

THE INFLUENCE OF SOBAT HAPE'S YOUTUBE CHANNEL AND BRAND IMAGE ON INTEREST TO BUY XIAOMI'S SMARTPHONE

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***Abstract.** The purpose of this study was to determine the influence of Sobat Hape's YouTube channel and brand image on buying interest of Xiaomi smartphone. The method in this research is quantitative with positivism paradigm. The theory in this study uses the theory of media exposure. There are social and psychological needs based on mass media or other sources that affect the pattern of media exposure which results in needs and consequences. The population in this study amounted to 634,621 and the number of samples determined by the Taro Yamane formula was 100 respondents. The results of this study were obtained from the hypothesis test using the f test with known that the value of f arithmetic for the influence of Sobat Hape's YouTube channel and brand image was $70.887 > f \text{ table } 3.09$ and $\text{Sig. } 0,000 < 0.05$. It can be concluded that respondents have the desire to search for information and have a sense of interest to buy Xiaomi smartphone after watching its video on Youtube channel. Researcher suggest doing more in-depth research on the influence that already exists, which is the influence of Sobat Hape's YouTube channel and brand image on purchasing decisions for Xiaomi smartphone.*

***Keyword:** Brand Image, Channel Sobat Hape, Smartphone, Xiaomi*

BACKGROUND

The development of technology today makes it easier for people to do all activities. Smartphone is one of technological developments. Digital marketing research institute Emarketer predicts the number of active smartphone users in 2018 in Indonesia with an estimated more than 100 million people (taken from <https://www.kominfo.go.id/>). This study discusses the factors that cause a sense of buying interest from an influence that is a reference from someone who has used the item. The reference came from the YouTube site, Sobat Hape's channel which uploaded a video containing a smartphone review. According to the Social Blade website (Sunday, March 17, 2019), Sobat Hape in the past month has received views of about 2 million of the total number of each video and added 16 thousand subscribers.

Brand image is a concept created by consumers because of subjective reasons and personal emotions. Based on data from IDC (International Data Corporation), smartphone shipments in Indonesia reached 9.4 million units in 2Q18 with a growth of 22% from the previous quarter. IDC stressed that achievement was due to the large growth of Xiaomi smartphone shipments. The top five smartphone vendors in the second quarter of 2018 according to IDC Indonesia are Samsung (27%), Xiaomi (25%), Oppo (18%), Vivo (9%), and Advan (6%).

RESEARCH PURPOSES

1. To find out the influence of Sobat Hape's YouTube channel on interest to buy smartphone.
2. To find out the influence of brand image on interest to buy Xiaomi's smartphone.
3. To find out the influence of Sobat Hape's YouTube channel and brand image on interest to buy Xiaomi's smartphone.

BASE CONCEPT

New Media

New media (in Stella, 2017) is a media that uses the internet, technology-based online media, characterized, flexible, potentially interactive and can function privately or publicly Mondry (2008).

Social Media

The term social media (in Stella, 2017) refers to various internet-based and mobile services that allow users to participate online, contribute as content creators, or join online community Dewing (2012).

Marketing Communication

Academics and practitioners define marketing communication as all promotional elements of the marketing mix which involve communication between organizations and the target audience in all its forms aimed at marketing performance (in June, 2017).

Brand Image

(Kotler and Keller, 2013) state that brand image is the consumer's response to the overall offerings given by the company. The company's image can be understood also as the amount of trust, and the impression of the customer to the company (in June, 2017).

Interest To Buy

The definition of interest to buy from Simamora (in Veronika, 2016) is something related to attitude, individuals who are interested in an object will have the power or drive to perform a series of behaviors to approach or obtain the object.

BASE THEORY

Media Exposure Theory

(Severin and Tankard, 2005) suggest that the use of media by the public can be classified. There are basic social and psychological needs that are based on mass media or other sources that affect the pattern of media exposure that results in needs and consequences.

S-O-R Theory

S-O-R theory is an abbreviation of Stimulus-Organism-Response was originally derived from psychology. If it then becomes a theory of communication it is not surprising, because the material object of the psychology of communication science is the same, namely humans whose soul includes components: attitudes, opinions, behavior, cognition, affective, and konasi (Effendy 2003).

RESEARCH METHODS

Research Object and Subject

This research examines the influence of Sobat Hape's YouTube channel and brand image on interest to buy of Xiaomi's

smartphones. For this reason, the object of this research is the YouTube channel, Sobat Hape. As for the subject, YouTube site users who watch the Sobat Hape's channel.

