

The Influence of Social Media Influencers, Brand Image on Customer Buying Decision Through Trustworthiness on Gojek

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Abstract: *This Independent Research aims to analyze the influence of Social Media Influencers (X1), Brand Image (X2), and Trustworthiness (Z) on Customer Buying Decision (Y) of Gojek Customers in South Tangerang. Furthermore, instrument used in this research is questionnaire, then processed through SPSS 22.0 with several test conducted namely, data analysis, validity test, reliability test, correlation test, f-test, t-test, multiple regression analysis and hypothesis testing. Meanwhile, the amounts of participations in this study were 97 respondents using purposive sampling method with population the customer of Gojek that are living in South Tangerang. Conclusion is obtained through T Test that indicate social media influencer have significant influence on customer buying decision as partially. Brand Image have significant influence on customer buying decision as partially. Trustworthiness have significant influence on customer buying decision as partially.*

INTRODUCTION

Business ran in order to make a profit. We can see that the company is currently undergoing a lot of digital transformation and dynamic changes in customer behavior. Profit is the result of selling products and services to customers at a price that is higher than your own production and service costs. In general, the growth of internet technology and social media has changed the way businesses interact with customers and sell their products. Companies need to adapt their business strategies to take advantage of the opportunities of digital platforms and improve connectivity in a competitive business environment. Since globalization, new players have appeared in the market and competition in business has intensified. Customer have more choices than ever before, and it can be difficult to maintain loyalty to the brand itself. Companies must work hard to differentiate themselves from their competitors. Companies can implement this business strategy. Improve your brand image, use social media/social media influencers to promote your products, provide superior customer service, or develop creative marketing strategies. There are three factors that influence Customer Buying Decision:

1. Social Media Influencers, Social media influencers are a subset of progressed substance producers characterized by their critical online taking after, unmistakable brand persona, and planned associations with commercial bolsters. Since influencers' brand underpins are arranges into their existing weapons stores of visual, scholarly, and/or account substance, their persuasive communication is broadly caught on as more "authentic" or "organic" than

customary paid publicizing. Against this foundation, it is perhaps not shocking that influencer exhibiting has seen an astounding uptick in afterward a long time.

2. Brand Image, Brand Images shapes the premise for making superior key promoting choices approximately focusing on particular showcase fragments and situating a item. Brand Image estimation and ensuing appraisal of brand value and brand positioning. The entirety of a customer's discernments approximately a brand created by the interaction of the cognitive, full of feeling, and evaluative forms in a customer's intellect to way better reflect the concepts examined relative to brand Image within the writing audit.
3. 3Trustworthiness, this is an intervening variable but also does have significant impact on customer buying decision. Trust play vital role in customer before they selecting and choose the brand they will use or making purchase form. Trust may be intangible, but it can be the foremost effective inspiration when a buyer is deciding whether or not to form a buy. For more youthful clients, in specific, brand believe things more. Companies can construct this believe with great works, but one consider of millennials and individuals of Gen Z appeared 75% feel companies center as well much on their claim points instead of on progressing society. Great, dependable behavior can pull in modern clients and hold existing shoppers, but customers will also act in case they now not believe a brand.

There are many factors that influence customer buying decisions. Several theories relevant to this research include social media influencer variables, brand image, customer buying decisions, and trustworthiness. Kee-young Kwahk and Byoungsoo Kim (2016) conducted research using SmartPLS to analyze data from a total of 200 questionnaires. Thu ha Nguyen and Ayda Gizaw (2014) conducted a study using snowball sampling and an online survey with 226 respondents. Kaneshia Achmadi, Syadela Novitasari, and Osly Usman (2023) explored the impact of social media marketing, e-service quality, and review content on online purchase intention, analyzing the role of trust. They used purposive sampling and conducted an online survey with 85 respondents. Adinda Nur Annisa and Eristia Lidia Paramita (2021) examined the effects of celebrity endorsement and brand image on consumer buying decisions using purposive sampling and an online survey with 216 respondents. Jasmine W.S. Che, Christy M.K. Cheung, and Dimple R. Thadani (2017) studied consumer purchase decisions in Instagram stores, focusing on the role of consumer trust. They used SmartPLS to analyze data from an online survey with 205 respondents.

