THE EFFECT OF SOCIAL MEDIA MARKETING AND BRAND CREDITABILITY TOWARD PURCHASE INTENTION USING MODERATING CUSTOMER ATTITUDE IN INDONESIAN CONSUMERS OF GOJEK ONLINE PUBLIC TRANSPORTATION SYSTEM

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Abstract: Social media marketing has turned into a significant part of digital marketing techniques for brands and organizations. Utilizing the force of social media necessitates that you keep awake to date with its steadily changing landscape. "Gojek" (Online-public transportation sytem), a popular ride hailing platform in Indonesia, which uses social media marketing techniques to stay competitive in the market. in particular, discussed the impacts of social media influencer marketing and brand credibility toward purchase intention of Gojek services with the mediating role of customer attitude. The purpose of this research are: 1) to analyze the effects of social media influencer marketing towards customer attitude. 2) to analyze the effects of brand credibility towards customer attitude. 3) to analyze the effects of customer attitude towards purchase intention. This research design uses a Quantitative approach and are used to study certain populations and samples. Research variables are Social Media Influencer Marketing, Brand Credibility, Customer Attitude, and Purchase Intention. Number of respondent is 75 male and 76 female. The research results are Gojek had many great social media influencers, to increase their customer attitude, Gojek can create more social media influencers by focusing on the influencer's popularity based on the questionnaire result, Brand credibility has a positive effect toward customer attitude, and Customer attitude has a positive effect toward purchase intention.

Keywords: *Brand credibility, Customer Attitude, Gojek, Social Media, Purchase Intention*

1. Introduction

Social media marketing has turned into a significant part of digital marketing techniques for brands and organizations. Utilizing the force of social media necessitates that you keep awake to date with its steadily changing landscape. As purchasers change how they utilize and draw in with social media, advertisers should change to arrive at their interest group. Staying at the front line of social media guarantees your procedure is consistently current and furnishes you with an upper hand.

Influencer marketing empowering the use of influencers to drive a brand's message to reach the target segment based on Lou (2019). In the period of internet era, influencer host

arose as a powerful group gathering endorser based on   Freberg et al. (2011). Utilizing on many types of social media stages like Facebook, Instagram, Twitter and Youtube, social media influencer are suitably used to expose item data and most recent advancements to online supporters based on Market hub (2016). Social media influencers typically engage with their followers by regularly posting und give them the latest information based on Liu et al. (2012).

In marketing, endorsement plays a big role in be able to achieve company's good reputation and business goals. Lately, social media celebrities have secured themselves as expected endorsers by creating a scope of popular expressions when contrasted with other marketing methodologies (for example: celebrity endorsement), and are considered to be the most expense proficient and - viable advertising patterns based on Harrison (2017). Additionally, social media influencers can also show compelling outcome in both media coverage and consumer persuasion.

Past examinations have analyzed the significance of endorser believability like reliability, ability, and appeal on purchasers' Purchase Intention with regards to the style business, skincare items, footwear industry, competitor clothing industry, aircraft area, and coffee house promoting. Nonetheless, a few investigations in Malaysia found that endorsers further develop organization and item or brand picture yet not the expectation to purchase. Besides, the majority of the explores on supports inside the design business expects that supports just occur as ads and the demeanor towards notices.

In the past, the sharing of goods and services was generally limited to family and acquaintances. However, today's sharing platforms enables sharing of goods and services among people who do not know each other. The emergence of the sharing economy offers individuals an alternative way of providing and using services apart from the traditional method. The sharing economy has transformed traditionally under-utilized assets into profitable sharing-based business opportunities. Ride-hailing is part of the sharing economy.

Gojek is a popular ride hailing platform in Indonesia, which uses social media marketing techniques to stay competitive in the market. in particular, discussed the impacts of social media influencer marketing and brand credibility toward purchase intention of Gojek services with the mediating role of customer attitude.

The purpose of this research are:
1. To analyze the effects of social media influencer marketing to customer attitude.
2. To analyze the effects of brand credibility to customer attitude.
3. To analyze the effects of customer attitude to purchase intention.

The hypothetical premise will clarify the Theory of Planned Behavior (TPB) as a terrific hypothesis and factors in TPB that will be utilized in this review. The hypothesis of arranged conduct (TPB) depends on abstract utility hypothesis based on Dewberry, C. (2018). Abstract utility hypothesis accepts that choices and activities depend on a sane assessment of the probabilities and result esteems related with choices. Individuals are said to settle on decisions thatamplify positive results and limit adverse results.