POPULATION AND SAMPLE

The population in this study were subscribers from the Sobat Hape's channel which amounted to 634,621 on March 17, 2019. The sampling technique in this study was purposive sampling (Samatan, 2017). The method used is the questionnaire method Bungin (2005). In this study, the number of respondents to be examined is determined by the Taro Yamane formula with an accuracy rate of 90%. This sampling technique is used because the number of unstable subscribers can increase and decrease with time.

$$n = \frac{N}{N(d)^2 + 1}$$

$$n = \frac{634.621}{634.621(0,1)^2 + 1}$$

n = 100 respondent

n = number of sample

N = total population

d = fault tolerance/prescribed precision

This sampling technique is used in research that prioritizes research objectives rather than the nature of the population in determining the research sample (Bungin, 2005).

RESEARCH APPROACHES AND PARADIGMS

This research uses a quantitative approach (Samatan, 2017). Quantitative research is a research approach that is required to reveal numbers, starting from data collection, interpretation of the data, and the appearance of the results (Arikunto 2006). The paradigm in this research is the positivism paradigm (Ardianto, 2014).

RESEARCH RESULT AND DISCUSSION

From the results of research that has been done can be said to be in accordance with the S-O-R theory, which is where the theory states the effect is a reaction to a particular stimulus. In accordance with the stimulus (message) which can be in the form of the influence of Sobat Hape's YouTube channel and the impression of the Xiaomi's brand image to the organisms (recipients) is the audience or subscribers of Sobat Hape's YouTube channel that can

elicit a response in the form of an interest in buying a smartphone.

1. The Influence of Sobat Hape's YouTube Channel on Interest To Buy Smartphone.

- a. Based on media exposure theory that measures through the frequency factor, out of a total of 100 respondents, 81% of the total respondents at least watch Sobat Hape's YouTube channel twice a week. Then, through the second statement 97% often see Sobat Hape's YouTube channel logo in every opening video. From the two statements above prove that the frequency received by respondents with the object of research is quite intense because respondents are subscribers from Sobat Hape's YouTube channel.
- b. Other supporting factors of media exposure theory are also influenced by duration, which is that 91% of respondents watched Sobat Hape's YouTube channel at least 7 minutes in one video. Then, through the fourth statement, 90% watched Sobat Hape's YouTube channel for more than 7 minutes in one video. Both of these statements indicate that respondents followed the object of research (Sobat Hape's YouTube channel), both videos which lasted 7 minutes or more.
- c. The final factor of media exposure theory is intensity. Based on the data obtained by the author through a questionnaire, 86% watch Sobat Hape's YouTube videos from my cellphone from beginning to end. And for the fifth statement 58% of respondents said they did not agree to watch Sobat Hape's YouTube channel more often than other YouTube channels. These two statements indicate that most respondents did watch the YouTube video channel, Buddy Hape. However, the Sobat Hape's YouTube channel is not the only channel watched by respondents.

The statements above if related to the theory of media exposure where the public can be exposed to messages in the media which in this study are YouTube social media. Based on the calculated t value for

Sobat Hape's YouTube channel is 4.460 > t table 1.998 and Sig. 0,000 < 0.05. Then H_{02} is rejected and H_1 is accepted. So it can be concluded that Sobat Hape's YouTube channel (X) has a positive and significant effect on Interest to Buy smartphone (Y).

2. The Influence of Brand Image on Interest to Buy Xiaomi's Smartphone.

The component of the brand image consists of 3 parts, the image of the maker (corporate image), which in this study is the image of the Xiaomi's company, such as its credibility and popularity. User image, which in this study is the user of Xiaomi's smartphone products. Product image, which includes Xiaomi's smartphone products in terms of price, quality, specifications, design.

- a. The image of the company that was successfully perceived by 100 respondents, Xiaomi is a smartphone brand with good technology, this statement is strengthened by the results of data in the form of 74% agreeing and strongly agreeing which means the respondents agree with the statement. Secondly, 85% agree and strongly agree that Xiaomi is a smartphone brand with a good reputation. It can be concluded that Xiaomi has a positive impression or corporate image because it has good technology and reputation.
- b. The image of Xiaomi products according to respondents was considered quite good, with the smartphone statement made by Xiaomi having a relatively cheap price but still having good specifications obtained data from respondents 97% stated strongly agree and agree. Then, the design statement of the Xiaomi smartphone is very interesting and has certain characteristics of respondents stating 74% disagree and strongly disagree. It can be concluded that respondents have perceptions about relatively cheap prices but still have good specifications even though in terms of design respondents have perceptions if Xiaomi's smartphone designs are less attractive and do not have characteristics.
- c. Finally, the user image has different data results. 64% of respondents said that they disagree and strongly

disagree that Xiaomi's statement increases confidence in its users. Then the Xiaomi brand statement fosters a sense of pride when using products from Xiaomi, some of the respondents, 62%, say they disagree and strongly disagree. It can be concluded that most respondents lack confidence and are proud to use products from Xiaomi.

The above statement proves that there is an influence of brand image on interest to buy Xiaomi's smartphone. Based on the t test it is known that the calculated t value for brand image (X2) is 8.954 > t table 1.998 and the sig value is 0.000 < 0.05. Then H_{02} is rejected and H_2 is accepted. So it can be concluded that Brand Image (X2) has a positive and significant effect on Interest to Buy Xiaomi's smartphone (Y).

