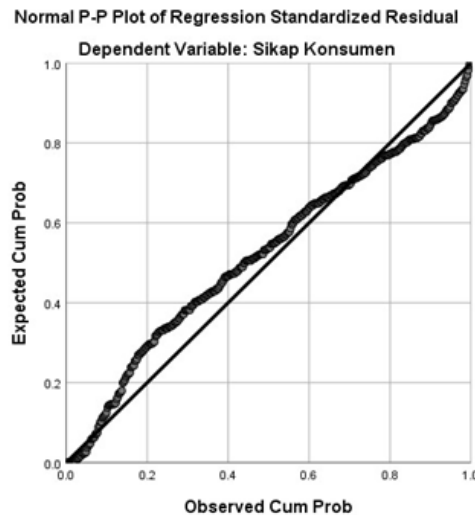
## **3. Research Methods**

The object of this research is about Source/Endorser Credibility, Content Marketing and Consumer Attitudes towards advertising. The research method used by researchers is quantitative research with a descriptive clausal approach. The population in the research conducted by researchers was sukabumifoodies Instagram followers with a sample of 398

respondents. The data collection used in this study includes primary data and secondary data, namely observation, questionnaires or questionnaires, literature study and documentation.

#### 4. Results And Discussions

##### PP Plot Normality Test



**Figure 2. Data Processing Results, 2023**

Based on the results of Figure 1, the PP Plot curve normality test shows that the points are around the diagonal line, it can be said that the residuals spread normally. So the conclusion is that the independent variables, namely Source Credibility and Content Marketing on the dependent variable, namely Consumer Attitudes, are normally distributed, which means they are suitable for use in this study.

##### Multicollinearity Test Tolerance and VIF

Multicollinearity test is needed to determine whether there are independent variables that are similar to other dependent variables in a model, multicollinearity detection in a model can be seen from several things.

If the Variance Inflation Factor (VIF) value is not more than > 10 and the tolerance value is not less than 0.1, then the model can be said to be free from multicollinearity and the VIF value =  $1 / \text{Tolerance}$ , if VIF = 10 then Tolerance =  $1/10 = 0.1$ . The higher the VIF, the lower the Tolerance or the VIF value is smaller than < 10.00, so there is no multicollinearity.

By using the same data as the data and variables used in the regression test in the previous chapter, the classic statistical assumption of multicollinearity can be detected from the Statistical Package for the Social Sciences output in table coefficients 2 as follows:

**Table 2. Multicollinearity Results Tolerance and VIF**

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		B	Unstandardized Coefficients Std. Error	Standardized Coefficients	t	Sig.		
				Beta			Tolerance	VIF
1	(Constant)	-8.933	4.839		-1.846	.066		
	Kredibilitas Sumber	.562	.067	.362	8.355	.000	.678	1.475

Content Marketing	.628	.062	.435	10.054	.000	.678	1.475
-------------------	------	------	------	--------	------	------	-------

Source: Data Processing Results, 2023

Based on table 2 through testing the variance inflation factor (VIF) in the SPSS output research results coefficients table, each independent variable, namely Source Credibility and Content Marketing, has a VIF of not more than 10.00 and a Tolerance value of not less than 0.1. Each of the two obtained a value of 1.475 which is not less than 0.1 and not more than 10. So it can be stated that the multiple linear regression model of the independent variable on the dependent variable is free from statistical classical assumptions and can be used in research because there are no independent variables that have similarities with other variables in this research model.

### Durbin Watson Autocorrelation Test

The Autocorrelation test in a model aims to determine whether there is a correlation between the confounders in a certain period and the previous period's confounding variables. Autocorrelation often occurs in samples with time series data where n-samples are time periods. Whereas for crossection data samples with n-sample items such as companies, people, regions, and so on rarely occur, because the confounding variables of one sample item are different from the others.