Icek Ajzen (1991:206) stated that: "Attitudes toward the behavior, subjective norms with respect to the behavior, and perceived control over the behavior are usually found to predict behavioral intentions with a high degree of accuracy. In turn, these intentions, in combination with perceived behavioral control, can account for a considerable proportion of variance in behavior."

Chin, P. N., Isa, S. M., and Alodin, Y. (2019) stated that: "Fierce competition within the fashion industry compels apparel companies to formulate a variety of marketing strategies to

entice consumers, enhancing their **purchase intention (PI).** This study examines the relationship between **endorser credibility (EC)** and **brand credibility (BC)** on consumers' PI of products sold by local apparel brands in Malaysia. The study also examines the mediating effect of **attitude** towards **BC (ABC) and attitude towards brand (AB). And** EC and BC have significant effects on ABC, AB and PI. The bootstrapping procedure shows that ABC and AB possess a significant influence as mediators between the EC and BC in swaying consumers' PI."

Influencer marketing is a promoting technique that utilizes the leverage of key people or assessment pioneers to drive customers' image mindfulness or potentially their purchasing choices. The influencer's inside qualities assume a crucial part in alluring brands and advertisers to seek after them intently. A benefit is that brands can get for more reasonable celebrities that can give less expense needed with sign at least one eminent big name endorsers based on.

Furthermore, social media celebrities have as a rule previously laid down a good foundation for themselves by having some expertise in explicit regions. This implies that purchasers are bound to acknowledge or trust celebrities' perspectives when those celebrities team up with brands that relate with the celebrities' content based on . A new report via social media patterns expressed that 94% of advertisers who have utilized influencer promoting efforts thought that they are powerful based on. A similar article likewise referenced that influencer marketing yielded multiple times the profit from speculation of conventional promoting.

In nowadays media scene, big channels, for example, television stations, radios, and papers, are as of now not the prevailing needs of data for purchasers. All things considered, shoppers regularly utilize social media channels or virtual networks for data trade and relationship building based on Hair, Clark, and Shapiro (2012). social media influencer utilize these equivalent channels, offering extraordinary worth to the two clients and publicists. Freberg et al. (2011) stated that social media celebrities as "another kind of autonomous outsider endorser who shape crowd mentalities through sites, tweets, and the utilization of other social media". One more term that has been utilized to portray them is "endorser", characterized as "any person who appreciates public acknowledgment and who utilizes this acknowledgment for the benefit of a consumer goods by showing up with it in a commercial." In contrast to customary endorsers, who are typically celebrities or well known people who have acquired their acclaim or prominence by means of conventional media, social media influencer are ordinarily "grassroots" people who have made amiable internet based characters and who have accomplished high perceivability among their devotees by making viral substance via social media.

At the point when purchasers are unsure with regards to brands and the market is portrayed by deviated data (for example: firms find out about their items than do purchasers), brands can fill in as signs of item positions. As a sign of item situating, the main attribute of a brand is its believability. A firm can utilize different advertising blend components other than the brand to flag item quality: for instance, charging an exorbitant cost, offering a specific guarantee, or circulating through specific channels. Every one of these activities could conceivably be trustworthy, contingent upon economic situations including cut throat and purchaser conduct. Nonetheless, what separates brands from the singular advertising blend components as solid signs is that the previous epitomize the aggregate impact of past promoting blend techniques and exercises. This authentic thought that believability depends

on the amount of past practices has been alluded to as notoriety in the data financial matters writing.

