INFLUENCER MARKETING IN SOCIAL MEDIA: THEIR EFFECTS ON TRUST AND PURCHASE DECISION IN A RESTAURANT CONTEXT

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Keywords:	ABSTRACT
Social Media, Influencer Marketing, Trust, Purchase Decision	*Currently, social media marketing is growing rapidly. Companies use it as a marketing instrument to expand their reach to more customers. In Indonesia, social media marketing has been used as an effective marketing tool, such as social media marketing and influencers. The purpose of this study is to see the influence of social media and influencer marketing on trust and purchasing decisions at Sambal Bakar Indonesia. The population in this study were all Sambal Bakar Indonesia customers. The respondents used in this study were 275 respondents who were collected using a questionnaire distribution with an accidental sampling technique. This study analyzed the data using Structural Equation Modeling (SEM) with SmartPLS 3 software. The results showed a direct influence of social media on trust and purchasing decisions. Influencer marketing also has an effect on trust and purchasing decisions. Trust has a significant influence on purchasing decisions. As a result, it is important to maintain trust in consumers in an effort to improve purchasing decisions.*

INTRODUCTION

The deployment of social media marketing is currently growing. This is possible because technology is improving every day with the advent of the internet network and its applications. As a result, companies are utilizing it as their marketing instrument to expand their reach to a wider range of customers. In Indonesia, it has been used as an effective marketing tool, such as social media and influencer marketing. At present, social media is not just used for interaction with one another but can also be used as a platform for online multichannel promotion (Blom et al., 2021; Wang et al., 2021). Also, collaborating with an influencer can improve sales opportunities due to their abilities to influence their followers on social media (Jeon et al., 2018; Tandon et al., 2021).

Therefore, the company is expected to be able to follow the developments that occur, but the company must also pay attention to several factors in running and developing its business in order to create trust from a customer to make a purchase decision. Martínez & Bosque (2013) Trust is a confident feeling in a company that provides the service or product he wants. Because if customers are confident in the company, they can make purchasing decisions for the products or services provided by the company. Kotler & Armstrong (2008) Purchasing decisions are a way of making choices when choosing a product that consumers want for themself. The results of previous

studies also show that trust has good results on influence people to make a purchase decision (Chang et al., 2019).

Social media is a platform that contains online informations that can be viewed, utilized, and distributed which are useful as a source of references for others about brands, new issues, services, and information about a product (Rehmani & Ishfaq, 2011). In addition, the use of social media as a promotional tool carried out online continues to be improved by encouraging users to upload information on the internet to their followers about a product or other using photos or videos (Jashari & Rrustemi, 2017). Social media also has a significant role in marketing a product, because using social media can quickly convey product information that can be seen directly by all users. Therefore, products provided for customers must match what is shown on social media to build trust. The previous study shows involvement between social media and trust to increase purchasing decisions (Marwani & Maulana, 2021). The other study results also show that social media has involvement in a purchasing decision (Zahra & Paludi, 2023).

In addition of social media, influencers are often a reference for people to consider before they make a purchase decision. Usually they use content by influencers on social media that inform about a product to be used as a consideration when they want to buy a product it wants (Venciute et al., 2023). Influencer marketing is a person who has an effect on certain audiences to inform products so that it can be more widely reached, can increase purchases, and has an emotional relationship with customers (Sudha & Sheena, 2017). Influencers will usually mention the brand of the product being promoted through the content presented where this content is very useful for increasing sales (Lou & Yuan, 2019). The previous literature also mentioned that influencers in terms of marketing tend to get more attention and are able to increase purchasing decisions (Castillo & Fernández, 2019; Venciute et al., 2023). The results of previous studies also show the trust provided by customers to influencers has good results in a purchase decision (Durmaz et al., 2023).

According to this discussion, this study aims to analyze the effect of social media and influencer marketing on trust to increase purchasing decisions in the context of restaurants.

