

**PENGARUH *ENDORSER* TERHADAP KINERJA ORGANISASI  
(SURVEI PADA INDUSTRI KULINER PENGGUNA *FOOD BLOGGER*  
@*dunia\_kulinerbdg*)**

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**ABSTRACT**

*In this digital era, the marketing strategy is one of the main keys to the success of the company. Activities in the virtual world is not a stranger anymore today. Selection of proper marketing strategy will help the company achieve its goals and improve company performance. One of the marketing strategies that can be done is endorsement. This research was conducted by surveying the culinary industry in social media instagram. Culinary industry is an industry that contributes a significant contribution to the city Gross Domestic Product (GDP). These conditions describe the soaring performance of the culinary industry in Bandung, because Bandung currently known as the city of culinary. Culinary diversity that exist in Bandung became one of the many culinary attractions worth visiting. The sample on this research is a restaurant or cafe that has been conducting endorsement by food bloggers @*dunia\_kulinerbdg* with 35 sample. By using regression analysis, the result indicate that endorser variable have a significant and positive effect on organizational performance variables by 61%. It means that if the endorser are going well it will enhance organizational performance.*

*Keywords: marketing strategy, endorser, performance, organizational performance*

**Background**

Culinary industry is an industry that contributes a significant contribution to the Gross Domestic Product (GDP) reached 29.34 percent in Indonesia. These conditions describe the soaring performance of the culinary industry in Bandung. It's been a lot of emerging business which began to trade its culinary wares by the use of online media.

Bandung currently known as the city of culinary, culinary diversity that exist in the city to make Bandung became one of the many culinary attractions worth visiting. One of the new marketing strategies in the culinary industry is endorsement. which became endorser of this endorsement is a food blogger. In this city there is a community of food bloggers who are in instagram name @*bandungfoodies*. There are approximately 15 food bloggers. One

of them is @dunia\_kulinerbdg which has a follower as much as 166k. With this endorsement is expected to improve organizational performance.

### **Endorser**

Endorser is supporting tools in advertising required by the company to promote a product. Endorser is ads supporting or also known as commercials that support the product being advertised (Shimp & Andrews, 2013).

Endorser indicators divided into five so-called TEARS according to Shimp (2014), namely:

1. Trustworthiness  
The property of being perceived as believable, dependable-as someone who can be trust.
2. Expertise  
The characteristic of having specific skills, knowledges, or abilities with respect to endorsed brand.
3. Physical Attractiveness  
The trait of being regarded as pleasant to look at in terms of particular group's concept of attractiveness.
4. Respect  
The quality of being admired or even esteemed due to one's personal qualities and accomplishment.
5. Similarity  
The extent to which an endorser matches and audiens in terms of characteristics pertinent to the endorsement relationship (age, gender, ethnicity, etc.)

### **Organizational Performance**

Organizational performance is the result of the company's activities or the level of achievement of the company in a specific period. The company's performance can also be interpreted as the result of work that has strong ties with the strategic objectives of the company, customer satisfaction, and contribute to the economy (Fahmi, 2010).

Organizational performance indicators divided into four by Bastian (2010), namely:

1. Inputs  
Everything that is needed in order that the organization was able to produce the products, goods or services that include human resources, information, policies and so on.
2. Outputs  
Something that is expected of an activity directly in the form of physical or nonphysical.
3. Outcomes  
Everything associated with the ultimate goal of the implementation activities.
4. Impacts  
The effect both positive and negative at every level indicators based on the assumptions that have been set.

