

Research.

Consequences of Social Media Marketing Activity and Trust on Local Fashion Brands in Indonesia

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Abstract: *This research aims to test and analyze the role of Brand Equity and Attitude Toward the Influencer as mediation of the influence of Social Media Marketing Activity and Trust on Purchase Intention in Instagram social media users. The type of research used is hypothesis testing using cross sectional with the data to be used in this research is primary data through distributing questionnaires to 211 intended analysis units. The results of this research indicate that there is a positive influence of Social Media Marketing Activity and Trust mediated by Brand Equity and Attitude Toward the Influencer on Purchase Intention.*

Keywords: *Attitude Toward the Influencer, Brand Equity, Purchase Intention, Social Media Marketing Activity, Trust*

INTRODUCTION

Background

Currently, fashion is the center of attention among teenagers to adults. Current fashion trends greatly affect a person's view of the appearance worn by each person. According to Kompas.com, the rapid development of technology also affects the development of trends in the fashion industry because technology makes it easier for people to get fashion products that are used so that the rotation of fashion trends is getting faster. The development of fashion trends in Indonesia is driven by several factors, namely mass media, the entertainment world, the business world, and the internet (Setiawan and Sesilia, 2019).

Number of Active Social Media Users in Indonesia 2015-2021

Month/Year	Frequency (Million)
Jan-2015	72
Jan-2016	79
Jan-2017	106
Jan-2018	130
Jan-2019	150
Jan-2020	160
Jan-2021	170

Source: DataIndonesia.id

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DataIndonesia.id (2022) shows an increase in the number of active social media users in Indonesia 2015-2021. The increase in Instagram social media users can provide opportunities for entrepreneurs to market their products. The use of social media helps entrepreneurs because social media is easy to use, effective in terms of time and cost, broad coverage, and can also expand its market share by doing social media marketing. Social media marketing is a process that encourages individuals to promote their websites, products, or services through online social channels and to communicate by utilizing a much larger community that has a greater likelihood of marketing than through traditional advertising channels (Weinberg, 2009: 3-4).

From the many advantages provided by social media marketing for entrepreneurs, it is also undeniable that there are challenges that must be faced such as building brand equity. Brand equity is related to assessing the value added of a brand perceived by consumers when viewed from the value of other brands (Yoo and Donthu, 2001). One way to build brand equity in a business is to increase customer trust in the quality of the products sold, where the product has strengths or advantages in the brand that distinguish it from other brands. Trust is one of the important things in every business because without the trust of customers, a relationship that has been built will not last in the long term.

Supporting factors are needed in building customer trust when marketing through social media. Such as promoting through influencers, a person or figure in social media who has a large or significant number of followers and what they say can influence the behavior of their followers (Hariyanti & Wirapraja, 2018: 141). So that in conducting promotions it is better to choose influencers who prioritize product quality, have a positive image and impression in the eyes of consumers so that they can build consumer trust. Influencer credibility will influence consumer attitudes which directly affect customer interest in buying a product. That way the main purpose of this research is to find out more deeply and prove whether the variables of social media marketing activities, brand equity, trust, and attitude towards the influencer have an influence on purchase intention.

Problem Formulation

1. Do Social Media Marketing Activities have a positive effect on brand equity?
2. Does Trust have a positive effect on Attitude Toward the Influencer?
3. Does Brand Equity have a positive effect on Purchase Intention?
4. Does Attitude Toward the Influencer have a positive effect on Purchase Intention?

LITERATURE REVIEW

Social Media Marketing Activity (SMMA)

Social media refers to applications such as Facebook, WhatsApp, Twitter, YouTube, and Instagram, which are driven by user-generated content. These applications have a great influence on consumer buying and selling behavior (Kapoor et al., 2018). According to Kim and Ko (2010), social media has a strong impact on brand reputation.

Brand Equity (BE)

Brand equity is a competitive advantage that brings profits, revenues, and lower costs to the company (Choedon & Lee, 2020). Consumers perceive brand equity as added value to a functional product or service that associates it with the brand name (Aaker, 2013).