Credibility is comprehensively characterized as the acceptability of an element's aims at a specific time and is placed to have two principle parts, include: reliability and skill. Consequently, brand credibility is specified as the acceptability of the item data contained in a brand, which necessitates that customers see that the brand have the skill and ability dependability to ceaselessly convey what has been guaranteed. Both the aptitude and dependability of a brand mirror the aggregate effects of related over a significant time span marketing techniques and exercises. The importance of credibility for brand has been demonstrated to be higher brands with higher advertising blend consistency over the long haul and higher brand ventures. Consistent allows to the level of concordance and union among the marketing blend components and the soundness of advertising blend techniques and characteristic levels over the long haul. The consistency of characteristic levels over the long haul—for instance, consistency in quality levels—suggests low "intrinsic item fluctuation" based on Roberts and Urban (1988), which can be accomplished by a devotion to quality normalization. In any case, the consistency to which we allude is that of the brand situating overall. Brand speculations, then again, are assets that organizations spend on brands to (1) guarantee shoppers that brand guarantees will be kept and (2) exhibit longer-term obligation to brands. Besides, it has additionally been shown that the clearness of the item data contained in a brand is a predecessor to mark credibility based on Erdem and Swait (1998). Aaker (1991) additionally recommend that, higher saw (or anticipated) quality, lower data expenses, and hazard related with credible brands might expand purchaser assessments of brands. Without a doubt, Erdem and Swait (1998) have shown, utilizing underlying condition models, that normal utility is expanding in apparent quality and diminishing in apparent danger and data costs.

Schiffman and Kanuk (2004) define attitude inside the setting of shopper conduct as a consistent inclination to act as needs be in a substantial circumstance with respect to a specific article or a gathering of items. The examination of attitude is intended to clarify why shoppers have some attitude towards an item and what impacts the arrangement of attitude in a substantial circumstance.

Marketing researchers have shown interest in customers' attitude, that be able to be a information for creating an effective advertisement. Attitude and purchase intention display a mutual relationship in shopper contemplates based on. Moderately, Chen (2007) recommend that good attitude towards a product is a important indicator that can show purchasers' purchase expectation. Also, a positive attitude towards item supported by social media powerhouses will effect on higher possibility of purchase intention.

Purchase intention is a variable use to test the execution of another appropriation channel to assist supervisors with deciding if the idea can help for turn of events and choose business sectors that is good and purchaser can focus through the channel based on Peña-García et al (2020). Their importance lies in the fact that intentions are considered the key predictor of actual behavior; thusly, their review is absolutely critical for the accomplishment of any web-based retailer. This examination proposes to purchase intention as the vital variable to be explored. The build happens at the pre-purchase stage and catches perspective that see if customer want to engage with the product. To anticipate consumer behavior, it is important for us to understand the other perspectives, target appraisals, and interior factors that eventually produce the purchase intention based on Fishbein and Ajzen (1977).

Purchase intention has been considered in different advertising fields other than conventional purchasing in actual stores, like green marketing, extravagance brands and items, B2B exchanges, and finally, online purchase based on. In this examination, online purchase intention is perceived as the recurrence with which purchasers make purchases over the Internet. As per based on Ajzen (1991), the goals of the customer are a pointer of the degree to which individuals will do a particular conduct, which in this examination would be interpreted as online purchase intention. It has been found that intentions to purchase online is one of the principal obstructions for the advancement of internet business based on He et al. (2008), and specialists, for example, Lim et al. (2016) note that web-based purchase intention and purchase behavior conduct should be investigated more.

There are three null hypotheses:.

1. H_{01}: The null hypothesis is rejected, it means that is a relationship between Social Media Influencer Marketing to Customer Attitude.
2. H_{02}: The null hypothesis is rejected, it means that is a relationship between Brand Credibility to Customer Attitude.
3. H_{03}: The null hypothesis is rejected, it means that is a relationship between Customer Attitude to Purchase Intention.

2. Research Method

This research design uses a quantitative research design. Quantitative research methods are based on the philosophy of positivism, and are used to study certain populations and samples. In this research there are a few variables related, which are Social Media Influencer Marketing, Brand Credibility, Customer Attitude, and Purchase Intention.

This research's model shows as follows (Figure 1 and 2).

2.1. Variable Identification

In this research, there are four (4) research variables are: Social Media Influencer Marketing, Brand Credibility, Customer Attitude, and Purchase Intention.

2.2. Operational Definition

Table 1 show the research variables and operational definition.

2.3. Research Model

Figure 1 and 2 shows the Conceptual Research Framework and Research Model.

2.4. Variable Measurement

The measurement of the variables used in this study is the Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about a phenomenon. The Likert scale category accept the normative attitude for the strength/intensity goes, like: Disagree Strongly (1), Disagree (2), Neutral (3), Agree (4), and Agree Strongly (5).