METHOD

This study to use a quantitative method. Data is collected by disseminating questionnaires using accidental sampling technique, which is a method of sampling by accident from the predetermined population. Respondents will be given questions based on indicators from study variables. Furthermore, the answers will be processed using Structural Equation Modeling (SEM) with its SmartPLS 3 software to view the effects of social media and influencers on trust and purchase decisions. The study was carried out in December 2023 at Sambal Bakar Indonesia. The population in this research is all Sambal Bakar Indonesia customers with a sample of 275 customers who decided to buy after getting information through social media and influencers Sambal Bakar Indonesia.

RESULT AND DISCUSSION
### Description of Respondents

Tabel 1. shows that by gender most of the respondents are female at 183 persons (67%). According to age, most respondents were aged 15-24 years with a total of 166 people (60%). By education, the majority of respondents are D4 / S1 as much is 125 person (45%). By occupation, students are the largest respondents with a total of 121 participants (44%).

Table 1. Description of Respondents

Demographics	Frequency	Percentage (%)
Gender		
Men	92	33
Female	183	67
Age		
15-24 year	166	60
25-34 year	79	29
35-44 year	24	9
45-54 year	6	2
Education		
SMA	106	39
D3	42	15
D4/S1	125	45
S2	2	1
Work		
Government Employees (PNS)	19	7
BUMN Employees	21	8
Private Employees	87	31
Student	121	44
Entrepreneur	21	8
Other	6	2
Total	**275**	**100**

Source: Authors, 2023
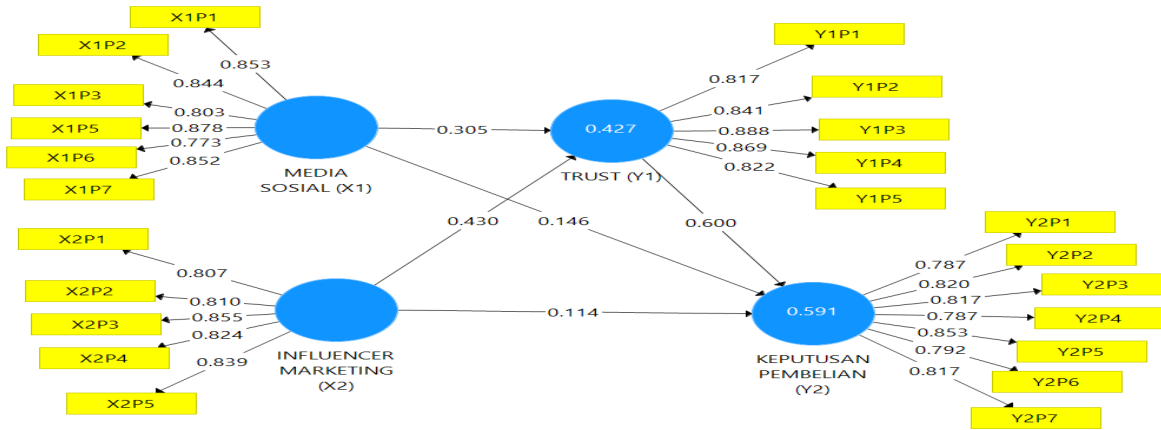
Figure 2. Structural Model

Based on **Figure 2.** the model used in this study consists with two independent variables which is social media and influencer marketing. Trust and purchase decisions as dependent variables.

Data Analysis & Discussion

Table 2. In the data presented, all factors have a value of> 0.700. This can be concluded that all the variables used in this study have complied with the validity and reliability test requirements (Hair et al., 2014). Also, table 2 shows that the results are obtained well between constructions with a value between 0.915 to 0.932 with AVE value range of 0.657 to 0.719. These values indicate that all of them meet the AVE standard.

Table 2. Measurement Model Evaluation

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Social Media	1. Ease of Use 2. Interaction & Participation 3. Fun & Entertainment 4. Ease of Communicating Information 5. Credibility (Khatib, 2016)	X1P1	0.853	0.932	0.697
		X1P2	0.844		
		X1P3	0.803		
		X1P5	0.878		
		X1P6	0.773		
		X1P7	0.852		
Influencer Marketing	1. Trustwothiness 2. Familiarity 3. Expertise (Kim et al., 2018)	X2P1	0.807	0.915	0.684
		X2P2	0.810		
		X2P3	0.855		
		X2P4	0.824		
		X2P5	0.839		
Trust	1. Confidence 2. Reliability 3. Integrity	Y1P1	0.817	0.927	0.719
		Y1P2	0.841		
		Y1P3	0.888		

