

ROLE OF BRAND TRUST AS MEDIATOR IN SOCIAL MEDIA MARKETING RELATIONSHIPS AND PURCHASE INTENTIONS

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ABSTRACT

The purpose of this research is basically to find out how social media marketing affects purchase intention through brand trust. This research method is quantitative and the population in this study is Instagram Followers Scarlett Whitening, the number of samples obtained is 293 respondents. The sampling technique used is purposive sampling, with path analysis method. SmartPLS 3.29 For Windows is used to filter and analyze data. The findings reveal that social media marketing has a positive effect on purchase intention through brand trust. Practical advice in this study for Scarlett Whitening should increase brand trust. A company must continue to innovate to make products that are easily accepted by the market. And create interesting content marketing to create good social media marketing. It is expected to increase buying interest in Scarlett Whitening products.

Keywords: Social Media Marketing, Purchase Intention, Brand Trust.

ABSTRAK

Tujuan dari penelitian ini pada dasarnya adalah untuk mengetahui bagaimana social media marketing mempengaruhi niat beli melalui brand trust. Metode penelitian ini adalah kuantitatif dan populasi dalam penelitian ini adalah Followers Instagram Scarlett Whitening, jumlah sampel yang diperoleh adalah 293 responden. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dengan metode analisis jalur. SmartPLS 3.29 For Windows digunakan untuk memfilter dan menganalisis data. Temuan mengungkapkan bahwa pemasaran media sosial memiliki efek positif pada niat beli melalui kepercayaan merek. Saran praktis dalam penelitian ini untuk Scarlett Whitening sebaiknya meningkatkan kepercayaan merek. Sebuah perusahaan harus terus berinovasi untuk membuat produk yang mudah diterima oleh pasar. Dan buat pemasaran konten yang menarik untuk membuat pemasaran media sosial yang baik. Diharapkan dapat meningkatkan minat beli terhadap produk Scarlett Whitening.

Kata Kunci: Pemasaran Media Sosial, Niat Beli, Kepercayaan Merek.

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INTRODUCTION

The development of technology in Indonesia, especially in the field of the internet is currently increasing. Quoted from Kumparan.com (2022) from research conducted by Internet World Stats, Indonesia is the third largest internet user in Asia with the number of users reaching 212.35 million in March 2021. The increase in internet use has had a major impact on changing attitudes the public on the intention to buy on an item that is often exposed on the internet, thus encouraging small and large companies to advertise or just give a review of the products to be sold. Opportunities to market products through internet media are expected to continue to grow rapidly with companies developing activities through internet media.

Purchase Intention is part of the behavioral component in the attitude of consuming. Kotler & Keller (2002) divide two levels of interest in purchase intention, namely the light level of information seeking and the active level of information seeking. The second stage, consumers learn the product or brand from the information gathering they have done. After the information is collected, consumers will find the information and then begin to consider buying.

With the development of technology, consumers can easily access various information related to these goods. One of the media that can access this information is social media. Based on a report from We are Social, there are 170 million active social media users in Indonesia in 2021. This can prove that the most accessed internet use in Indonesia is social media. The large number of social media users and a wide reach such as customer personal data, supply and demand as well as customer opinions represent a valuable source of information for conducting social media marketing (Arrigo, 2018).

According to We Are Social, in 2021 Instagram will rise to the third rank as the social media most frequently used by Indonesians after Youtube and WhatsApp, with 86.6% of the total population of social media users in Indonesia. Instagram shifts Facebook which in the previous year was ranked third. Instagram is a platform used to share photos and videos that have features such as digital filters, Instagram stories, IGTV, and other networking activities. Over time, Instagram is not only used to socialize and provide information, but also as a marketing and promotion medium for products and services carried out by business organizers because it is supported by the various existing features.

As many as 80% of sellers in Indonesia sell through social media, three quarters of them sell on Instagram (Paypal, 2018). One company that uses Instagram as a sales and promotion medium is the local Indonesian beauty company Scarlett Whitening. Based on statistical data from InsTrack, one of the online media that analyzes the quality of followers of an Instagram account, the growth seen in followers also showed a significant increase, reaching 6.28% over the last 3 months (InsTrack, 2022). Not only followers, the number of likes and comments, which are components for judging a brand on Instagram, also shows a positive growth trend. As of May 30, 2022, followers (@scarlett_whitening) have reached 5.5 million accounts with a total of 3,111 uploaded content, which on average gets no less than 8,000 likes. With the highest number of followers accompanied by a positive growth trend every day, Scarlett Whitening is brand local cosmetic engagement on Instagram compared to other local cosmetic brands.