Table 1. Research variables

No.	Research variables	Operational Definition
1	Social Media Influencer Marketing	a promoting technique that utilizes the leverage of key people or assessment pioneers to drive customers' image
2	Brand Credibility	the acceptability of the item data contained in a brand, which necessitates that customers see that the brand have the skill and ability dependability to ceaselessly convey what has been guaranteed
3	Customer Attitude	a information for creating an effective advertisement
4	Purchase Intention	use to test the execution of another appropriation channel to assist

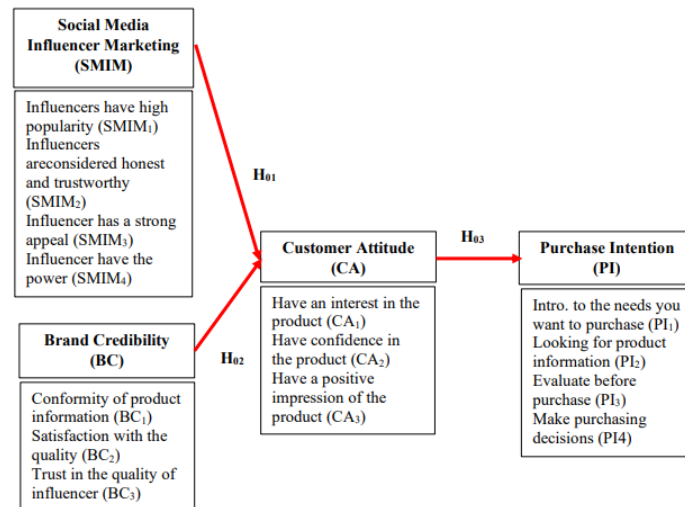|		supervisors with deciding if the idea can help for turn of events and choose business sectors

Figure 1. The Conceptual Research Framework

2.4. Types and Sources of Data

Quantitative data is the data used by researchers in this study and collected in the form of numbers obtained from the answers of respondents who have been given a score.
Primary data itself is a source of data that will be used in this study.

2.5. Method of Collecting Data

The tool for data collection used in this study is a questionnaire distributed to people who have seen Gojek endorsement or advertisement in social medias. Data collection was conducted on November 2021.

2.6. Population

Population is an area or generalization of objects / subjects that have certain qualities and characteristics that can be used for research so that they can be studied and concluded afterwards. The population in this study are all people who use Gojek in Surabaya city. The sampling technique was carried out using purposive sampling and convenience sampling methods in order to obtain samples that were in accordance with predetermined criteria and help researchers to obtain detailed samples and data that researchers could obtain. The criteria used to determine the sample are:

1. Respondent with age 17 or above
2. Respondent that already see social media influencers do endorsement or advertisement toward Gojek Services over the past three months
3. Respondent that lives in Surabaya

2.7. Sample

The sample is part of the population that can be used in Research subjects. Subjects considered as samples are people who have participated in filling out the questionnaire. Determination of the number of representative samples according to (Hair et al, in Ferdinand, 2003) is dependent on the number of indicators multiplied by 5-10. Number of respondents is 151 people exceed 126 or (14x9) respondents.

2.8. Mathematical Model

Mathematical model of this research using multiple regression model (David M Levin 2005, William R Dillon Matthew Goldstein. 1984):

$$y_{ij} = b_0 + b_1 x_1 + b_2 x_2 + b_3 x_3 + \varepsilon_{ij} \qquad (1)$$

or

$$CA_{ij} = b_0 + b_1 SMIM1 + b_2 BC2 + \varepsilon_{ij} \qquad (2)$$

And

$$y_{ij} = b_0 + b_1 x_1 + b_2 x_2 + b_3 x_3 + \varepsilon_{ij} \qquad (3)$$

or

$$PI_{ij} = b_0 + b_1 CA1 + \varepsilon_{ij} \qquad (4)$$

Where:

y_{ij} = PI_{ij} = Purchase Intention
        = CA_{ij} = Customer Attitude
x_1 = $SMIM_i$ = Social Media Influencer Marketing
        = CA_i = Customer Attitude
x_2 = BC_j = Brand Credibility
x_3 = Leadership
b_0 = intercept or constant.
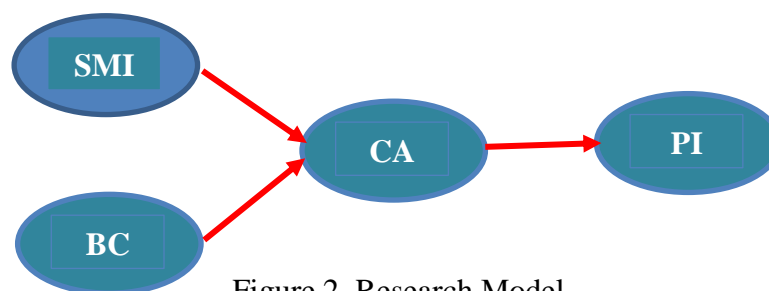b_1, b_2 = regression coefficients.
ε_{ij} = Error.