Trust (T)

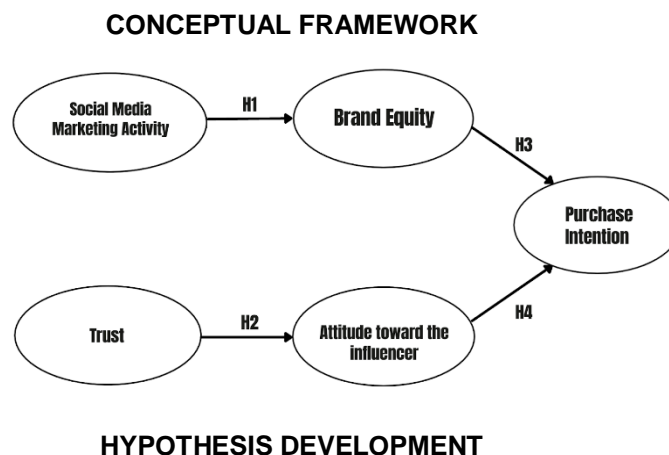
Trust is related to the extent to which customers have a sense of trust in influencers, both in what they say and do (Chetioui et al., 2019). Meanwhile, Nafilah et al., (2020) state that trust is the hope that individuals or groups have when other individuals or groups can fulfill their words, promises.

Attitude Toward the Influencers (ATTI)

A person who has the power to influence others in making purchasing decisions in accordance with previous experience can be called an influencer (Maulana et al., 2021). Attitude towards behavior refers to an individual's favorable or unfavorable assessment of a particular behavior (Ajzen 2005; Khanifah et al., 2017).

Purchase Intention (PI)

Purchase intention is the attitude of consumers in making purchasing decisions that will be made (Nafilah et al., 2020). Purchase intention can also be interpreted as a form of consumer behavior that intends to buy or choose a product in accordance with experience, use and desire for a product (Kotler and Keller 2016).



Social Media Marketing Activity (SMMA) on Brand Equity (BE)

Social Media is unique to marketing because it is a user-based platform. The main purpose of marketing activities is to establish communication between the company and the customer, which can create interest in what the company has to offer. People can create their own blogs and express themselves on Facebook or Twitter. This allows users to become active participants in the communication process. Customers are more engaged with the brand as they can provide feedback and engage with the company about the brand.

According to Kim and Ko (2012), brand involvement in social media serves as a social media marketing activity to build relationships with customers and increase company profits. The more up to date the information shared on the fashion brand's social media, the more consumers will know about the fashion brand. Yadav and Rahman (2017) developed and validated the SMMA scale in the e-commerce industry. Their research revealed that perceived SMMA positively affects purchase intention and brand equity. The hypothesis is generated as follows:

H¹: Social Media Marketing Activity has a positive effect on Brand Equity.

Trust (T) on Attitude Toward the Influencer (ATTI)

Perceived credibility outlines whether a person recognizes claims as true, honest and unbiased (Chetioui et al., 2019). In accordance with previous research conducted by Chetioui et al., (2019) trust is defined as the extent to which customers trust influencers, both in what they say and do. Trust is an awareness and feeling that customers have to trust a product, and is used by service providers as a tool to establish long-term relationships with customers, so that trust becomes the foundation of a business (Mahendra and Indriyani, 2018).

In accordance with research by Najla (2018), the success of transactions on the internet is influenced by trust factors. Previous research revealed a positive influence between trust and consumer attitudes (Najla, 2018). In the context of online marketing, consumers who trust influencers are more likely to trust influencer recommendations, and influencers and their attitudes towards products and purchasing behavior can change consequently (Hsu et al., 2013).

According to Tasmawati et al., (2022) the skills and special knowledge of endorsers related to the endorsed product can form trust from consumers or audiences in the advantages and usefulness of these products. Consumers feel that they can depend on the fashion influencers they follow because there is already trust in fashion influencers as a reliable source of information and discovery. Therefore, people who already have trust in the eyes of consumers have a greater chance of purchasing to influence the attitudes, choices and intentions of their followers. The hypothesis is generated as follows:

H²: Trust has a positive effect on Attitude Toward the Influencer.