An easy way to detect autocorrelation can be done with the Durbin Watson test. The multiple linear regression model is free from autocorrelation if the calculated Durbin Watson value lies in the No Autocorrelation area. Determining the location is assisted by the dl and du tables, assisted by the value of k (number of independent variables). To speed up the process of whether or not there is autocorrelation in a model, the Durbin Watson benchmark value can be used to calculate close to number 2. If the calculated Durbin Watson value is close to or around number 2, the model is free from the classic assumption of autocorrelation, because number 2 in the Durbin Watson test is located in the No autocorrelation area. So that by using the independent to dependent variables used in the regression test in the previous chapter, the classic assumption of statistical autocorrelation can be detected from the SPSS version 25 output in table 3 as follows:

**Table 3. Durbin Watson Autocorrelation Results**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.706 <sup>a</sup>	.499	.496	4.57855	1.811

Source: Data Processing Results, 2023

Based on the results of table 3. The Durbin Watson autocorrelation test results show the number 1.811 and the lower limit (dl) and upper limit (du) of the figure are visible. With the number of independent variables (k) = 2, with the number of samples (n) = 398, then dl = 1.83 and du = 1.84. Based on the test located in the No Autocorrelation area, it can be concluded that the multiple linear regression model of the independent variable on the dependent is free from the classic statistical assumption of autocorrelation, which means that in this research model there is no correlation between the confounders in a certain period and the confounding variables of the previous period.

### Glejser Heteroscedasticity Test

The following is the basis for making heteroscedasticity test decisions when using the Glejser test, namely if the significance value > 0.05, the conclusion is that there are no

symptoms of heteroscedasticity. Conversely, if the significance value  $<0.05$  then the conclusion is that heteroscedasticity symptoms occur, can be seen in table 4 as follows:

**Table 4. Heteroscedasticity Test Results**

		Coefficients <sup>a</sup>			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	22.019	3.152		6.986	.000
	Kredibilitas Sumber	.080	.044	.065	.396	.523
	Content Marketing	.012	.041	.017	.296	.767

Source: Data Processing Results, 2023

Based on table 4, the results of the table above can be said that the results of the Glejser heteroscedasticity test in this study show the numbers 0.523 (X1) and 0.767 (X2) more than the significance value of 0.05 which means that the independent variable does not occur symptoms of heteroscedasticity. So it is concluded that multiple linear regression of independent variables on the dependent is free from the classical assumption of heteroscedasticity and is suitable for use in this study because the significance value exceeds the 5% confidence level so that there is no indication of inequality of variance from one residual to another observation.

#### Multiple Correlation Coefficient Test Results

In this study, in processing data using the multiple correlation coefficient analysis technique, researchers used IBM SPSS Statistics Version 25 software to make it easier to process data. The following are the results of data processing with the multiple correlation coefficient analysis technique carried out using the help of IBM SPSS Statistics Version 25 software which can be seen in table 5:

**Table 5. Multiple Correlation Coefficient Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 <sup>a</sup>	.499	.496	4.57855

Source: Data Processing Results, 2023

Based on table 5 of the correlation results above, it can be interpreted that the relationship between Source Credibility and Content Marketing on Consumer Attitudes has a relationship of 0.706. The results of the calculations obtained above have been given an interpretation of the weak or strong relationship with a guideline in table 6 as follows:

**Table 6. Interpretation of the Correlation Coefficient**

Coefficient Interval	Correlation Coefficient
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono, 2013

From table 6, it is obtained when it will be consulted with the interpretation table, namely the double correlation coefficient  $r$  which is at a value of 0.706 with the position of the

coefficient interval, which is at 0.60-0.799. Based on this, it can be concluded that the relationship between each independent variable and the dependent correlation relationship is strong so it is appropriate to continue the research.

#### Determination Coefficient Test Results

To determine the effect of source credibility and content marketing on consumer attitudes on Instagram sukabumifoodies. This study has collected data from various respondents and has processed the data using IBM SPSS Statistical Software Version 25. Get an explanation of using the coefficient of determination analysis technique with the coefficient of determination formula, which is as follows:

The criteria for analyzing the coefficient of determination are as follows:

1. If  $K_d$  is close to zero (0), then the influence of the independent variable on the dependent variable is weak.
2. If  $K_d$  approaches one (1), then the influence of the independent variable on the dependent is strong.

**Table 7. Results of the Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 <sup>a</sup>	.499	.496	4.57855

Source: Data Processing Results, 2023

It is known that the results of Source Credibility (X1) on Content Marketing (X2) are:  $R = r^2$ , so it can be calculated

$$K_d = 0,706^2 \times 100\%$$

$$K_d = 0,498436 \times 100\%$$

$$K_d = 49,9\%$$

Based on table 7 above, it is known that the value of R. Square (coefficient of determination) or the value of Source Credibility and Content Marketing is 0.499, which means it has an influence of 49.9%. So the contribution of the source credibility and content marketing variables is 49.9% to consumer attitudes, while the remaining 50.1% is influenced by other variables not examined in this study. Based on the coefficient of determination test above, it can be concluded that  $K_d$  is close to 1, which means that the influence of the independent variable on the dependent is strong so it is appropriate to continue research.