Figure 2. Research Model

3. Results and Discussion

3.1. PT Gojek Indonesia

PT Gojek Indonesia (Gojek) is an Indonesian on-demand multi-service platform and digital payment technology group based in Jakarta. Gojek was first established in Indonesia in 2009 as a call center to connect consumers to courier delivery and two-wheeled ride-hailing services. Gojek launched its application in 2015 with only four services: GoRide, GoSend, GoShop, and GoFood. Valued at US$10 billion today, Gojek has transformed into a super app, providing more than 20 services.

Gojek operates in five (5) countries. i.e.: Indonesia, Vietnam, Singapore, Thailand, and Philippines. Gojek is the first Indonesian unicorn company.

On 17 May 2021, Gojek and Tokopedia announced the completion of their merger and established a new holding company called GoTO.

Three founders of PT Gojek Indonesia are Nadiem Makarim, Michaelangelo Moran, and Kevin Aluwi.

3.2. Overview of Research Object

Respondents collected in this study were 151. From the data collected, the data used were 151 respondents. The criteria is that the respondent live in Surabaya and already seen in social media influencers do endorsement or advertisement toward Gojek Services over the past three months. This research is divided into several characteristics according to gender, age, and occupation (Table 2, 3, and 4).

3.3. Data Description and Discussion

This sub chapter discuss about descriptive statistic between variable SMIM, BC, and CA.

3.4. Characteristics of Respondents

Table 2 shows the number of respondents with female gender is 76 people with the highest percentage of 50.3%. Then for respondents with female gender male is 75 people, with a percentage of 49.7%. The total number of respondents obtained as many as 151 people which means they have met the characteristics of respondents in this study.

Table 2. Gender of the respondent

Gender		Amount	Percentage [%]
Male		75	49,7%
Female		76	50,3%
Total		151	100%

Table 3 shows the number of respondents aged 17-24 years is 149 people with the highest percentage of 98.6%. Then for respondents aged 25-30 years is 1 person with a percentage of 0.7%. For age > 30 years is 1 person with a percentage of 0.7%. The total number of respondents obtained as many as 151 people which means they have met the characteristics of respondents in this study.

Table 3. Age of the respondent

Age [year]	Amount	Percentage [%]
< 17	0	0%
17 - 24	149	98,6%
25 - 30	1	0,7%
> 30	1	0,7%
Total	151	100%

Table 4 shows the number of respondents with student is 116 people with the highest percentage of 76.8%. Then for respondents with public or private employee are 26 people, with a percentage of 17.2%. For entrepreneurs, the number of respondents is 4 people, with a percentage of 2.6%. For others are 5 people, with a percentage of 3.4%. The total number of respondents obtained as many as 151 people which means they have met the characteristics of respondents in this study.

3.5. Descriptive Statistics

Table 5 shows the mean value of the research variables scores. The mean value of the Social Media Influencer Marketing (SMIM), Brand Credibility (BC) as an independent variables and Customer Attitude (CA) as dependent variable perception score respectively is 3.5099, 3.5629, and 3.7285 it means agree.

Table 4. Occupation of the respondent

Occupation	Amount	Percentage
Student	116	76,8%
Public or Private Employee	26	17,2%
Entrepreneur	4	2,6%
Other	5	3,4%
Total	151	100%

Table 5. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Standard Deviation	Agree
SMIM	151	1.00	5.00	3.5099	1.22674	Agree
BC	151	1.00	5.00	3.5629	1.20872	Agree
CA	151	2.00	5.00	3.7285	.85583	Agree

3.6. Coefficient of Correlation

Table 6 shows the coefficient of correlation between SMIM and BC is -0.060, it means the correlation is not good enough. the coefficient of correlation between between SMIM and CA is 0.565, it means quiet good. The coefficient of correlation between BC and CA is 0.568, it means the correlation is good enough.