Brand Equity (BE) on Purchase Intention (PI)

If a brand is successful in building brand equity, consumers are likely to repurchase a product or accept the new product. Regarding purchase intentions, consumer preference for better-known brands is usually higher than for lesser-known brands (Hoyer and Brown, 1990). The importance of brand equity in consumer purchasing decisions has been studied for a long time. Most studies conclude that consumers buy a product not only in accordance with functional value or product quality but also because they want to get the value of a brand and the symbolic meaning contained in the product (Aji et al., 2020). So that the higher consumers know the characteristics of fashion brands, the higher the likelihood of consumers buying products marketed on the brand's social media. The hypothesis is generated as follows:

H³: Brand Equity has a positive effect on Purchase Intention.

Attitude Toward the Influencer (ATTI) on Purchase Intention (PI)

Perceived expertise is another key factor contributing to consumer attitudes towards influencers and purchase intentions (Chetioui et al., 2019). In making a purchase, consumers need information about the product to be purchased (Rakhman et al., 2016). Nafilah et al., (2020) state that before buying consumers collect product information in accordance with personal experience and the external environment. Influencers are used by a brand to convey the objectives of the brand to certain target consumers (Maulana et al., 2021). So that Influencers have the ability to influence and inform a product to the audience (Farid, 2021). They are liked and trusted by followers and audience so that what they wear, say or do, can inspire and influence followers, including to try and buy a product they use (Maulana et al., 2021).

Bergkvist et al.'s (2016) research revealed that influencers' expertise can significantly influence consumers' attitudes towards certain brands and purchase intentions. The influencer's perceived expertise increases the level of trust among

customers and consequently affects their attitude towards the influencer and their purchase intention (Smith et al., 2005).

Attitude toward the influencer is related to how an influencer can influence consumer attitudes which will influence consumer purchase intentions through several factors. One of them is trust, consumer trust in fashion influencers that the content presented by fashion influencers is interesting so that consumers most often have the intention to buy products advertised by fashion influencers that consumers follow. Thus the hypothesis is generated as follows:

H⁴: Attitude Toward the Influencer has a positive effect on Purchase Intention.

RESEARCH METHODS

This research refers to two previous studies conducted by Choedon and Lee; Chetioui et al., entitled "The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms; How fashion influencers contribute to consumers' purchase intention". This research aims to examine the positive influence of social media marketing variables, brand equity, trust, attitude towards the influencer, on purchase intention. In this research, the type of research used is hypothesis testing.

Data collection in accordance with the time dimension using cross sectional. According to Sekaran & Bougie, (2016) if data collection is conducted in one period, then the data is processed, analyzed, and then conclusions are drawn, it is called using the cross-sectional method. In accordance with the research environment situation, the research was conducted in a natural location (non-contrived setting) and activities occur normally. Non-contrived setting which means that the research was conducted without the involvement of researchers in the natural activities of the research subjects (Sekaran & Bougie 2016).

The data collection method that will be used in this research is primary data. Data collection obtained directly from original sources with the aim of fulfilling research objectives (Sekaran and Bougie 2016). With purposive sampling technique because there are respondent criteria that must be met, namely Instagram users who have purchased fashion products in Indonesia. The number of samples used in this research totaled 211 respondents. Data analysis in this research was conducted using the Structural Equation Model (SEM) method. SEM is a multivariate statistical technique that combines factor analysis and multiple regression which allows researchers to examine the relationship between complex variables (Hair et al., 2019).