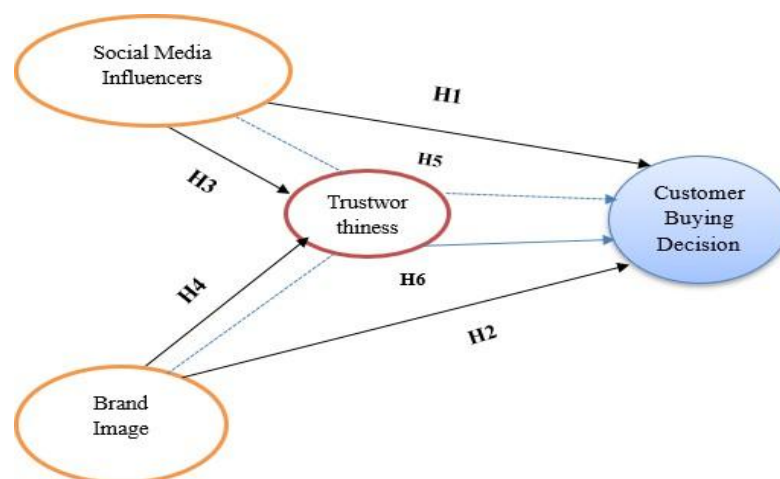


Figure 1. Research Model

According to Burgess (2017) The truth that social media influencers have started to choose up more thought is due to the truth that they are considered more capable, genuine and pros at making awesome and important substance. Social media is interfacing people all over the world, where the control of interaction and data sharing has moved from companies to shoppers. Since companies presently have a harder time coming to out to buyers, social media influencers have been utilized as a arrangement to impact the buy choices of customers and subsequently drive buys. In any case, whereas social media influencers are said to have effect on the buy choices of buyers, less is really known around the impact on all stages of the buy choice prepare (Gashi, 2017). Based on the description above, the hypothesis is as follow:

H₁: Social Media Influencers directly affect customer buying decision

Brand image describes consumer associations and trust in a particular brand. A number of quantitative and qualitative methods have been developed to determine consumer perceptions and associations with a particular brand, including: Examples: Multidimensional scaling, projection techniques, etc (Tjiptono, 2011).

H₂: Brand Image directly affect customer buying decision

When building brand trust through influencers, the credibility of an influencer can be evaluated based on four components: credibility, expertise, similarity, and appeal. This component is a key part that influencer marketers must have. This can also be determined by the fit between influencer marketing and the brand that deploys it (e.g., demographic and ideological factors). (Munnukka, Juha, & Outi, 2016)

H₃: Social Media Influencers affect Trustworthiness

A good brand image influences consumer trust because trust is an indicator of confidence and satisfaction in a brand, and companies use consumer brand trust as a risk mitigation mechanism (Doney & Cannon, 2012)

H₄: Brand Image affect Trustworthiness

This phenomenon of social media influencers has a huge impact on the consumption patterns of the general public, especially millennials. With a lifestyle that places more emphasis on fame, people get caught up in the current style trends popularized by social media influencers. The public consumption level of products promoted by social media influencers is supported by the trust level of social media, which reached 51% in 2018. Trust is built by social media influencers and their followers, which leads to increased consumption of brands (Edelman, 2018).

H₅: Social Media Influencers indirectly affect customer buying decision by trustworthiness

Brand image represents the general perception of a brand and is formed from information about and previous experiences with that brand. Brand image refers to attitudes in the form of beliefs and preferences toward a brand. Consumers who have a positive brand image are more likely to make a purchase (Kotler, 2008)