Research conducted by Aji et al (2020) states that companies and businesses must understand the importance of Instagram as an effective tool to market their products in Indonesia. But this is not in line with Ramadhani's research (2020) which states that Instagram is the social media with the most cases occurring in Indonesia, namely 534 fraud cases throughout the year. This problem raises doubts among consumers in shopping on Instagram. In a survey conducted by DailySocial at least 40.6 percent of consumers have doubts about shopping on Instagram (Dailysocialid, 2016).

As its popularity increases, Scarlett's products cannot be separated from fraud committed by irresponsible parties. For example, the rise of online stores on behalf of resellers who sell products at prices below the official price. This case has been confirmed on Scarlett Whitening's official Instagram that products sold well below the official price are counterfeit products or are included in fraudulent actions. Problems that occur can affect consumer views of a brand. A brand to build trust (brand trust) for consumers. Customer trust in the brand (brand trust) is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will produce positive results (Lau & Lee, 1999). Building and maintaining trust is very important. This is in line with the research of Sung & Kim (2010) which states that brand trust is still seen as a variable that has a major influence on purchase intention.

With social media marketing , it will facilitate the company's interaction with potential customers as well as with current customers. Brand presence in social networks is very functional in terms of providing customer information, familiarity, and brand awareness, because they are the ones who overcome the limitations of time and space (Seo & Park, 2018).

Based on this theory and background, researchers are interested in conducting research with the title **The Role of Brand Trust as a Mediator in the Relationship Between Social Media Marketing and Purchase Intention**. Instagram Scarlett Whitening, Does Brand Trust have a direct effect on Purchase Intention of followers Instagram Scarlett Whitening, Does Social Media Marketing have a direct effect on Brand Trust in followers Instagram Scarlett Whitening, Does Social Media Marketing indirectly affect Purchase Intention through Brand Trust on followers Instagram Bleach Scarlett.

MATERIALS AND METHODS

This study uses a descriptive analysis method with a quantitative approach. According to Nana Sudjana & Ibrahim (1989:64) that descriptive research is research that seeks to describe a symptom, event and event that is happening at the present time where the researcher tries to photograph events and events that are the center of attention and then describe them as they are. Research with quantitative methods is an empirical study approach to collect, analyze, and display data in numerical rather than narrative form (Sekaran & Bougie, 2016).

According to Arikunto (2010: 90) research design is a plan or design made by researchers as a series of activities to be carried out. The research design in this study is a survey research design. A survey is a system for collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior.

There are 3 variables to be studied, namely the independent is social media marketing (X), the dependent is purchase intention (Y), and the intervention is brand trust (Z). Operational definition is done by looking at the behavioral dimensions, aspects, or properties that are symbolized by the concept. This concept is then translated into observable and measurable elements to develop the concept of index measurement (Sekaran & Bougie, 2016). In more detail, the operationalization variables in this study can be seen in Table 1 below:

Table 1. Operationalization of Research

| Variables | Indicator | Item | Scale | Source of | | | |
|---|---|--|--------|--------------|---|--|--------|
| Marketing Social Media Social media Instagram | ● context | Providing quality knowledge of products to consumers | Likert | Solis (2010) | | | |
| | | Providing quality information | | | | | |
| | | Provide a unique story in each product | | | | | |
| | ● Communication | an active response to responses to questions | | | | | |
| | | ● Provide | | | Provide feedback about products offered | | |
| | | | | | positive content to product content | | |
| | ● Connections | | | | create emotional relationships with consumers | | |
| | | Provide new information and promotions consistently | | | | | |
| | | Purchase Intention (Y) is someone's desire or desire to buy something that adds value to them. | | | ● Awareness | of introducing the product since its inception | Likert |
| | Providing information about products that are easily known widely | | | | | | |
| ● Interest in attracting | products attractively | | | | | | |
| | Creating advertisements that attract attention | | | | | | |

| | | | | |
|---|----------------------|---|--------|---------------------------------|
| | | actively promoting | | |
| | ● Desire | Intention to purchase products | | |
| | | Emerging trust to buy and use the product | | |
| | | before making a purchase | | |
| | ● Actions | consider purchasing a product | | |
| | | Willing to buy a product in the future | | |
| | | conduct a review of the product. | | |
| Brand Trust (Z) is a consumer's trust in a particular brand or brand which includes the quality or superiority of a particular brand of product or service. | ● Achieve results | Account for the impression that has been formed | Likert | (Delgado-Ballester et al, 2003) |
| | | Fulfill promises that have been offered to consumers | | |
| | | Able to meet consumer expectations | | |
| | ● Act with integrity | Provide quality service | | |
| | | Have a good brand image in the minds of consumers | | |
| | | Conformity of services and products | | |
| | ● Show concern | Providing services to products that are not suitable | | |
| | | Providing services when facing problems related to products | | |
| | | to answer consumer problems related to products | | |