RESULTS AND DISCUSSION

Validity Test

The validity test in this research was conducted to ensure that the indicators used to measure variables were valid or appropriate. Validity is the extent to which a measure accurately represents what it should be (Hair et al., 2019). In this research, the tool used to test the validity is factor analysis which is conducted by comparing the factor loading value on each statement with the standard factor loading. This research has a sample size of 211 respondents with a factor loading of 0.40 (Hair et al., 2019). So that the basis for making validity test decisions is as follows:

- a. If the factor loading ≥ 0.40 then the statement item is considered valid.
- b. If the factor loading < 0.40 , the statement item is considered invalid.

Reliability Test

This research conducted a reliability test using the internal consistency reliability method which is seen in accordance with the Cronbach alpha coefficient value, where the statement can be reliable if Cronbach alpha ≥ 0.6 (Sekaran & Bougie, 2016). According to Hair et al. (2019), reliability is a tool to measure the extent to which the reliability of latent construct indicators is consistent with each other. The reliability test of each construct can be seen from the Cronbach's coefficient alpha value. According to (Sekaran and Bougie, 2016), the basis for making this reliability test decision is as follows:

- a. If Cronbach's Alpha ≥ 0.60 , the items are declared reliable.
- b. If Cronbach's Alpha ≤ 0.60 , the items are declared unreliable.

Table 1
Instrument Test Results

No	Statement	Factor Loading	Cronbach's Coefficient Alpha	Remarks
Social Media Marketing Activity			0.886	Reliable
1	This fashion brand's Social Media content is fun	0.711		Valid
2	The content shared by this fashion brand is attractive	0.638		Valid
3	Sharing information is possible on this fashion brand's Social Media	0.681		Valid
4	Discussions and exchanges of opinions are possible on this fashion brand's Social Media	0.746		Valid
5	Expressing opinions can be done easily on this fashion brand's Social Media	0.672		Valid
6	Information shared on this fashion brand's Social Media is up to date	0.644		Valid
7	Social Media users of this fashion brand are fairly fashionable	0.639		Valid
8	This fashion brand's Social Media offers information search that suits me	0.769		Valid
9	This fashion brand's Social Media provides consumer-oriented services	0.631		Valid
10	Consumers want to pass on information about the brand, products or services of this fashion brand's Social Media to my friends.	0.719		Valid

No	Statement	Factor Loading	Cronbach's Coefficient Alpha	Remarks
11	Consumers want to upload content from this fashion brand's Social Media on their blog or microblog.	0.714		Valid
Brand Equity			0.732	Reliable
1	Consumers recognize this fashion brand	0.487		Valid
2	Consumers know the characteristics of this fashion brand	0.597		Valid
3	Consumers always remember the logo of this fashion brand	0.688		Valid
4	This fashion brand is a leader in the local fashion industry	0.739		Valid
5	Consumers have a special memory of this fashion brand	0.706		Valid
6	This fashion brand is customer-oriented	0.697		Valid
Trust			0.783	Reliable
1	Consumers believe they can depend on the fashion influencers they follow	0.858		Valid
2	Consumers believe that the fashion influencers they follow are genuine	0.835		Valid
3	Consumers believe that the fashion influencers they follow use the same products they advertise.	0.812		Valid
Attitude Toward the Influencer			0.754	Reliable
1	Consumers believe that fashion influencers can act as fashion models for me	0.729		Valid
2	Consumers believe that fashion influencers present interesting content	0.816		Valid
3	Consumers believe that fashion influencers provide new offers on various products and services	0.703		Valid

No	Statement	Factor Loading	Cronbach's Coefficient Alpha	Remarks
4	Consumers consider fashion influencers a reliable source of information and discovery	0.788		Valid
Purchase Intention			0.828	Reliable
1	Interacting with these Social Media brands helps consumers make better decisions before buying their products.	0.717		Valid
2	Interacting with these Social Media brands increases consumer interest in purchasing their products and services.	0.707		Valid
3	Consumers will buy products that are marketed on this Social Media brand.	0.697		Valid
4	Consumers have a high intention to become customers of this brand.	0.776		Valid
5	Consumers most often have the intention to buy products advertised by fashion influencers that consumers follow.	0.750		Valid
6	Consumers usually recommend products and/or services advertised by fashion influencers that consumers follow.	0.762		Valid

Source: SPSS Processing Output

In accordance with the results of validity and reliability testing in the instrument test table above, it can be concluded that each indicator of the five variables is declared valid or appropriate and reliable or there is internal consistency between indicators in measuring variables.

