The Influence of Influencer Marketing and Service Quality in Increasing Interest in Visiting Café Pesona Kampong

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Keywords: *Influencer Marketing, Service Quality, Interest in Visiting*	**Abstract**
	This study aims to analyze the influence of influencer marketing and service quality on consumers' interest in visiting Café Pesona Kampong. The method used is a quantitative approach with survey techniques. The sample was determined using the Margin of Error (MoE) formula, so that 100 respondents were obtained. Data was collected through a Likert scale-based questionnaire that measured influencer marketing variables, service quality, and visitor interest. The results of the study show that influencer marketing has a positive and significant effect on visitor interest by forming a positive image of the café. The quality of service also has a significant influence, especially in creating loyalty and attracting consumers. Simultaneously, these two variables have a positive and significant influence on interest in visiting. The contribution of this research is to provide empirical evidence of the importance of digital marketing strategies and superior services in increasing consumer appeal. These findings can be the basis for the management of Café Pesona Kampong to continue to strengthen cooperation with relevant influencers and maintain consistency in service quality to increase competitiveness in the culinary industry.

INTRODUCTION

The very rapid progress of digital technology has influenced almost all sectors of economic development, including the business sector in the field of (MSMEs), Micro, Small and Medium Enterprises to large companies. One of the impacts that is clearly visible is the increasing role of buying and selling which continues to be an important aspect in human life, so that this sector is greatly influenced by the presence of e-commerce and online transactions which are increasingly used via social media platforms. MSME entrepreneurs now tend to use influencers to review a brand with a communication style that is relaxed and easy for the public to understand.

Influencer marketing strategies have proven to be an effective way to attract consumer attention. Influencer marketing utilizes the power of social media to promote products and services, while building closeness between products and consumers. With a significant number of followers, influencers have become a means for MSME entrepreneurs to introduce their products. This step is often used as a fast and practical way to promote products without being bound by space and time constraints.

Most social media users today tend to follow what they see on these platforms, so the role of influencer marketing is very important for entrepreneurs in marketing their products (Nuswantoro, 2022). One important element in determining the success of marketing via social media is using the services of an influencer. By definition, influencer marketing is a method that involves individuals or roles that have influence on the wider community or target consumers, so that it is considered more effective as a promotional medium for the products being marketed (Zaki, 2018).

Today's consumers are more likely to rely on opinions and reviews from influencers and fellow consumers to help them make clearer decisions about what they buy. Therefore, the role of influencers is becoming increasingly important in shaping consumer perceptions of the quality of goods or brand reputation (Yusanda & Halim, 2024). The better an influencer is at promoting a product with a wider promotional reach, the quality of the message conveyed, and the continuous development of the café can increase the attraction of customers to visit that location. Visiting interest is behavior that appears in response to something that shows the customer's desire to visit (Mulyati et al., 2018).

Service quality is an important factor in a customer's experience and their choice to return. In business, business development is also influenced by quality issues or the services offered. Other research (Nadirah et al., 2024), states that the service quality variable has a positive and significant impact on customer satisfaction through the intervening variable personal branding. Efforts are made to improve service quality through employees who are dedicated, experienced and have special qualifications in their field (Santoso, 2019). Good service that meets expectations will make customers satisfied (Ibrahim, 2019). Service quality is an important aspect in determining the level of consumer satisfaction. A company is said to be successful if it is able to provide goods or services that meet consumer expectations (Marbun et al., 2022).

Service quality can be interpreted as consumers' assessment of the superiority or privilege of a product and service, which results from an evaluation process by comparing perceptions of acceptable services with their expectations (Murnilawati & Hairudinor, 2019). Other researchers assess that price and customer loyalty have a positive and significant influence on consumer purchasing decisions in cafes and restaurants (Khaddapi et al., 2022). A different opinion (Aqsa et al., 2021) explains that service quality has a positive and significant influence on customer satisfaction. This significant influence applies both partially and simultaneously.

Advances in digital technology have changed business marketing strategies, including MSMEs in the culinary sector. Business actors are now utilizing influencer marketing via social media to introduce their products widely. Meanwhile, service quality remains an important factor in maintaining consumer interest. An interesting phenomenon occurs when promotions carried out by an influencer can attract initial attention, while the quality of service determines the decision to return to visit. This can be seen in the Pesona Kampong cafe which combines the two to increase consumer appeal, showing the importance of synergy between digital marketing and direct service.