3. The Influence of Sobat Hape's YouTube channel and brand image on interest to buy Xiaomi's smartphone.

The variable dimension of interest to buy is exploratory interest, namely the desire of consumers to find information about products. Preferential interest, namely consumer behavior that makes products as the main choice. Transactional interest, namely the attitude of consumers to make purchases. Referential interest, namely the willingness of consumers to recommend products to others.

- a. Based on data obtained, 92% agreed and strongly agreed to firstly find out about the Xiaomi's brand before buying it. Secondly, 95% agreed and strongly agreed to the statement in advance of studying in detail about the Xiaomi's smartphone that I would buy. From the two statements above it can be concluded that there is an explorative interest in each respondent that is the desire to find information about the product they are going to buy.
- b. In the transactional interest indicator which means that the respondent wants to buy a Xiaomi's smartphone after watching video Sobat Hape's YouTube channel, 62% expressed strongly agree and agree. From this statement it can be concluded that respondents have a sense of interest in buying Xiaomi's

smartphones after watching the video Sobat Hape's YouTube channel.

- c. In preferential indicators which means respondents prefer Xiaomi's brand smartphones compared to other brands or as the main choice. Respondents stated that they disagree and strongly disagree with a total of 60%. This indicates that respondents are still considering whether Xiaomi's smartphone is the first choice for them.
- d. Referential interest, where respondents are willing to recommend relatives about Sobat Hape's YouTube channel. Positive results obtained by the author that 85% of respondents said agree and strongly agree coupled with a statement about recommending Sobat Hape's YouTube channel because of its function that provides information about smartphones, 98% of respondents agreed and strongly agreed. It can be concluded that of the two statements above are interconnected where the Sobat Hape's YouTube channel has the function of providing information about smartphones and respondents helping relatives who are in need of information by recommending Sobat Hape's YouTube channel.

Based on the f test it is known that the calculated f value is the influence of Sobat Hape's YouTube channel (X1) and brand image (X2) on interest to buy Xiaomi's smartphone (Y) is $70.887 > f \text{ table } 3.09$ and sig value $0.000 < 0.05$. Then H_{01} is rejected and H_3 is accepted. So it can be concluded that the influence of Sobat Hape's YouTube Channel (X1) and Brand Image (X2) have a positive and significant effect on Interest Buy Xiaomi's Smartphone (Y).

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Based on the results of research data that has been done regarding the Influence of Sobat Hape's YouTube Channel on Interest to Buy Xiaomi's Smartphone, the writer can draw the following conclusions:

1. Based on Media Exposure Theory which measures through the dimensions of frequency, duration, and intensity. Proving

that the frequency of respondents' interactions with research objects is quite intense because respondents are subscribers from the Sobat Hape's YouTube channel by showing that respondents follow the object of research (Sobat Hape's YouTube channel) both videos that last 7 minutes or more. And shows that most respondents did watch video Sobat Hape's YouTube channel. However, Sobat Hape's YouTube channel is not the only channel watched by respondents. The dimensions contained in Media Exposure Theory are related to questionnaire questions where the public can be exposed to messages in the media which in this study are YouTube social media.

2. Based on the dimensions of the brand image that is the image of the maker (corporate image) and product image (product image). It can be concluded that Xiaomi has a positive impression or image of the company because it has good technology and reputation from respondents who have a perception of a relatively cheap price but still has good specifications.
3. Based on the dimensions of the variable purchase interest, namely exploratory interest, transactional interest, and referential interest. That it can be concluded that respondents have the desire to find information about the products they want to buy and have an interest to buy Xiaomi's smartphone after watching video Sobat Hape's YouTube channel, where Sobat Hape's YouTube channel has the function of providing information about smartphones and respondents can help relatives who are in need of information about Xiaomi's smartphone by recommending Sobat Hape's YouTube channel.

SUGGESTION

Based on some of the conclusions above, the suggestion can be addressed to the parties concerned, in connection with the results of research and for further researchers are as follows:

1. For a vlogger and company
 - a. Sobat Hape must develop his video content to attract the attention of his audience and subscribers to the statement "I watch Sobat Hape's YouTube channel more often than other YouTube channels" 58% of respondents said they disagree and strongly disagree.
 - b. Based on the results of this study, Xiaomi should further develop their smartphone design that is more attractive and has a characteristic because 74% of respondents disagree with the statement "The design of the Xiaomi's smartphone is very interesting and has certain characteristics." and has certain characteristics.
2. For academics and next researchers
As a concerned researcher, the researcher suggests doing a more in-depth and detailed study of the influence that already exists namely the influence of Sobat Hape's YouTube channel and brand image on purchasing decisions of Xiaomi's smartphones, using more relevant theories and respondents.

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