## Previous Research

Table 1. Previous Research

No	Penulis	Judul Penelitian	Variabel	Hasil Penelitian
1	Anisya Andrianita (2015)	Pengaruh <i>Celebrity Endorser</i> Terhadap Keputusan Berkunjung Warga Asal Indonesia Ke Korea Selatan : Survei Terhadap Wisatawan Indonesia yang Berkunjung ke Korea Selatan	a. <i>Celebrity Endorser</i> b. Keputusan Berkunjung	<i>Celebrity endorser</i> dengan dimensi <i>visibility</i> , <i>credibility</i> , <i>attraction</i> , dan <i>power</i> mempunyai pengaruh terhadap keputusan berkunjung
2	Ardilla Nirwani (2014)	Pengaruh Kinerja <i>Celebrity Endorser</i> Terhadap <i>Brand Equity</i> Multivitamin (Survei pada Pengguna Multivitamin Hemaviton, Pengguna Multivitamin Fatigon dan Pengguna Multivitamin Enervon C di Twitter)	a. <i>Celebrity Endorser</i> b. <i>Brand Equity</i>	<i>Celebrity endorser</i> memiliki pengaruh baik secara parsial maupun simultan terhadap <i>brand equity</i>
3	Nanik Hariyana (2013)	Pengaruh Penggunaan Iklan <i>Endorser</i> Produk Sabun Lux Media Televisi Terhadap Keputusan Pembelian Dan Loyalitas Merek Pada Konsumen Produk Sabun Lux Di Kabupaten Jember	a. <i>Endorser</i> b. Keputusan Pembelian c. Loyalitas Merek	<i>Endorser</i> berpengaruh signifikan terhadap keputusan pembelian dan loyalitas merek
4	Vaibhav Misra (2012)	<i>The Study of Impact of Celebrity Endorsement on Rural Consumers in India</i>	a. <i>Celebrity Endorser</i>	<i>The celebrities in India are the role models for majority of Indians, they are influenced by them that most of the population follows the trends of their dressing, styles and habits. It is found that the Indian consumer prefer celebrities in the television</i>

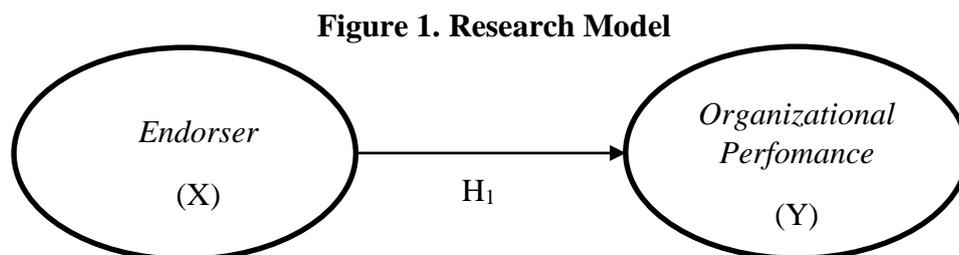
No	Penulis	Judul Penelitian	Variabel	Hasil Penelitian
5	Suci Krisna (2011)	Pengaruh Penggunaan Selebriti Sebagai <i>Endorser</i> Terhadap Keputusan Pembelian Produk Minuman Energi E Juss	a. <i>Endorser</i> b. Keputusan Pembelian	<i>Celebrity Endorser</i> pelawak Sule berpengaruh terhadap keputusan pembelian Minuman Energi E juss

### Research Framework

Success or failure of a company's performance will be determined on the marketing strategy chosen by the company to achieve its goals. The right marketing strategy can help companies to improve their performance. One of the marketing activities that can be performed by the company by means of advertising a form of indirect communication that will change someone's mind to make a purchase. Endorser is ads supporting or also known as commercials that support the product being advertised (Shimp & Andrews, 2013).

Performance is the level of achievement for the implementation of specific tasks, while the company's performance is the level of achievement in the series achieve company goals (Simanjuntak, 2011).

To determine the influence of endorser to company performance, then made a frame of mind with the endorser as the independent variable and the organizational performance as dependent variables.



### Hypothesis

Hypothesis used in this research are as follows

H<sub>0</sub>: Endorser has no significant effect on organizational performance.

H<sub>1</sub>: Endorser has significant effect on organizational performance.

### Methods And Object Research

The object of the research is on target to get a particular purpose concerning a matter that will be demonstrated objectively to obtain data in accordance with the purpose and usefulness. Object is the totality of symptoms that exist around the human life (Ratna, 2010). The method used in this research is descriptive verification.

**Table 2. Operationalization Variables**

<b>Variabel Penelitian</b>	<b>Pengertian</b>	<b>Indikator</b>
<i>Endorser</i>	Shimp & Andrews (2013) Endorser is ads supporting or also known as commercials that support the product being advertised	<i>Trustworthiness</i>
		<i>Expertise</i>
		<i>Respect</i>
		<i>Similarity</i>
Organizational Performance	Sedarmayanti (2011) Performance which means someone's work, a worker process management or an organization as a whole, where the work must be shown proof in concrete and measurable (compared with the standard that has been set).	<i>Input</i> (Bastian,2010)
		<i>Output</i> (Bastian,2010)
		<i>Outcomes</i> (Bastian, 2010)
		<i>Impacts</i> (Bastian,2010)

### **Population And Sample**

The population in this research amounted to 35 restaurant or cafe that has been working with food bloggers @dunia\_kulinerbdg for 6 months - 1 year. The method of selecting the sample in this research is a census, where all of the population is the sample of 35 restaurant or cafe.