	(Aulakh et al., 1996)	Y1P4	0.869		
		Y1P5	0.822		
Purchase Decision	1. Need Recognition 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Postpurchase Behavior (Kotler & Armstrong, 2008)	Y2P1	0.787	0.931	0.657
		Y2P2	0.820		
		Y2P3	0.817		
		Y2P4	0.787		
		Y2P5	0.853		
		Y2P6	0.792		
		Y2P7	0.817		

Source: Authors, 2023

Table 3. shows influencer marketing (0.827), purchasing decisions (0.811), social media (0.835), and trust (0.848). These results indicate that each indicator statement has the highest value of each other latent component. Validity is considered valid if these requirements have been met (Fornell & Larcker, 1981).

Table 3. Discriminant Validity-Fornell Lacker

Variable	Influencer Marketing	Purchase Decision	Social Media	Trust
Influencer Marketing	0.827			
Purchase Decision	0.559	0.811		
Social Media	0.569	0.540	0.835	
Trust	0.604	0.749	0.550	0.848

Source: Authors, 2023

Table 4. VIF values are used as a parameter to measure for multicollinearity. According to VIF value used in this study (1.479 to 1.802), VIF value is not more of 5.0. This indicates that multicollinearity is not a problem, therefore it allows for more research to be conducted.

Table 4. Multicollinearity Test

Variable	Purchase Decision	Trust
Social Media	1.641	1.479
Influencer Marketing	1.802	1.479
Trust	1.746	
Purchase Decision		

Source: Authors, 2023

Table 5. Determination Coefficient Test (R2)

Variable	R Square	R Square Adjusted
Purchase Decision	0.591	0.587
Trust	0.427	0.423

Source: Authors, 2023

To determine the influence of independent variables on dependent variables, the coefficient determination test is carried out. **Table 5.** shows the results (R2) of purchase decisions of 0.591 and 0.427 trust. According to these results, social media and influencer marketing affect 42.7% and 59.1% trust in purchase decisions. Prediction Accuracy Test (Q2) is analyzed to calculate the prediction accuracy of variables, in the table **(Table 6.)** shows these variables have high prediction accuracy with values of Q2>0 (0.294 and 375).

Table 6. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q^2(=1-SSE/SSO)
Influencer Marketing	1375.000	1375.000	
Purchase Decision	1925.000	1203.667	0.375
Social Media	1650.000	1650.000	
Trust	1375.000	970.476	0.294

Source: Authors, 2023

Table 7. F Test

Variable	F-square	Result
Social Media (X1) -> Trust (Y1)	0.110	Small
Social Media (X1) -> Purchase Decision (Y2)	0.032	Small
Influencer Marketing (X2) -> Trust (Y1)	0.218	Medium
Influencer Marketing (X2) -> Purchase Decision (Y2)	0.018	Small
Trust (Y1) -> Purchase Decision (Y2)	0.505	Large

Source: Authors, 2023

F-square test is used to determine the strength of the correlation between variables with the measurement criteria >0.02 has a small effect, >0.15 has a medium effect, >0.35 has a large effect and the value <0.02 has no effect. **Table 7.** showed that the effect of social media on trust and purchasing decisions has a small effect, the impact of influencer marketing on trust indicates medium results and on purchase decisions has a small impact, while on trust on purchasing decisions has a large effect.

SmartPLS 3 is software for testing hypotheses used in this study to identify which of each hypothesis variable can be accepted or rejected. For qualification the t-value has to be >1.96 and the p-value <0.05. The results of the analysis that has been carried out in table 8. Shows that the hypotheses of social media->trust (t=4.658 and p=0.000), social media->purchase decision (t=2.590 and p=0.010), influencer marketing->trust (t=6.600 and p=0.000), influencer marketing->purchase decision (t=2.086 and p=0.038) and trust->purchase decision (t=11.776 and p=0.000). Based on this, it can be summarized that the hypothesis contained in this study is accepted because it meets the criteria.