Influencer marketing can attract new customers, while service quality can attract the attention of old customers. Café Pesona Kampong is a local café destination that needs to combine these two elements. These factors complement each other. Influencer marketing seeks to attract attention through reliable third-party recommendations, while service quality ensures that expectations created by promotions are met or even exceeded, so that customers feel motivated to return. It is hoped that the combination of the two will increase customer interest and overall business success. Based on the results of the explanation presented, the author wants to conduct research with the title "The Influence of Influencer Marketing and Service Quality on Interest in Visiting Café Pesona Kampong."

RESEARCH METHODS

Data Analysis And Hypothesis

This study uses a descriptive method by conducting a quantitative approach, with the aim of finding out a relationship between the independent variables of *influencer marketing* (X1) and service quality (X2) and the dependent variable of interest in visiting (Y) at the Kampong Charm Café empirically with statistical data analysis.

There are several hypotheses formulated in this research:

H1. It is suspected that there is a partial positive influence on interest in visiting Café Pesona Kampong.

H2. It is suspected that service quality has a partial positive influence on interest in visiting Café Pesona Kampong.

H3. It is suspected that influencer marketing and service quality have a simultaneous positive influence on interest in visiting Café Pesona Kampong.

Location and Time of the Research

The location in this study was carried out at the village charm café located in the Kambo area of Palopo City, the time of this research was carried out on November 23 – December 23, 2024.

Research Population

The population in this study is all consumers of café pesona kampong who have met the criteria to fill out a questionnaire through *an online google form* . The characteristics in this study are:

1. Minimum age 20-40 years.
2. Visitors to the Kampong Charm Café.
3. Male and female.

Research Sample

Because the population in this study is very large and the exact number is unknown, the number of samples used is calculated using the MoE (Margin of Error) formula with an error rate of 10%. The level of reasonableness of sampling errors can still be tolerated in this study. The MoE formula used to calculate the sample count is as follows:

$$n = \frac{Z^2}{4(MoE)^2}$$

Information

n = number of samples

z = 95% confidence level in the determination of the sample (then z = 1.96 and α = 5%)

MoE = *Margin of Error*, which is the maximum tolerable error rate and is determined at 10% (0.1).

N= so it can be calculated as follows:

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$= \frac{3,84}{4(0,1)} n = \frac{3,842}{0,04} \ n = 96,04$$

(is sufficient to 100)$= 96,04$

From the results of the calculation of the MoE formula that has been carried out, the number of sample calculations in this study can be obtained of 96.04 or rounded to 100 respondents who can represent consumers at the Kampong Charm Café.

Data Collection Instruments

This study uses a descriptive method with a quantitative approach. Data collection techniques Use *Google Forms* to distribute online questionnaires and respondents provide assessments using the Likert scale by providing a series of statements for respondents to answer. The answers from the respondents can be in the form of a maximum score of 5 (SS) and a minimum score of 1 (STS). The variables studied in this study consisted of independent variables, consisting of *Influencer Marketing* as (X1) and Service Quality as (X2), as well as the dependent variable Interest in Visiting as (Y), The population in this study is consumers who have visited the Kampong Charm café with a population of 100 respondents.

Data Analysis Techniques

After the data is collected, the stage in data analysis is carried out using hypothesis testing before conducting validation and reliability tests. This stage is carried out to ensure that all the quality of statement items has a relationship between independent variables and dependent variables. In this study, a likert scale technique with an assessment level of 1-5 (STS-SS) was used using the distribution of questionnaires through *google forms.* To carry out the test calculation stages, you can use SPSS Version 27 software. With a sig value level of > 0.5. In addition, *the Cronbach alpha* value limit method used to test the reliability of the measuring tool, refers to the *rule of thumb.* In this study, linear regression analysis was used in hypothesis testing.

Research Results and Discussion

1.   **Research Results**

1.   **Profile of Research Respondents**

There are several characteristics of the sample in the study which came from 100 consumers of Cafe Pesona Kamhong. The characteristics of the respondents are used to determine the diversity of the respondents based on gender and age.

Tebel 1 Respondents Based on Gender

Genital Sex	Number of Respondents	Percentage (%)
Male Female	42	42%
	58	58%
Total	**100**	**100%**

Source: Processed Questionnaire (2024)

Based on table 1 above, it shows that the characteristic data of respondents categorized by gender are 100 respondents, men as many as 30 respondents or 30% and women as many as 70 respondents or 70%.

Table 2 Respondents by Age

Age	Sum	Presentation %
20-25	50	50%
26-30	31	31%
30-35	16	16%
35-40	3	3%
Total	**100**	**100%**

Source : Processed questionnaire (2024)

Based on table 2 above, the data on respondent characteristics based on age ranging from 20-25 years old as 72 or 72% of respondents, age 26-30 years old 17 or 17% of respondents, age 30-35 years old as many as 10 or 10% of respondents, and age 35-40 1 or 1% of respondents.