### **General Review Of Respondents**

General overview respondent aims to find out the characteristics of the respondent. Respondents used as much as 35 restaurant or cafe in the city of Bandung which already use the services of a food blogger @dunia\_kulinerbdg. Of the 35 respondents in this research 17 male and 18 female. With the largest age range is 20 – 34.9 years, the largest length of work range 1 to 3.9 years and the highest job title is owner and manager of marketing.

### Data Quality Analysis

In the data quality analysis used two test validity test and reliability test. Validity test is used to measure whether or not a valid questionnaire. Criteria for the validity test is the Sig. of each item in question must be  $< 0.05$  (Priyanto, 2012). From the results of data processing by SPSS shows the results of the test results on each question the validity of the questionnaire is valid because it has the Sig. (2-tailed)  $< 0.05$ . From the results of data processing by SPSS shows the results of the test results on each question the validity of the questionnaire is valid because it has the Sig. (2-tailed)  $< 0.05$ .

Reliability test tool to measure a questionnaire which is an indicator of a variable. A variable is said to be reliable if the Cronbach's Alpha value  $> 0.60$ . From the results of data processing by SPSS shows the results of Cronbach's Alpha value of the variable endorser 0.804 and 0.862 organizational performance said to be reliable as Cronbach's Alpha value  $> 0.60$  means that the resulting data is said to be consistent.

### Classic Assumption Test

In the classic assumption test used two tests normality test and heteroscedasticity test. Normality test aims to determine whether each of the normal distribution or not. In this study using classical assumption of normality with one test sample Kolmogorow-Smirnov (Sarwono, 2012). Criteria classical assumption of normality is the significance value (Asymp. Sig (2-tailed) should be  $> 0.05$ ). From the results of data processing by SPSS shows that the value Asymp. Sig. (2-tailed) of 0.164 is greater than alpha ( $\alpha = 0, 05$ ). So we can conclude that the regression model dependent and independent variables are normally distributed.

Heteroscedasticity test aims to test whether the regression model occurred inequality residual variance from one observation to another observation. A good regression model is that not happening heteroskedastisitas.). From the results of data processing by SPSS showed that the significant value endorser 0,243  $>$  alpha ( $\alpha = 0.05$ ), it can be concluded that there is no heteroscedasticity in regression models.

### Simple Linear Regression Analysis

From the results of data processing by SPSS showed T-Table as below:

**Table 3. T-Test Analysis**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,107	3,730		1,101	,279
	X_TOTAL	,978	,136	,781	7,179	,000

a. Dependent Variable: Y\_TOTAL

**Source: Processed Data SPSS (2016)**

From the table above can be explained that the regression equation is as follows:  
 $Y = 4.107 + 0,978X$

Based on the table it can be seen that the significance value of 0.000  $< 0.05$ , which means that  $H_0$  rejected and  $H_1$  accepted, ie endorser significant effect on organizational performance.

### **Test Coefficient Determination**

Based on the results of the coefficient determination test and result SPSS calculations showed that the independent variables endorser explains the existence of the influence of 61% on organization performance.

### **Simultaneous Test**

Based on F test can be concluded that the level of significance of  $0.000 < 0.05$ . It can be concluded that the research model fit.

### **Conclusions**

Based on the results of research and analysis that has been done can be drawn some conclusions as follows:

1. The results of the research showed that the responses of the respondents against endorser obtain good category based on the criteria of five categories for the variable krt. This is supported by the endorser who is considered a culinary lover, can provide an honest review, have knowledge review so worthy is regarded as the endorser, experienced do the review, as well as trustworthy when doing a review.
2. The results of the research showed that the responses of the respondents against the performance of organizations gain the good category based on the criteria of five categories for the variable krt. This is supported by the organization can produce food and beverage products according to expectations so that the number of consumers increased and the organization became famous in the culinary industry.
3. The results showed significant relationship among variables endorser simultaneously against the organizational performance of 61% while the remaining 39% is influenced by other variables. So the endorser influenced significantly and positively against the organizational performance of 61%.

### **Manajerial Implementation**

Based on the conclusions that have been presented, as for the suggestions are given in the improvement and development of the endorser, among others, as follows:

1. Based on the distribution of the questionnaire respondents note that factors sincerity food bloggers when placing a review is still low compared with other factors. Therefore, it is suggested that food bloggers can improve sincerity while doing the review.
2. Factors that affect the organization's performance is not only influenced by the endorser, there are still other factors that affect so that needed further research towards the existence of other factors that affect organizational performance.

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