Table 8. Path Coefficient

Variable	Origin Sample (O)	Sample Average (M)	Standard Deviasi (STDEV)	T Statistic (|O/STDEV|)	P Values	Result
Social Media (X1) -> Trust (Y1)	0.305	0.300	0.065	4.658	0.000	Supported
Social Media (X1) -> Purchase Decision (Y2)	0.146	0.140	0.056	2.590	0.010	Supported
Influencer Marketing (X2) -> Trust (Y1)	0.430	0.429	0.065	6.600	0.000	Supported
Influencer Marketing (X2) -> Purchase Decision (Y2)	0.114	0.116	0.054	2.086	0.038	Supported
Trust (Y1) -> Purchase Decision (Y2)	0.600	0.596	0.051	11.776	0.000	Supported

Source: Authors, 2023

Discussion

The results of the research on hypothesis 1 obtained a t-value of 4.658, this value has met the criteria because the t-value> 1.96. So that the first hypothesis is stated that there is a direct influence between social media on trust. This is corroborated by previous research which found that social media has an influence on trust (Marwani & Maulana, 2021). A partial coefficient for social media and trust has a value of 0.110, it means that the correlation between these two variables is weak. This indicates that Sambal Bakar Indonesia social media does not have a significant impact on trust. Therefore, social media still has an influence on trust even though it has a weak value. Therefore, it can be concluded that the higher the quality of the content and information presented, the higher the trust that arises from a customer.

The research results show that t-value obtained is 2.590> 1.96. This means on social media have an influence on purchase decisions. As previous studies have stated, there is a significant impact of social media on purchasing decisions (Zahra & Paludi, 2023). The partial correlation coefficient value on social media variables and purchasing decisions is partially low. This weak correlation between the two variables indicates that there are other factors that are more dominant. Purchase decisions are not only influenced by social media, but there are other things that make customers make purchase decisions.

According to the analysis of the data obtained, t-value 6.600> 1.96 results show influencer marketing has a positive effect on trust. It shows that influencer marketing has a direct effect on trust. This means that the hypothesis of influencer marketing's influence on trust is accepted. In accordance with previous studies, it is found that influencer marketing is a direct influence on trust (Castillo & Fernández, 2019; Venciute et al., 2023). The influencer marketing and trust variables has a partial coefficient value of 0.218. Meaning there is a medium connection, where it shows

that influencers have a good effect on trust. This means that the influencers used by Sambal Bakar Indonesia have a high level of trust based on the promotional content they do and are professional in influencing their followers.

For this study, T-value found based on the results of calculations using smartPLS software is 2.086> 1.96. As a result, the fourth hypothesis is accepted, because it meets all requirements. It can be summed up that influencer marketing can affect customers to purchase decisions, in accordance to previous research (Durmaz et al., 2023). In the process of determining a purchase decision, customers often see the review results of an influencer to find out whether the item they want to purchase can meet their expected needs. But in this study, the value of the partial correlation coefficient on this variable is weak. This weak effect indicates that there are other variables that are stronger in influencing a person in making a purchase decision.

Trust has a quite powerful effect on purchase decisions because it has a t-value of 11.776> 1.96. This means a hypothesis of trust on purchase decisions is accepted. As in previous studies which have found the results show trust has a large influence on purchase decisions (Chang et al., 2019). Buying decisions is something this can happen when someone has made a choice, before deciding to buy, usually someone will develop confidence in the product he wants to buy. As a result of a partial correlation coefficient value in this study, it gets a large result (0.505), this means that trust variables are one of the factors in influencing purchasing decisions more dominant than other variables.

CONCLUSION

Based on the findings of this research on Sambal Bakar Indonesia, it results show social media and influencer marketing have a positive impact on trust and purchasing decisions. This indicates that, many of the customers who decides to be buying Sambal Bakar Indonesia after seeing social media and influencers based on the confidence that arises in their reality when visiting is like what has been shown on Sambal Bakar Indonesia social media and influencers. From the results that I found in this field, it is suggested to management Sambal Bakar Indonesia to provide an indoor or air-conditioned room to making customers feel more comfortable and enjoy their dishes with enjoy. In addition, in an effort to provide better service to customers so that customers can visit again at a later time.

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