The sampling technique used in this study is included in the category of non-probability sampling (Cooper & Schindler, 2003). Non-probability sampling is a subjective sampling procedure (Sudaryono, 2012). A non-probability sampling technique is a sampling design in which elements in the population have no known or predetermined chance of being selected as sample subjects (Sekaran, 2006). The non-probability sampling technique chosen is purposive sampling technique. Purposive sampling technique is a technique for making samples with certain considerations or criteria (Sujarweni, 2016).

Data collection was carried out using a survey method with a questionnaire as a tool to obtain the data needed by researchers with a questionnaire scheme that was distributed boldly with google form. Respondents' answers in this study can be given a weight between 1 and 5. The questionnaire was distributed to Scarlett Whitening's Instagram followers through Instagram's direct message. Questionnaires were also distributed to closest colleagues such as family, relatives, or close friends. The researcher asked them to fill out this questionnaire. Then the writer asked them to distribute their questionnaire into their whatsapp . Questionnaires were also distributed through Instagram through Instagram features and other social media.

Methods Data analysis in this study used the path analysis method. Path analysis used in this study is a regression analysis model with a mediation model (Intervening). The analysis method with this technique is in line with the research framework developed by the researcher which allows for analyzing more complex models that cannot be done by multiple linear regression, namely analyzing data on indirect relationships between variables. Path analysis method used tool SmartPLS 3.29 For Window software SmartPLS chosen because it is more user-friendly and suitable for research conducted by both beginners.

RESULTS AND DISCUSSION

Findings Characteristics Respondents

Respondents in this study are followers of Scarlett Whitening's Instagram account which aims to determine the effect of social media marketing on purchase intention through brand trust. The data collection technique used is the distribution of questionnaires. The total number of respondents in this study was 340 respondents but not all respondents met the criteria, only 293 respondents met the criteria in the online that had been distributed. The following is a description of the characteristics of respondents Age or research object which is described in Table 2.

Table 2. Characteristics of Respondents

| Characteristics of Respondents | Total | Percentage |
|--------------------------------|-------|------------|
|--------------------------------|-------|------------|

| | | |
|------------------------------|------------|-------------|
| Gender | | |
| Male | 108 | 36.9% |
| Female | 185 | 63.1% |
| Total | 293 | 100% |
| Age | | |
| 15-20 | 103 | 35.2% |
| 21-25 | 113 | 38.6% |
| 26-30 | 37 | 12.6% |
| >30 | 40 | 13.7% |
| Total | 293 | 100% |
| Job | | |
| Student/Student | 120 | 41% |
| Civil Servant/TNI/POLRI | 59 | 20.1% |
| Coorporate Employee | 69 | 23.5% |
| Entrepreneur | 38 | 13% |
| Housewife | 5 | 1.7% |
| Others | 2 | 0.7% |
| Total | 293 | 100% |
| Income | | |
| < Rp 1,000,000 | 71 | 24.2% |
| Rp 1,000,000 – Rp 2,500,000 | 53 | 18.1% |
| Rp 2,600,000 – Rp 4,000. 000 | 82 | 28% |
| > IDR 4,000,000 | 87 | 29.7% |
| Total | 293 | 100% |

Table 2 shows that by gender, there are 185 female respondents with a percentage of 63.1%. Meanwhile, 108 respondents with a percentage of 36.9% were male. These results indicate that the followers of Scarlett Whitening's Instagram account are dominated by women. This can be because women are easily attracted to skin and body care. This is in line with a survey conducted by JakPat which revealed that by 2021, the use of skin care by women will reach 93%, more than men. Although the use of skin care is still dominated by women, now the trend of skin care for men is also increasing. Apart from the health side, the high influence of the Korean Wave which shows the perfection of men's skin and faces on social media is also another reason why male-only treatments are getting attention.

Then classify in terms of age, it shows that the most respondents who intend to buy Scarlett Whitening products are at the age of 21-25 years, as many as 113 respondents or 38.6% and then at the age of 15-20 years with a total of 103 respondents or 35.2%, This shows that followers who intend to buy Scarlett Whitening products are millennials and Generation Z. A survey conducted by the ZAP Beauty beauty clinic in 2020 proves that millennials and Z needers are willing to pay for skin care.

