

## **The Influence of Social Media Marketing. Customer Engagement and Digital Advertising on Brand Trust (GO-JEK Users as Research Objects)**

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### **Abstract**

This study aims to see the effect of social media marketing on customer engagement and brand trust. The sample of this research is people who use go-jek and have used go-jek, with a total of 55 respondents. The validity test uses the loading factor value and the reliability test uses Cronbach's alpha value and the composite reliability is based on the PLS application. In addition, from third parties submitted by all parties. The weakness of this research is the relatively small number of respondents.

**Keywords:** *Social Media Marketing, Customer Engagement and Brand Trust*



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### **INTRODUCTION**

Advances in science and technology trigger changes in all aspects of life. The increasing choice of various products on the market makes consumers free to choose products that suit their needs and desires. But on the other hand, producers must be able to compete to attract consumers to be interested in and use their products.

One of the impacts we feel with the development of information technology is in the world of transportation services. Transportation is an important requirement for humans because transportation can support our daily mobility. The more sophisticated information technology makes transportation services easier to access because of the many new innovations that have emerged. Innovations are made not only in the use of applications in ordering but also in various service features provided by the company. One of the online service providers in Indonesia is Gojek. (Millatina 2020) The growth of Gojek has been very rapid since this application was launched, the data obtained states that according to research, Gojek active users have reached nearly 22 million users per month. According to CNBC Indonesia, Gojek's income is \$ 10 billion to date, one of which is because Gojek has an interesting promotion. (Ekonomika, Bisnis, and Diponegoro 2019) One of the marketing activities carried out by Gojek is through social media marketing Social media is a medium used by consumers to share text, images, sound, and video information. Using social media as a marketing medium can brand value in the eyes of consumers because brands and consumers can interact directly without any obstacles. (Mahayani, Aknuranda, and Kusyanti 2019).

Trust in a brand can be grown from a reciprocal relationship in an engagement interaction. Customer engagement through social media is an effort by a company to keep in good touch with its customers through social media. According to (Kotler and Keller 2016) brand trust or brand

equity is an added value given by a brand to a product that is reflected in consumer behaviour, such as the way consumers feel and think about a particular brand. Therefore, the purpose of this study is to determine the respondent's assessment of Gojek's online transportation services using three (3) variables, namely social media marketing, customer engagement and brand trust.

## LITERATURE REVIEW

### 1. Social Media Marketing on brand trust

Social Media Marketing can be used as part of a business strategy to build an ongoing engagement and interaction continuously with customers. In previous research conducted by (Utami et al. 2020), social media marketing has a significant influence on customer engagement, loyalty and brand trust, namely by obtaining data  $t_{count} (9.839) > t_{table} (1.985)$  with sig value equal to  $0.000 < 0.05$ . In addition, according to (Chaffey 2016), in social media marketing, interactions occur which can produce positive engagement between consumers and brands. In social media marketing, interactions occur that can produce positive engagement between consumers and brands. And it is supported by research that shows that social media marketing has a significant effect on customer engagement (Muchardie, Yudiana, and Gunawan 2016). Therefore, from the results of the discussion above, the writer makes a hypothesis:

**H1: Social media marketing has a significant positive effect on Customer Engagement.**

### 2. Customer Engagement to Brand Trust

According to previous research conducted by (Rahmawati and Aji 2015) using 140 samples, it shows that customer engagement has a positive effect on brand trust, but has no effect on brand loyalty because the hypothesis test results show the value of C.R. amounting to  $5.073 \geq 1.96$  and a significance of P of  $0.000 \leq 0.05$ . This study contributes to the literature on customer engagement in the context of cellular telecommunications, with empirical evidence of the significant effect of customer engagement on customer satisfaction. In addition (Mahandy and Sanawiri 2018) in their research, customer engagement is having a significant impact on brand trust with a significance value of  $F (0.000) < \alpha (0.05)$  and an Adjusted R Square value of 0.533 or 53.3%. From the results of the discussion above, the authors hypothesize:

**H2: Customer Engagement has a significant positive effect on Brand Trust.**

### 3. Digital Advertising on Brand Trust.

Mahayani, Aknuranda, and Kusyanti (2019) suggest that trust in a brand can be grown from a reciprocal relationship in engagement interactions. Customer engagement through social media is a company's effort to keep in touch with its customers through social media facilities. (Ekonomi and Padang 2019) suggests that online advertising has a positive and significant relationship to brand image. The more attractive online advertising is, the better the brand image is. In his research (Economy and Padang 2019) online advertising tokopedia.com has a positive and significant effect on brand image in the community of Padang city. From the explanation above, the authors hypothesize:

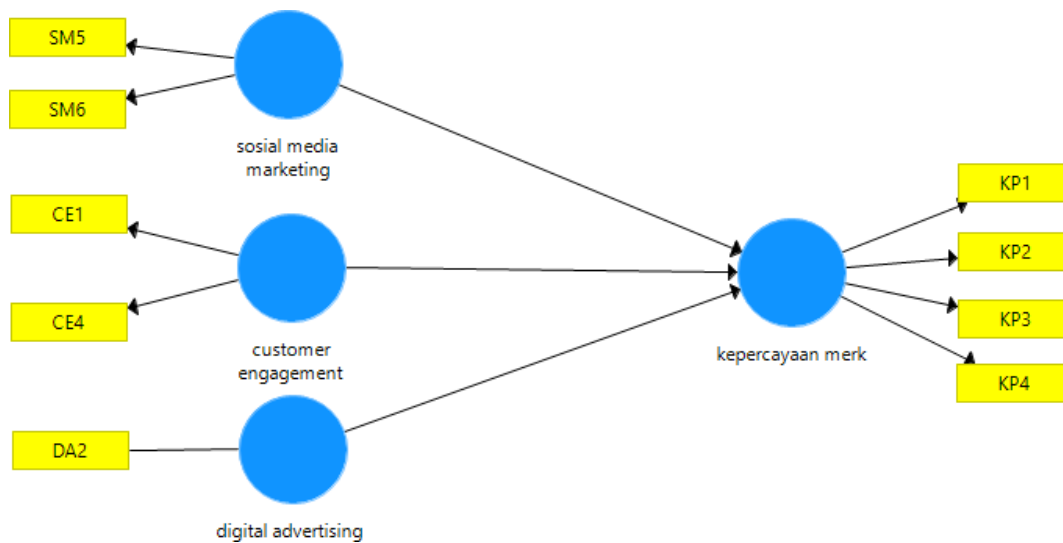
**H3: Digital Advertising has a significant positive effect on Brand Trustworthiness.**

**RESEARCH METHOD**

The research we use is research with online surveys conducted at certain times by distributing questionnaires in the google form to be filled out by respondents.

Respondents who filled out the questionnaire were people who had used and had used Gojek's online transportation service. To test the validity in this study, namely by looking at the value of the loading factor on each variable indicator, namely  $\geq 0.6$  (Hair et al. 2010), then dLm reliability testing is by looking at the value of Cronbach's alpha and composite reliability, which is carried out using PLS application. In this study, we used 55 respondents. The statistical test that we use to test the hypothesis in this study is to use Structural Equation Modeling based on the PLS3 application.

**FINDINGS AND DISCUSSION**



Based on the tests carried out, there were several results, including, first, several questionnaire items that failed because they did not meet the standard limit for the factor loading. In the social media marketing (SM) variable construct, the remaining 2 out of 4 fails. Furthermore, in the variable Customer Engagement (CE) construct, 2 out of 3 failures. Furthermore, in the Digital Advertising construct, 1 out of 3 was dropped and in the variable brand trust (KP) construct, 4 of 1 were dropped. Then re-tested the validity so that all indicator item values are obtained  $> 0.6$ . Validity and Reliability Test

### 1. Test the validity

From the data above, to test the validity of the data we saw the value of the factor loading, namely the value  $\geq 0.6$ .

	customer enga...	digital advertis...	kepercayaan ...	sosial media m...
CE1	0.830			
CE4	0.801			
DA2		1.000		
KP1			0.838	
KP2			0.651	
KP3			0.792	
KP4			0.817	
SM5				0.839
SM6				0.910

Information :

CE: Custome Engagement

DA: Digital Advertising

KP: Brand Trust

SM: Social Media Marketing

### 2. Reliability test

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
customer enga...	0.496	0.498	0.799	0.665
digital advertisi...	1.000	1.000	1.000	1.000
kepercayaan m...	0.791	0.821	0.859	0.605
sosial media m...	0.699	0.733	0.867	0.766

### 3. Hypothesis Test Results

H1: Social media marketing has a positive effect on customer brand trust

Based on the research that has been done, it can be seen that social media marketing has a significant positive effect on brand trust with a p-value ( $0.003 < 0.05$ ) so that hypothesis one is proven. The research conducted by (Utami et al. 2020) showed that social media marketing has a significant influence on customer engagement, brand loyalty and resilience, namely by obtaining data  $t_{count} (9.839) > t_{table} (1.985)$  with sig. equal to  $0.000 < 0.05$ .

**H2: Customer Engagement has a positive effect on Brand Trust.**

Based on the hypothesis testing we have done; it can be seen that the p-value ( $0.001 < 0.05$ ) therefore customer engagement has a significant positive effect on brand trust. So hypothesis two is supported according to research conducted by (Mahandy and Sanawiri 2018) which states that in their research customer engagement has a significant effect on brand trust with a significance value of  $F (0.000) < \alpha (0.05)$  and an Adjusted R Square value of 0.533 or 53.3%.

**H3: Digital Advertising has a significant positive effect on brand trust.**

From the research that has been done, it can be seen that the p value ( $0.825 > 0.05$ ) therefore digital advertising does not have a significant effect on brand trust, therefore hypothesis 3 is rejected. So the research that has been conducted by (Ekonomi and Padang 2019) which states that online advertising tokopedia.com has a positive and significant effect on brand image in the city of Padang, does not support the 3rd hypothesis.

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O...	P Values
customer enga...	0.486	0.475	0.141	3.447	0.001
digital advertisi...	-0.029	0.002	0.131	0.221	0.825
sosial media m...	0.263	0.260	0.123	2.140	0.033

**CONCLUSION**

From the research results that have been done, it can be concluded that social media marketing and customer engagement have a positive and significant effect on brand trust in using Gojek. The older adults use motorbikes, the more comfortable and tied to motorbike taxi services. One thing that makes people familiar with Gojek is through social media accounts and the closest people. However, in this study, digital advertising harms brand trust. This is because the respondents we use are still limited.

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