H₆: Brand Image indirectly affect customer buying decision by trustworthiness

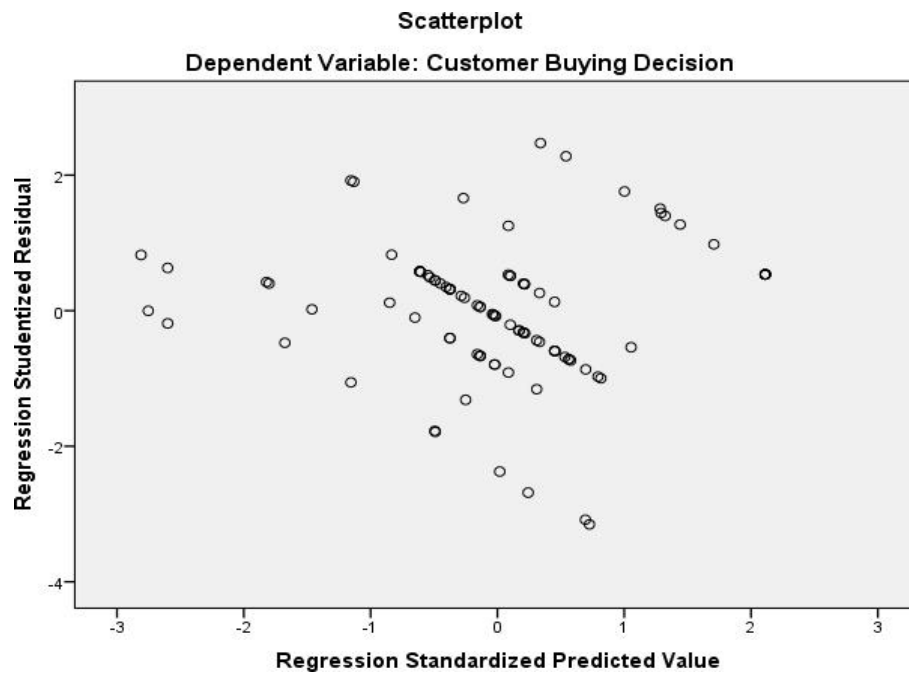
RESEARCH METHODS

The questionnaire used to collect data from 97 Gojek user respondents taken from 1 area, South Tangerang. Data processing uses multiple linear regression. In the first step, validity and reliability tests were carried out. Once it is believed the data is valid and reliable, this research data can be used to be processed in order to answer research problems. Then continue to next step: classical assumption test, followed by testing the regression model based on the F test and the coefficient of determination (R²), correlation and multiple regression tests. Next, to the test the hypothesis, T test will also be carried out.

RESULT AND DISCUSSION**Result Analysis****Table 1. One-Sample Kolmogorov-Smirnov Test**
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,18085731
Most Extreme Differences	Absolute	,109
	Positive	,072
	Negative	-,109
Test Statistic		,109
Asymp. Sig. (2-tailed)		,097 ^c

The inferential analysis begins by carrying out a residual normality test of the sample data using statistical analysis of the One – Sample Kolmogorov – Smirnov Test (Table 1) to obtain the Asymp value. Sig (2-tailed) is $0.97 > 0.05$. from these results, it can be said that the residual data in this study is normally distributed.

**Figure 2. Normal Graph P- P Plot**

The results of the heteroscedasticity test (Image 1) show that heteroscedasticity does not occur in the regression model.

**Table 2. Output of Multiple Regression Analysis Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.381	.302		4.570	.000
Social Media Influencers (X1)	.139	.065	.148	2.139	.035
Brand Image (X2)	.560	.054	.714	10.308	.000
X1_Z	.832	.062	.818	2.977	.000
X2_Z	.805	.052	.775	2.657	.005
X1 to Z through Y	.401	.012	.364	.1976	.001
X2 to Z through Y	.256	.013	.175	1.356	.000

Based on the results of multiple regression test, the following regression equation is obtained:

$$Y = 1.381 + 0.139X_1 + 0.560X_2 + 0.832X_1Z + 0.805X_2Z + 0.401X_1ZY + 0.256X_2Zy$$

The regression equation shows that:

1. A Constant value of 0.1381 means that if the variable of Social Media Influencers (X₁), Brand Image (X₂) and Trustworthiness (Z) the value is 0, then the Customer Buying Decision (Y) value is 0.1381
2. Social Media Influencers coefficient (X₁) of 1 unit value will cause an increase in customer buying decision (Y) of 0.139
3. Brand Image (X₂) has a value of 0.560. This means that Brand Image (X₂) of 1 unit value will cause an increase in customer buying decision (Y) of 0.560
4. Social Media Influencers (X₁) has value of 0.832 to Trustworthiness (Z). This means that Social Media Influencers (X₁) of 1 unit value will cause an increase in Trustworthiness (Z) of 0.832
5. Brand Image (X₂) has value of 0.805 to Trustworthiness (Z). This means that Brand Image (X₂) of 1 unit value will cause an increase in Trustworthiness (Z) of 0.805
6. Social Media Influencers (X₁) has value of 0.401 to Trustworthiness (Z) through Customer Buying Decision (Y). This means that Social Media Influencers (X₁) of 1 unit value will cause an increase in Trustworthiness (Z) through Customer Buying Decision (Y) of 0.401
7. Brand Image (X₂) has value of 0.256 to Trustworthiness (Z) through Customer Buying Decision (Y). This means that Brand Image (X₂) of 1 unit value will cause an increase in Trustworthiness (Z) through Customer Buying Decision (Y) of 0.256