Table 2
Test Results of Goodness of Fit Test Results

Type of Measurement	Measurement	Value	Recommended acceptance limit	Conclusion
Absolute fit measure	ECVI	5.109	Closer to Saturated value than Independent	<i>Goodness of Fit</i>
	RMSEA	0.080	≤ 0.08	<i>Goodness of Fit</i>

Type of Measurement	Measurement	Value	Recommended acceptance limit	Conclusion
Incremental fit measure	IFI	0.819	≥ 0.90	Poor of Fit
	NFI	0.723	≥ 0.90	Poor of Fit
	TLI	0.801	≥ 0.90	Poor of Fit
	CFI	0.817	≥ 0.90	Poor of Fit
	RFI	0.699	≥ 0.90	Poor of Fit
Parsimonious fit measure	CMIN/DF	2.357	Lower limit 1, upper limit 5	Goodness of Fit
	AIC	10.2981	Closer to Saturated value than Independent	Goodness of Fit

Source: SPSS Processing Output

In accordance with the goodness of fit test results in table 3.10, it is known that the ECVI, RMSEA, CMIN / DF, and AIC values state goodness of fit. Hair et al. (2019) argue that if there is at least one goodness of fit criterion that is met, the research model can be declared feasible or pass the goodness of fit test. Thus, the research model can be declared feasible to proceed to the next test, namely hypothesis testing.

Table 3
Hypothesis 1 Test Results

Hypothesis	estimate	P-Value	Decision
H ¹ : Social Media Marketing Activity has a positive effect on Brand Equity	0.240	0.000	H ¹ Supported

Source: Amos Data Processing Results

Hypothesis 1 tests whether there is a positive relationship between Social Media Marketing Activity and brand equity with the null hypothesis (H₀) and alternative hypothesis (H_a) as follows:

- H₀: Social Media Marketing Activity has no positive effect on brand equity.
 H₁: Social Media Marketing Activity has a positive effect on brand equity.

In accordance with the results of testing hypothesis 1 in table 3, it is known that the p-value of 0.000 < 0.05 (α) with an estimate value of 0.240 which shows that there is a

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positive influence, it can be said that hypothesis 1 is supported. Thus it can be concluded that social media marketing activity has a positive effect on brand equity.

Table 4
Hypothesis 2 Test Results

Hypothesis	<i>estimate</i>	<i>P-Value</i>	Decision
H ² : Trust has a positive effect on Consumer Attitude Toward the Influencer.	0.808	0.000	H ² Supported

Source: Amos Data Processing Results

Hypothesis 2 tests whether there is a positive relationship between Trust and attitude toward the influencer with the following null hypothesis (H₀) and alternative hypothesis (H_a):

- H₀: Trust has no positive effect on Attitude Toward the Influencer.
 H₁: Trust has a positive effect on Attitude Toward the Influencer.

In accordance with the results of testing hypothesis 2 in table 4, it is known that the p-value of 0.000 < 0.05 (α) with an estimate value of 0.808 which shows that there is a positive influence, it can be said that hypothesis 2 is supported. Thus it can be concluded that trust has a positive effect on attitude towards the influencer.

Table 5
Hypothesis 3 Test Results

Hypothesis	<i>estimate</i>	<i>P-Value</i>	Decision
H ³ : Brand Equity has a positive effect on Purchase Intention.	1.387	0.000	H ³ Supported

Source: Amos Data Processing Results

Hypothesis 3 tests whether there is a positive relationship between Brand Equity and Purchase Intention with the null hypothesis (H₀) and alternative hypothesis (H_a) as follows:

- H₀: Brand Equity has no positive effect on Purchase Intention.
 H₁: Brand Equity has a positive effect on Purchase Intention.