These results show that now many young people are literate in skincare to take care of their skin to keep it clean and well-groomed. In addition, this is also because one of the main characteristics of the millennial generation is: Familiarity with communication,

media, and digital technology. This generation is a generation that involves technology in all aspects of life. Including in finding information about skin and body care products.

Furthermore, for the characteristics based on job respondents, the results of the questionnaire show that the dominating occupations are as many as students, namely 120 people or as much as 41%. This is in line with the characteristics in terms of age, that students are in that age group.

Characteristics of respondents in terms of income shows that the main income of respondents is > Rp. 4,000,000 with a total of 87 respondents or 29.7%. This result is in line with the characteristics of the respondents in terms of work which shows that the cumulative respondents who work are more than those with the status of students.

Respondents Response

The questions in this study consisted of 33 questions which were used as primary data. Research questions on the research questionnaire consist of 12 questions Social Media Marketing (X), Brand Trust (Z) 9 questions, Purchase Intention (Y) 12 questions. From this analysis, it can be seen the average value of each question:

1.00 - 1.80 = Very Low

1.81 - 2.60 = Low

2.61 - 3.40 = Fairly High

3.41 - 4.20 = High

4.20 - 5.00 = Very High

Table 3. Distribution Results

| Variable | Means | Information |
|------------------------|-------|-------------|
| Social media marketing | 4.07 | High |
| Brand trust | 4.02 | High |
| Purchase Intention | 4.11 | High |

Data Analysis Results

Path analysis used in this study is a regression analysis model with a mediation model (Intervening Variable). Where this study will analyze the direct influence between X and Y, or direct and indirect effects on Y through Z. The software used to analyze the research data is SmartPLS 3.29 For Window.

Table 4. Results of Direct Effect

| Relationship Between Variables | Hypothesis | Path Coefficient | t-value | Sig | Results |
|--------------------------------|------------|------------------|---------|-----|---------|
|--------------------------------|------------|------------------|---------|-----|---------|

| | | | | | |
|---|----|-------|-------|-------|----------|
| Social Media Marketing → Purchase Intention | H1 | 0.451 | 8,411 | 0.000 | Accepted |
| Brand Trust → Purchase Intention | H2 | 0.151 | 2,289 | 0.023 | Accepted |
| Social Media Marketing → Brand Trust | H3 | 0.349 | 7,182 | 0.000 | Accepted |

Table 5. Results of Indirect Result

| Relationship Between Variables | Hypothesis | Path Coefficient | t-value | Sig | Result |
|---|------------|------------------|---------|-------|----------|
| Social Media Marketing → Brand Trust → Purchase Intention | H4 | 0.053 | 1,931 | 0.005 | Accepted |

DISCUSSION

The Effect Social Media Marketing on Purchase Intention

Based on this research, it can be seen that there is a positive and significant direct influence between social media marketing on purchase intention on Scarlett Whitening products. Table 4. shows the beta value of 0.451 with a significant magnitude of 0.000 < 0.05 and has a positive t-count value of 8.411. This shows that purchase intention is influenced by social media marketing. The positive and significant research results are due to followers Scarlett Whitening's Instagram social media marketing on Scarlett Whitening's Instagram account before purchasing the product. From the analysis of the data, it can be interpreted that the more quality and attractive social media marketing is, the more consumers will buy the product.

According to Gunelius (2011), the purpose of social media marketing itself is the main ability to build relationships between brands and consumers actively. Furthermore, to improve relationships with consumers on Instagram accounts, Scarlett Whitening can conduct sharing sessions with followers by utilizing the QnA feature that is already available on Instagram. sharing session can be a followers to ask questions and get the information they need about products from Scarlett Whitening. In addition, Instagram Scarlett Whitening can also create custom questions to answer the questions most frequently used by followers.

Research results such as previous research conducted by Kim & Ko (2010) which revealed that purchase intention influenced by social media marketing. Currently, social media is used by consumers to find the desired product, with easy and flexible access.

Social media can be accessed anytime and anywhere. This makes it easier for consumers to find the product they want to buy. Furthermore, research conducted by Dahnil et al (2014) that social media marketing is an important marketing tool to reach consumers of the young generation that has just emerged. It also shows that the cyber plays an important role in modern. This allows marketers to reach customers faster and more efficiently and increase consumer buying interest.

The Effect Brand Trust of on Purchase Intention

This study found that there is a positive and significant direct influence between brand trust and purchase intention of products from the Scarlett Whitening brand. The test results show a beta value of 0.151 with a significant value of $0.023 < 0.05$ and has a positive t-count value of 2.289. This shows that purchase intention is influenced by brand trust. Based on this data analysis, it can be interpreted that the level of trust in a brand will be taken into consideration by consumers in deciding product purchases.