Based on T Test, the following results were obtained:

1. **H₁: Social Media Influencers have positive impact to Customer Buying Decision**

Variable X₁ (social media influencers), t count > t table which is 4.570 > 1.66140 and significant value is 0.035 < 0.05. So, it is evident that the independent variable partially and

significantly influences the dependent variable. The first hypothesis is accepted, social media influencers (X1) has a positive and significant influence on customer buying decision (Y) at customer of Gojek, South Tangerang.

2. H₂: Brand Image have positive impact to Customer Buying Decision

Variable X2 (brand image), $t \text{ count} > t \text{ table}$ which is $2.139 >$ and significant value is $0.000 < 1.66140$ and significant value is $0.000 < 0.05$. So, it is evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the second hypothesis is accepted, brand image (X2) has a positive and significant influence on customer buying decision (Y) at customer of Gojek, South Tangerang

3. H₃: Social Media Influencers have positive impact to Trustworthiness

Variable X1 (social media influencers), $t \text{ count} > t \text{ table}$ which is $12.924 > 1.66140$ and significant value is $0.000 < 0.05$. So, it is evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the third hypothesis is accepted, social media influencers (X1) has a positive and significant influence on trustworthiness (Z) at customer of Gojek, South Tangerang.

4. H₄: Brand Image have negative impact to Trustworthiness

Variable X2 (brand image), $t \text{ count} > t \text{ table}$ which is $2.877 > 1.66140$ and significant value is $0.959 > 0.05$. So, it is evident that the independent variable partially doesn't have significant influences the dependent variable. Or in other words, the fourth hypothesis isn't accepted, brand image (X2) didn't have significant influence on trustworthiness (Z) at customer of Gojek, South Tangerang

5. H₅: Social Media Influencers have positive impact to Customer Buying Decision through Trustworthiness

Variable X1 (social media influencers), $t \text{ count} > t \text{ table}$ which is $3.484 > 1.66140$ and significant value is $0.001 < 0.05$. So, it is evident the fifth hypothesis is accepted, social media influencers (X1) indirectly affect customer buying decision (Y) through Trustworthiness (Z) at customer of Gojek, South Tangerang

6. H₆: Brand Image have positive impact to Customer Buying Decision through Trustworthiness

Variable X2 (brand image), $t \text{ count} > t \text{ table}$ which is $9.329 > 1.66140$ and significant value is $0.000 < 0.05$. So, it is evident the sixth hypothesis is accepted, brand image (X2) indirectly affect customer buying decision (Y) through Trustworthiness (Z) at customer of Gojek, South Tangerang

Interpretation of Research

1. The Influence of Social Media Influencers on Customer Buying Decision.

The researcher shows that social media influencers have a significant impact on customer buying decisions on Gojek platform. Social Media Influencers shape consumer behavior by conveying cultural values through electronic word of mouth (eWOM), cultivating brand image, and balancing commercial and personal content. They present and interpret brands with social and personal meanings, thereby increasing perceived social value. By consistently portraying the brand's identity and positioning, influencers strengthen the brand image and align it with consumer expectations. This balance of content helps gain consumer trust and acceptance, ultimately influencing purchase decisions.

2. The Influence of Brand Image on Customer Buying Decision

The researcher shows that brand image have a significant impact on customer buying

decision on Gojek platform. A strong, positive brand image featuring attributes such as fashion, trends, a reputation for quality, elegance and sophistication strongly attracts customers and distinguishes the brand from competitors. If a brand is well managed and has a clear focus on the customer, it can forge a stronger connection with its audience. Being transparent with customers about company activities and news further strengthens this relationship. A positive brand image not only increases customers' willingness to purchase, but also makes them more likely to recommend the brand to others.