Instrumental Tests

a, Validity Test

Before conducting a statistical test, the statement item on each variable must first pass the validity test. In this study, the item of each statement that measures its variables was tested by calculating the correlation value between the score given to the respondents for each item statement and the total score for the item. The r-value of the table at db = 100 - 2 = 98 and the level of significant value = 0.05 is 0.197. The Pearson Product Moment correlation technique was used to check the validity of the statement items in this study. Based on the findings of this study, the basis for testing the validity of the study includes. as follows:

1. If r is calculated > r table (0.197) then iiteim peiran can be categorized as valiid.
2. If r is calculated < r table (0.197), then iiteim peiran is categorized as invalid. The calculation of the validity test can be done using IBM SPSS software version 27 and the results of the calculation are presented in the following table.

Table 3 Validity Test Results

Variabel	r Count	r Table	Information
Influencer Marketing (X1)			
X1.1	0.869	0,197	
X1.2	0.880	0,197	**VALID**
X1.3	0.889	0,197	
X1.4	0.899	0,197	
Quality of Service (X2)			
X2.1	0.801	0,197	
X2.2	0.777	0,197	**VALID**
X2.3	0.804	0,197	
X2.4	0.080	0,197	
Minnat Brkunjung Y			
Y1.1	0.907	0,197	
Y1.2	0.840	0,197	**VALID**
Y1.3	0.810	0,197	

Source: results of statistical data processing spss version 27

The statement on each variable item with a calculation value > rtable, so that it can be concluded that all items of the statement of independent *variables of influencer marketing*, and the quality of service and interest in visiting as dependent variables are categorized as valid and feasible to be used in this study.

b. Reliability Test

After all statements are declared valid, the Reliability Test stage is carried out. Reliability tests are carried out on statement items that have passed the validity test. Reliability test is a statistical method used to measure the extent to which a measurement instrument or test is reliable to be consistent in producing similar results when repeated on the same subject or object. In the reliability test in this study, the limit of *the Ccronbach's Alpha* value used by the researcher was a comparison value of 0.70. The test criteria are used to test the reliability of the intercession.

1. If there is *a value of Cronbach's Alpha* > 0.70, then the statement item is declared reliable.
2. If *Cronbach's Alpha* value < 0.70, then the statement item is declared unreliable.

Reliability tests were carried out for each variable item and the calculation was carried out using IBM SPSS software version 27.

Table 4 Reliability Test

Variabel	Cronbach Alpha	Limit Value	Information
Influencer Marketing (X1)	0,905	0.70	Reliabel
Quality of Service (X2)	0.809	0.70	Reliabel
Interest in Visiting (Y)	0,812	0.70	Reliable

Source: SPSS 27 statistical data processing results

Based on Table 4 above, it can be seen that all variables in this study have a comparison value of *Cronbach's Alpha* > 0.70. So it can be concluded that the variables of *Influencer Marketing,* Service Quality and interest in visiting have reliable and reliable statement items.

Research Hypothesis Test

1. Persial test (T test)

The criteria for decision-making in the T (persial) test are as follows:

1. If the value of sig < 0.05 and the tcount > the table, it can be concluded that *the independent variable* has a significant effect on the dependent variable.
2. If there is a sig value of > 0.05 and the tcount < the table, it is concluded that *the independent variable has no effect on the dependent variable.*

Table 5 Persial Test (T Test)

coefficientsa					
	Unstandartdized Coefficients		Unstandartdized Coefficients		
Model	B	Std. Error	Beta	t	Itself.
1. (Constant)	.022	1.097		.020	.984
Influencer Marketing	.262	.092	.290	2.844	.005

Quality of Service	.476	.091	.531	5.203	.000

a. Dependent Variables: Visiting Interest

.1. Based on the results of the T Test obtained in table 6 above, it can be concluded that *Influencer Marketing* (X1) obtained a tcal value of 2.844 > ttable (1.985) and a significance value obtained of 0.005 is less than 0.05 (p < 0.05), then the regression coefficient value of *the Influencer Marketing variable* is 0.262 which means that it has a positive value, then it can be concluded that **Influencer Marketing has a positive and significant effect on Visiting Interest**.

2. The Service Quality Variable (X2) has a positive and significant influence on Interest in Visits, this is evidenced by the calculation of the T Test (persial) in table 6. The tcal value of 5.203 is greater than the ttable with a value of (1.985), and the significance value obtained is 0.000 smaller than 0.05 (p < 0.05). Furthermore, the regression coefficient is 0.476, which indicates a positive value.

b. Simultaneous Test (F Test)

Table 6 Simultaneous Test (Test F)

ANOVA

Model	Sum of squares	df	Mean square	f	Itself.
1. Regression	332.301	2	166.150	74.459	.000b
Residual	216.449	97	2.231		
Total	548.750	99			

a. Dependent variable : Interest in Visiting
b. Predictors (constant). Influencer Marketing, Product Quality.