Brand trust is defined as the customer's belief to rely on a brand. Based on Theory of Planned Behavior, the belief control of a decision is related to the activities carried out, so this can be influenced by the brand trust because according to Delgado-Ballester et al., (2003), brand trust includes hope, integrity, and concern. Expectations refer to promises that must be fulfilled to consumers. Integrity refers to the consistency between words and actions in dealing with every situation experienced by consumers. Attention refers to a form of empathy that shows an attitude towards consumers when facing problems related to the product. In purchasing intentions for Scarlett Whitening products, if consumers consider Scarlett Whitening to be reliable, consumers tend to choose products from Scarlett Whitening., then the perception of this brand trust will affect consumers' intentions to use products from Scarlett Whitening.

This is in line with previous research conducted by Sung & Kim (2010) which stated that brand trust is still seen as a variable that has a major influence on purchase intention. According to Ibáñez et al (2006) Brand trust directly affects purchase intention and is very relevant when customers decide to switch brands because of the high level of perceived risk and ambiguity. This can be interpreted that the higher consumer confidence in a particular brand, it will increase consumer buying interest in a particular brand.

The Effect Social Media Marketing on Brand Trust

Based on this research, it can be seen that there is a positive and significant direct influence between social media marketing on brand trust. The test results show a beta value of 0.349 with a significant value of $0.000 < 0.05$ and a positive t-count value of 7.182. variable social media marketing is one of the factors that can affect the level of brand trust followers Scarlett Whitening's Instagram

Positive and significant research results are caused by respondents consider social media marketing to measure confidence in a brand. From the data analysis, it can be interpreted that the more quality and informative a social media , the more consumer trust will be in a brand. This means that brand trust influenced by social media marketing.

This is in line with the results of Amalina's research (2016) which shows that if social media marketing is managed properly, brand trust will increase. This is because by conveying good information will create the impression that the brand can meet consumer needs. It is also supported by research by Tatar & Irem (2015) which states that social media experience is an important driver of trust in a particular brand. So that the existence of social media will make it easier for marketers to reach a wider range of consumers.

The Effect Social Media Marketing on Purchase Intention through Brand Trust

This research shows that there is a positive and significant influence between social media marketing on purchase intention through brand trust. Social media marketing can have a positive and significant effect on purchase intentions directly and indirectly through the brand trust. The indirect effect of social media marketing on purchase intention through brand trust is evidenced by a beta value of 0.053 with a significant value of $0.005 < 0.05$ and a positive t-count value of 1.931.

The effect of social media marketing on purchase intention is higher than the effect of social media marketing on purchase intention through brand trust. A little et al. (2010) divide the mediation model into four conditions, namely: full mediation, partial mediation, inconsistent mediation and nomediation. Referring to these results, it was found that the mediating effect in this study was partial mediation. Social media marketing affects consumers' intention to buy. Supported by marketing on social media such as Instagram that is informative and easy to reach, this will make it easier for potential consumers to decide on a product purchase.

This is in line with research conducted by Manzoor et al (2020) which states that customer trust mediates the relationship between social media marketing and customer purchase intentions. This means that there is a positive relationship, if marketers carry out social media marketing well, it will increase trust which will also increase purchase intentions for a particular product.

CONCLUSION

This study aims to analyze the effect of social media marketing on purchase intention through brand trust in Scarlett Whitening. The results of this study indicate that the social media marketing variable has a positive and significant effect on the purchase intention variable on followers of Scarlett Whitening's Instagram account. That is, if the more attractive and quality social media marketing offered to followers of Scarlett Whitening's Instagram account, the purchase intention of followers will also increase. The results of this study indicate that the social media marketing variable has a positive and significant effect on the brand trust variable on followers of Scarlett Whitening's Instagram account. That is, if the social media marketing offered to followers is considered quality, the level of brand trust in the Scarlett Whitening brand also increases. The results of this study indicate that the brand trust variable has a positive and significant effect on the purchase intention variable on followers of Scarlett Whitening's Instagram account. That is, if the

brand trust felt by Instagram followers towards the Scarlett Whitening brand is high, the level of purchase intention for Scarlett Whitening products will also increase. The results of this study indicate that the social media marketing variable has a positive and significant effect on the purchase intention variable through brand trust on followers of Scarlett Whitening's Instagram account. Thus, the brand trust variable is able to mediate the influence of social media marketing variables on purchase intention through brand trust.

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