#### Simultaneous Test Results (Test f)

To find out how much influence the source credibility variable and the content marketing variable have on consumer attitudes simultaneously, so this study conducted simultaneous hypothesis testing (F test).

The rules for testing the results of the F-test show that the independent variables together have an effect on the dependent variable determined by  $F_{count} > F_{table}$  based on DK Numerator - k and DK Denominator = (n-k-1) and the error rate applied is 5%, namely the significance value  $< 0.05$ . The rules for testing significance are as follows:

If  $F_{count} > F_{table}$  then significant

If  $F_{count} < F_{table}$  then not significant

After obtaining the necessary data, to determine the effect of the two independent variables together on the dependent variable, therefore the researcher uses the F test calculation by entering and processing primary data through SPSS Statistic Version 25. The processing results in table 8 are as follows:



**Table 8. Simultaneous Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8235.515	2	4117.757	196.429	.000 <sup>b</sup>
	Residual	8280.415	395	20.963		
	Total	16515.930	397			

Source: Data Processing Results, 2023

Based on the results of the F test in table 8 above, it is known that the sig value (0.000 < 0.05) is significant, while F count 196.429 > F table 3.02, meaning significant (n-k-1 = 398-2-1 = 395). Significance here if Fcount > Ftable then accepted and Fcount < Ftable then rejected. Based on this, it can be concluded that the independent variable has an effect on the dependent variable or there is an influence of the Source / Endorser Credibility and Content Marketing variables on Consumer Attitudes so that it is appropriate to continue research.

### Multiple Linear Regression Analysis

Multiple linear regression research is used by researchers to determine the conditions of the rise and fall of the dependent variable in this study, namely the Consumer Attitude variable. So when the independent variables, namely the Source / Endorser Credibility and Content Marketing variables, go up and down in value.

The results of data processing with multiple linear regression analysis techniques using SPSS Statistic Version 25 are table 9 as follows:

**Table 9. Multiple Linear Regression Calculation Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.933	4.839		-1.846	.066
	Kredibilitas Sumber	.562	.067	.362	8.355	.000
	Content Marketing	.628	.062	.435	10.054	.000

Source: Data Processing Results, 2023

Based on table 9, the results of the multiple linear regression calculation above the constant value is -8.933 and for the Source / Endorser Credibility value (X1) of 0.562 while Content Marketing (X2) is 0.628, the multiple linear regression equation value is obtained, namely as follows:

$$a = -8.933$$

$$b_1 = 0.562$$

$$b_2 = 0.628$$

Then the multiple linear regression equation for the two predictors (Source/Endorser Credibility and Content Marketing) is obtained, namely as follows:

$$Y^* = a + b_1x_1 + b_2x_2$$

$$Y^* = -8.933 + 0.562 x_1 + 0.628 x_2$$

From the multiple linear regression equation it can be concluded:

1. The constant value of -8.933 has a negative value, the negative sign means that it shows the opposite direction of influence between the independent variable and the dependent variable which includes Endorser Credibility and Content Marketing is 0% or no change, the value of Consumer Attitude is -8.933 so that it does not have a unidirectional influence between the dependent variable and the independent variable.

2. The Endorser Credibility coefficient of 0.562 has a positive value. This shows that if the Endorser Credibility variable increases by 1%, the Consumer Attitude will increase by 0.562. assuming other independent variables are considered constant. The positive sign means that it shows a unidirectional influence between the Endorser Credibility variable on the Consumer Attitude variable.
3. The Content Marketing coefficient of 0.628 has a positive value. This shows a positive influence between the Content Marketing variable and Consumer Attitude. Where, this also shows that if the Content Marketing variable increases by 1%, the Consumer Attitude variable will increase by 0.628. The positive sign on the content marketing coefficient value also indicates a unidirectional influence between the Content Marketing variable and the Consumer Attitude variable.