Data sources are processed with SPSS 27

Based on the simultaneous test in table 7 above, it can be seen that the calculated value obtained is 74,459 > ftable (3.090) and the significance value obtained is 0.000 < 0.05 (p < 0.05), then it can be categorized that the variables **of Influencer Marketing and Service Quality simultaneously (together) have a significant effect on Interest in Visiting Café Pesona Kampong.**

DISCUSSION
The Influence of *Influencer Marketing* on Visitor Interest

Based on the results of the hypothetical research, the influence *of influencer marketing* has a positive and significant effect on visitor interest. This is proven based on the results of the T (persial) test. These results are in line with research that has been conducted by (Telaumbanua et al., 2024) which states that using *influencer marketing* to promote a product can increase customer awareness and attraction towards the product, so that it can affect interest in visits. This shows that influencers can be an effective bridge in building relationships between products and consumers. This can be seen from most consumers making purchases because the opinions and recommendations of these *influencers* influence consumers' purchasing decisions to visit. On the other hand, a study conducted by *(Evie Dina Fiorentini Sianipar Mnt Knjng, 2021)* entitled "The Influence of Influencer Credibility and Parasocial Interaction on Interest in Visiting Lake Toba Samosir" shows that *Influencer Credibility* does not have a significant effect on interest in visiting. This study indicates that other factors such as *Parasocial Interaction* have a greater influence on the interest in visiting. This suggests that while *influencer marketing* can be influential, influencer credibility may not always be the main factor in shaping visitor interest.

The Influence of Service Quality on Visitor Interest

Based on the results of the hypothesis research that has been carried out, the quality of service has a positive and significant effect on interest in visiting. This is evidenced by the results of the calculation of the T Test (persial), These results are in line with the findings of research that has been conducted by (Telaumbanua et al., 2024) which explains that good service quality, responsiveness, and friendliness can create a satisfactory experience for customers which leads to an increase in product purchase intention. This can be seen from consumers who feel they can rely on this service provider because they always provide consistent and timely service. It is concluded that service quality is considered an important element that supports consumer purchase decisions. On the other hand, research that supports this is shown in a study conducted by (Siswanto et al., 2022) entitled "The Influence of Service Quality and Consumer Satisfaction on Interest in Visiting Tourist Attractions on Sara'a Island, Talaud Islands Regency" shows that there is a significant and positive relationship between service quality and tourist interest in visits. The results of the data analysis show that the quality of service has a significant effect on the interest of tourist visitors. This is in line with the findings in the attached data, which show that the quality of service has a positive and significant effect on visitor interest. As for the research that shows that it is not in line with this, conducted by (Momongan et al., 2024) entitled "The Influence of Consumer Trust, Facilities, and Service Quality on Interest in Returning Visits with Visitor Satisfaction as an Intervening Variable (Study on Swissbell Hotels in Manado City)" shows that service quality does not have a significant effect on interest in returns. This research indicates that other factors such as consumer trust and facilities have a greater influence on the interest in returning. This suggests that although the quality of service is important, its influence on visitor interest can be influenced by other factors that were not studied in this study.

The Influence *of Influencer Marketing* and Service Quality on Visitor Interest

This study provides an overview that *influencer marketing* and service quality are two factors that complement each other and are very relevant in creating customer satisfaction and wanting to visit the village charm café. This is proven based on the results of the F (Simultaneous) test, so it can be categorized that the variables of *influencer marketing* and service quality simultaneously (together) have a positive and significant effect on Interest in Visiting Café Pesona Kampong. This is proven by the AIDA (*Attention, Interest, Desire, Action*) theory which explains that, in attracting the attention of consumers, companies need to create interest and desire through effective promotion. Good service quality can play an important role in this stage by conveying an engaging and relevant message to its audience. As well as good service quality can build emotional relationships with consumers, increase satisfaction, and create loyalty. The positive experience that consumers feel while interacting with the service can increase their interest in revisiting or recommending the culinary to others.

CONCLUSION

Based on the findings of the study, which shows that influencer *marketing* has a significant positive influence on visitor interest, and service quality has a significant positive influence on visitor interest, and simultaneously these two variables have a significant positive influence on visitor interest. This research makes a contribution that can increase understanding of the role of *influencer marketing* and service quality in increasing consumer interest in the MSME sector. Practically, this study suggests that business actors combine marketing strategies through *influencer marketing* with improving service quality, in order to strengthen their competitiveness in the culinary industry.

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