In accordance with the results of testing hypothesis 3 in table 5, it is known that the p-value of 0.000 < 0.05 (α) with an estimate value of 1.387 which shows that there is a positive influence, it can be said that hypothesis 3 is supported. Thus it can be concluded that brand equity has a positive effect on purchase intention.

Table 6
Hypothesis 4 Test Results

Hypothesis	<i>estimate</i>	<i>P-Value</i>	Decision
H ⁴ : Consumer attitude towards influencers has a positive effect on purchase intention.	0.365	0.000	H ⁴ Supported

Source: Amos Data Processing Results

Hypothesis 4 tests whether there is a positive relationship between Attitude Toward the Influencer and Purchase Intention with the null hypothesis (H₀) and alternative hypothesis (H_a) as follows:

H₀: Attitude Toward the Influencer does not have a positive effect on Purchase Intention.
H₁: Attitude Toward the Influencer has a positive effect on Purchase Intention.

In accordance with the results of testing hypothesis 4 in table 6, it is known that the p-value of 0.000 < 0.05 (α) with an estimate value of 0.365 which shows that there is a positive influence, it can be said that hypothesis 4 is supported. Thus it can be concluded that consumer attitude towards the influencer has a positive effect on purchase intention.

That way it can be concluded from the research that has been done this get the results of:

H¹: Social Media Marketing Activity has a positive effect on Brand Equity

From the results of testing hypothesis 1, the conclusion that can be drawn is that social media marketing activity has a positive influence on brand equity. So that the results of this research have results that are in accordance with previous research, namely in Choedon & Lee's research (2020) which shows social media marketing activity has a positive influence on brand equity. Zuhul AKGÜN's research (2020) states a similar statement that social media marketing activity has a positive influence on brand equity.

H²: Trust has a positive effect on Attitude Toward the Influencer

It can be concluded in accordance with the results of testing hypothesis 2 that trust has a positive effect on consumer attitude toward the influencer. So that the results of this research support the results of previous research conducted by Chetioui et al., (2019) which states that trust has a positive influence on consumer attitude towards the influencer. There are other studies that show similar results, namely from Najla's research (2018) which states that trust has a positive and significant effect on consumer attitudes.

H³: Brand Equity has a positive effect on Purchase Intention.

It can be concluded in accordance with the results of testing hypothesis 3 that brand equity has a positive effect on purchase intention. So that the results of this research support the results of previous research conducted by Choedon and Lee (2020) which states that brand equity has a positive influence on purchase intention. There are other studies that show similar results, namely from the research of Majeed, Ansah, & Ashmond (2021) which states that brand equity has a positive effect on purchase intention.

H⁴: Attitude Toward the Influencer has a positive effect on Purchase Intention

It can be concluded in accordance with the results of testing hypothesis 4 that attitude towards the influencer has a positive effect on purchase intention. So that the results of this research support the results of previous research conducted by Chetioui et al., (2019) which states that attitude towards the influencer has a positive effect on purchase intention. There is another research by Taillon (2020) which shows similar results, namely from research that states attitude towards the influencer has a positive effect on purchase intention. Kim et al.'s research (2018) also states that an influencer who is considered credible is more likely to influence followers' attitudes and purchase intentions.

CONCLUSIONS AND SUGGESTIONS

Conclusions

In accordance with the research that has been done, it can be concluded that:

1. Social Media Marketing Activity has a positive effect on Brand Equity.
2. Trust has a positive effect on Attitude Toward The Influencer.
3. Brand Equity has a positive effect on Purchase Intention.
4. Attitude Toward the Influencer has a positive effect on Purchase Intention.

Suggestions

1. Future researchers can include other variables that influence purchase intention, such as social identification variables, perceived value, satisfaction so that the research model is more comprehensive (Chen & Lin, 2019).
2. Further researchers are advised to examine local brands other than the objects studied at this time.
3. This research must be conducted on an ongoing basis, this is to determine changes in respondent behavior over time.

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