#### Partial Hypothesis Test Results (t-test)

To determine whether there is an influence on each of the independent variables partially on the dependent variable, it can be seen at a significance level of 0.05. The results of further calculations are compared with the t table using an error rate of 0.05 two-party test and  $dk = n + 2$ , the criteria for determining the results are as follows:

If  $t\text{-count} > t\text{-table}$ , then  $H_0$  is rejected  $H_1$  is accepted

If  $t\text{-count} < t\text{-table}$ , then  $H_0$  is accepted  $H_1$  is rejected.

The results of the partial test (t-test) to determine whether there is an influence of each of the independent variables, namely Endorser Credibility and Content Marketing on the Dependent, namely Consumer Attitudes, are shown in table 10 as follows:

**Table 10. Partial Test Results (T-test)**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t
		B	Std. Error		
1	(Constant)	-8.933	4.839		-1.846
	Kredibilitas Sumber	.562	.067	.362	8.355
	Content Marketing	.628	.062	.435	10.054

Source: Data Processing Results, 2023

Based on the results of table 10 analysis of the coefficients table to determine the effect of the independent variable Endorser Credibility and Content Marketing partially on the dependent variable Consumer Attitude variable as follows:

1. The results of tests conducted by researchers from the influence of the Endorser Credibility variable on Consumer Attitudes show a sig value of  $0.000 < 0.05$ , which means significant, while the t-count value of  $8,355 > t\text{-table } 1,967$  means significant. Significance here  $H_0$  is rejected and  $H_1$  is accepted. Based on this, it can be interpreted that the Endorser Credibility variable partially has a significant effect on Consumer Attitudes.
2. The test results for the Content Marketing variable on Consumer Attitudes show a sig value of  $0.000 < 0.05$ , which means significant, while the t-count is  $10.054 > t\text{-table } 1.967$ , which means significant,  $H_0$  is rejected  $H_1$  is accepted. Based on this, it can be concluded that the Content Marketing variable partially has a significant effect on Consumer Attitudes.

#### Discussion

##### The Effect of Endorser Credibility (X1) on Consumer Attitudes (Y)

Based on the IBM Statistic Version 25 software, hypothesis testing can be seen in the t-test table, it can be seen in the table that the t-count and sig values in hypothesis testing between the Source Credibility variable and the Consumer Attitude variable show a t-count

value of 8,355 > t-table 1.967 and sig (0.000 < 0.05). The results of testing this hypothesis that there is a significant influence between Source / Endorser Credibility on Consumer Attitudes. This is in line with research (Kurniawan Randu, 2012) which states that Ad Model Credibility and Ad Content Creativity have a positive and significant effect on Consumer Attitudes, it can be interpreted that the Credibility of Sukabumifoodies Instagram Endorsers in an effort to build a good credible product communicator can be helped by indicators of allure, honesty and expertise. Improving good promotion with marketing content requires good communicators in marketing their products related to indicators of allure, honesty and expertise. Based on this, it can be concluded that Endorser Credibility is quite strong in the relationship between endorser credibility and consumer attitudes.

### **The Effect of Content Marketing (X2) on Consumer Attitudes (Y)**

Based on the IBM Statistic version 25 software, the t test table can be seen in the t-count and sig value table in hypothesis testing between the Content Marketing variable and the Consumer Attitude variable, which shows the t-count value of 10,054 > t-table 1,967 and sig (0.000 < 0.05). These test results indicate a significant influence between the Content Marketing variable on Consumer Attitudes. This refutes research conducted by (Isra Ul Huda, 2021) which found that there was no significant influence between Content Marketing on Consumer Attitudes.

Based on this, it can be concluded that the research results found by researchers are different from previous research. Content Marketing has a significant positive relationship with Consumer Attitudes because Sukabumifoodies promotes its products through marketing content where, in this case, Sukabumifoodies Instagram becomes an intermediary between the marketing content that is disseminated and consumer attitudes so that it is necessary to maintain important indicators that have a good reputation in the eyes of consumers in order to maintain a positive attitude of consumers towards the products marketed by Sukabumifoodies

### **5. Conclusion**

Based on the results of research conducted in the research and discussion described above regarding the analysis of endorser credibility and content marketing on consumer attitudes sukabumifoodies, the following conclusions are drawn:

1. Endorser credibility on Instagram sukabumifoodies gets the highest value on the expressive indicator found in the expertise dimension. This shows that the endorser's credibility in reviewing a product is very good in the eyes of his followers and shows a tantalizing expression so that it can attract the attention of Sukabumifoodies Instagram followers. However, from the honesty indicator, the endorser credibility variable gets a low score, which means that in making content reviewing endorser food, there are discrepancies in terms of taste, price and others with facts in the field. This can discourage consumer trust in sukabumifoodies as a culinary reference media. This is concluded based on the assessment of respondents who are followers of the Sukabumifoodies Instagram account.
2. Content marketing on Instagram sukabumifoodies gets the highest score on the persuasion / persuading indicator, which means that in making marketing content, sukabumifoodies is very good at inviting followers to buy or try the promoted product. This shows the success of sukabumifoodies in creating marketing content from persuasion indicators. However, based on the respondents' assessments obtained by the researchers, it also shows that there is the lowest score on the content marketing dimension on the trendy / up to date indicator, where based on the respondents' assessments obtained, it can be concluded that

the presentation of culinary content to their Instagram followers is considered to be less following trends or less up to date.

3. Consumer attitudes towards the Sukabumifoodies Instagram account have a positive attitude seen from the high value on the purchasing power indicator based on the respondent's assessment based on the questionnaire that has been distributed to Sukabumifoodies Instagram followers. In this indicator, it can be seen that the culinary advertisements presented by Sukabumifoodies can influence the purchasing power of Sukabumifoodies Instagram followers. This is a good value owned by sukabumifoodies. However, based on the assessment of existing respondents. Consumer attitudes on the indicator of sukabumifoodies being the account of choice for consumers in culinary references have the lowest score, which means that in this case consumers do not make sukabumifoodies their reference material in finding culinary inspiration.
4. Partial research and testing of endorser credibility has a significant effect on consumer attitudes with t-test testing ( $0.000 < 0.05$ ) which means significant. So the credibility of Sukabumifoodies endorsers who have a good reputation in the eyes of customers needs to be improved and maintained in order to maintain consumer confidence.
5. Research and testing partially content marketing has a significant effect on consumer attitudes with t-test testing ( $0.000 < 0.05$ ) which means significant. So in realizing a positive consumer attitude towards sukabumifoodies, it is necessary to increase the content marketing strategy and efforts to maintain good values in the eyes of Instagram followers according to the indicators listed in the questionnaire.

## References

- Agustinam S. (2011). *Manajemen Pemasaran*. Universitas Brawijaya Press. Malang.
- Dewi, A. M. (2018). Pengaruh iklan online melalui instagram terhadap keputusan pembelian bagi peningkatan penjualan produk kuliner lokal. *Jurnal Ekonomi Universitas Kadika*, 3(1), 3.
- Huda, I. U., Karsudjono, A. J., & Darmawan, R. (2021). Pengaruh Content Marketing Dan Lifestyle Terhadap Keputusan Pembelian Pada Usaha Kecil Menengah Di Media Sosial. *Al-KALAM: JURNAL KOMUNIKASI, BISNIS DAN MANAJEMEN*, 8(1), 32-40.
- Irianti, Y., & Listiani, E. (2020). Pengaruh Iklan terhadap Sikap Konsumen. *Prosiding Manajemen Komunikasi*, 6(2), 509-513.
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks.
- Nika, Rudvina Amelia. (2020). *"Pengaruh Attractiveness, Trustworthiness, dan Expertise Celebrity Endorser di Instagram Terhadap Minat Beli"*. Skripsi. Fakultas Ekonomi, Manajemen, Universitas Sanata Dharma.
- Octafiany, D. N., & Nurfebriani, S. (2021). Pengaruh Content Marketing Di Media Sosial Instagram Terhadap Sikap Konsumen Dalam Pembelian Produk Sepatu Compass. *eProceedings of Management*, 8(6).
- Putra, H. A. (2014). Pengaruh Iklan Online Melalui Media Facebook Terhadap Keputusan Pembelian Pakaian Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. *Competence: Journal of Management Studies*, 8(1).
- Sasmita, J. L. (2017). Pengaruh Advertising Appeal, Attitude Toward Brand, Dan Attitude Toward Advertising Terhadap Variabel Brand Prefereence Pada Obyek Iklan Popmie Edisi Gadis Hongkong. *Jurnal Strategi Pemasaran*, 4(1), 9.