Table 6. Coefficient of correlation

		SMIM	BC	CA
SMIM	Pearson Correlation	1	-0.060	0.565**
	Sig. (2-tailed)		0.464	0.000
	N		151	151
BC	Pearson Correlation	-0.060	1	0.568**
	Sig. (2-tailed)	.464		0.000
	N	151	151	151
CA	Pearson Correlation	0.565**	0.568**	1
	Sig. (2-tailed)	0.000	0.000	
	N	151	151	151

**. Correlation is significant at the 0.01 level (2-tailed).

3.7. Coefficient of Determination

Table 7 shows R Square is 68.2% (> 50%). It means the information of data accumulated is more than 50% (the representation > 50%) and the is 31.8% information from another factors.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.826[a]	0.682	0.678	0.48600

a. Predictors: (Constant), BC, SMIM

3.8. Analysis of Variance

Table 8 shows F_{ratio} is 158.581 and the significance level is 0.000 (0.00%) below 5%, it mean the null hypothesis is rejected. That is a relationship between Social Media Influencer Marketing to Customer Attitude. And that is a relationship between Brand Credibility to Customer Attitude

Table 8. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.911	2	37.456	158.581	0.000[b]
	Residual	34.956	148	0.236		
	Total	109.868	150			

a. Dependent Variable: CA
b. Predictors: (Constant), BC, SMIM

3.9. Multiple Regression Analysis

Table 9 shows the equation 5, it means the contribution of the Social Media Influencer Marketing (SMIM), Brand Credibility (BC) respectively are 0.419, and 0.427 positively to Customer Attitude. The highest contribution to Customer Attitude is Brand Credibility variable.

$$CA = 0.734 + 0.419\ SMIM + 0.427\ BC \qquad (5)$$

Table 9. Regression Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	0.734	0.173		4.253	0.000
SMIM	0.419	0.032	0.601	12.934	0.000
BC	0.427	0.033	0.604	12.996	0.000

a. Dependent Variable: CA

3.10. Data Description and Discussion

This sub chapter discuss about descriptive statistic between variable CA, and PI.

3.11. Descriptive Statistics

Table 10 shows the mean value of the research variables scores. The mean value of the Customer Attitude (CA) as an independent variables and Purchase Intention (PI) as dependent variable perception score respectively is 3.7285 and 3.6556 it means agree.

Table 10. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Standard Deviation	Agree
CA	151	2.00	5.00	3.7285	0.85583	Agree
PI	151	2.00	5.00	3.6556	0.84100	Agree

3.12. Coefficient of Correlation

Table 11 shows the coefficient of correlation between CA and PI respectively are 0.897, it mean the correlation is good.

Table 11. Coefficient of Correlation

		CA	PI
CA	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.000
	N	151	151
PI	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.000	
	N	151	151

3.13. Coefficient of Determination

Table 12 shows R Square is 80.5% (> 50%). It means the information of data accumulated is more than 50% (the representation > 50%) and the is 19.5% information from another factors.

Table 12. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.897[a]	0.805	0.804	0.37240

3.14. Analysis of Variance

Table 13 shows F_{ratio} is 616.008 and the significance level is 0.000 (0.00%) below 5%, it mean the null hypothesis is rejected. That is a relationship between Customer Attitude to Purchase Intention.

Table 13. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.429	1	85.429	616.008	0.000[b]
	Residual	20.664	149	0.139		
	Total	106.093	150			

a. Dependent Variable: PI
b. Predictors: (Constant), CA

3.15. Multiple Regression Analysis

Table 14 shows the equation 6, it means the contribution of Customer Attitude (CA) is 0.882 positively to Purchase Intention (PI).

$$PI = 0.369 + 0.882\ CA \qquad (6)$$

Table 14. Regression Coefficients a

No.	Variables	Unstandardized Coefficients B	t_{test}	Significance
1	(Constant)	0.368	2.707	0.008
	CA	0.882	24.820	0.000

a Dependent variable: PI

4. Conclusion

The conclusion of this research are:
1) The null hypothesis is rejected, it mean:
   a. That is a relationship between Social Media Influencer Marketing to Customer Attitude.
   b. That is a relationship between Brand Credibility to Customer Attitude.
   c. That is a relationship between Customer Attitude to Purchase Intention.
2) Social media influencer marketing and Brand credibility has a positive effect toward Customer attitude.
3) Brand credibility has the highest contribution to Customer Attitude.
4) Social Media Influencer Marketing has the lowest contribution to Customer Attitude.
5) Customer attitude has a positive effect toward Purchase Intention.

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