3. **The Influence of Social Media Influencers on Trustworthiness**

The researcher shows that social media influencers have a significant impact on trustworthiness on Gojek platform. In this section, the researcher examine how social media influencers impacts credibility across three key dimensions: benevolence, integrity, and ability. Benevolence, the perception that a brand truly cares about its customers, is reinforced by active engagement on social media. Brands that respond to comments, provide timely support, and share valuable content show that they care about and are committed to their customers' needs. Integrity, the perception of a brand's honesty and ethical behavior, is reinforced by transparency and consistency on social media. Openly sharing information about your products and practices, maintaining a consistent messaging, and posting authentic content can help build a trustworthy image. Ability - the perception that a brand is empathetic and caring - is reinforced through empathetic interactions, community building and personalized content. Brands that address customer concerns, foster online communities and cater to individual preferences foster deeper trust.

4. **The Influence of Brand Image on Trustworthiness**

The researcher shows that brand image does influence trustworthiness among Gojek Customers, its impact is not significantly strong. The results suggest that Gojek customers consider other factors more important in determining brand trustworthiness. Although a positive brand image can increase the perception of trustworthiness to some extent, Gojek customers seem to prefer factors such as actual service quality, customer support, and the brand's direct engagement with consumers over overall image. The findings highlight how important it is for Gojek to not only focus on maintaining a strong brand image, but also to improve and emphasize the practical and relational aspects of its services in order to build and maintain trust with its customer base. Gojek should invest in improving the quality and trustworthiness of its services, ensure fast and effective customer support, and foster direct and meaningful interactions with customers through various channels, including social media and in-app communication.

5. **The Influence of Social Media Influencers on Trustworthiness through Customer Buying Decision**

The researcher shows that social media influencers have a significant impact on Trustworthiness through customer buying decision. Social media influencers help build trust in the brand by interacting with their followers and promoting Gojek's services. Their recommendations, perceptions of credibility, and consistent presence on social media platforms help create a positive perception of Gojek. Influencers act as an intermediary between the brand and consumers, effectively communicating the brand's values and benefits. When influencers are perceived as trustworthy, their recommendation of Gojek builds trust in the brand itself, and that trust influences customers' buying decisions, making them more likely to choose Gojek's services. social media influencers play a key role in increasing credibility, which positively influences customers' Gojek buying decisions. To

leverage this, Gojek needs to continue partnering with reputable influencers while ensuring high-quality service and excellent customer support in order to turn trust into actual purchases and long-term loyalty.

6. The Influence of Brand Image on Trustworthiness through Customer Buying Decision

The researcher show that brand image have impact on trustworthiness through customer buying decision on Gojek platform but not that strong significant influence. For Gojek's customers, the impact of brand image on perceptions of trustworthiness primarily influences their purchase decisions. A positive brand image may improve customers' perceptions of Gojek's trustworthiness and reliability, but this effect is more likely to be moderate than severe. This suggests that while an attractive and respected brand image may contribute to feelings of trust, it is not the most important factor driving how trustworthy customers perceive the service. Instead, the role of brand image in shaping trustworthiness is mediated by customers' decisions of whether or not to use Gojek's services.

CONCLUSION

The research concludes that social media influencers and brand image significantly influence customer buying decisions. Social media influencers also have a notable impact on trustworthiness, both directly and indirectly through customer buying decisions. However, while brand image positively influences customer buying decisions, it does not significantly impact trustworthiness directly. Instead, its effect on trustworthiness is more pronounced when mediated through customer buying decisions.

Based on these findings, it is recommended that companies like Gojek enhance their marketing strategies by collaborating with social media influencers who align with their brand values, thereby reaching a broader audience. Additionally, maintaining a consistent and sophisticated brand image through continuous engagement with influencers and fostering positive electronic word of mouth (eWOM) is crucial. Building trust with customers should also be prioritized by emphasizing values such as charity, honesty, and compassion in all interactions. Future research should address the limitation of the small sample size by involving a larger participant pool and exploring other independent variables such as customer benefits and service quality to gain a more comprehensive understanding.

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