The Influence Of Social Media Influencers, Service Quality On Customer Buying Decision Through Trustworthiness On Gojek

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Abstract: *This Independent Research aims to analyze the influence of Social Media Influencers (X1), Service Quality (X2), and Trustworthiness (Z) on Customer Buying Decision (Y) of Gojek Customers in South Tangerang. Furthermore, instrument used in this research is questionnaire, then processed through SPSS 22.0 with several test conducted namely, data analysis, validity test, reliability test, correlation test, f-test, t-test, multiple regression analysis and hypothesis testing. Meanwhile, the amounts of participations in this study were 97 respondents using purposive sampling method with population the customer of Gojek that are living in South Tangerang. Conclusion is obtained through T Test that indicate social media influencer have significant influence on customer buying decision as partially. Service Quality have significant influence on customer buying decision as partially. Trustworthiness have significant influence on customer buying decision as partially.*

INTRODUCTION

Business ran in order to make a profit. We can see that the company is currently undergoing a lot of digital transformation and dynamic changes in customer behavior. Profit is the result of selling products and services to customers at a price that is higher than your own production and service costs. In general, the growth of internet technology and social media has changed the way businesses interact with customers and sell their products. Companies need to adapt their business strategies to take advantage of the opportunities of digital platforms and improve connectivity in a competitive business environment. Since globalization, new players have appeared in the market and competition in business has intensified. Customer have more choices than ever before, and it can be difficult to maintain loyalty to the brand itself. Companies must work hard to differentiate themselves from their competitors. Companies can implement this business strategy. Improve your service quality, use social media/social media influencers to promote your products, provide superior customer service, or develop creative marketing strategies. There are 3 factors that influence Customer Buying Decision:

1. Social Media Influencers, Social media influencers are a subset of progressed substance producers characterized by their critical online taking after, unmistakable brand persona, and planned associations with commercial bolsters. Since influencers' brand underpins are arranges into their existing weapons stores of visual, scholarly, and/or account substance,

their persuasive communication is broadly caught on as more "authentic" or "organic" than customary paid publicizing. Against this foundation, it is perhaps not shocking that influencer exhibiting has seen an astounding uptick in afterward a long time.

2. Service Quality, Service quality is a measure of how well a service meets or exceeds customer expectations. It focuses on aspects such as reliability, responsiveness, security, empathy and material assets. High service quality increases the perceived value of a product or service, leading to increased customer satisfaction and trust. This in turn promotes customer loyalty, reduces risk perception and allows customers to make more customer buying decisions. Furthermore, good service quality can differentiate a brand in a competitive market and encourage customers to choose and recommend the service, ultimately influencing purchasing behavior.
3. Trustworthiness, this is an intervening variable but also does have significant impact on customer buying decision. Trust play vital role in customer before they selecting and choose the brand they will use or making purchase form. Trust may be intangible, but it can be the foremost effective inspiration when a buyer is deciding whether or not to form a buy. For more youthful clients, in specific, brand believe things more. Companies can construct this believe with great works, but one consider of millennials and individuals of Gen Z appeared 75% feel companies center as well much on their claim points instead of on progressing society. Great, dependable behavior can pull in modern clients and hold existing shoppers, but customers will also act in case they now not believe a brand.

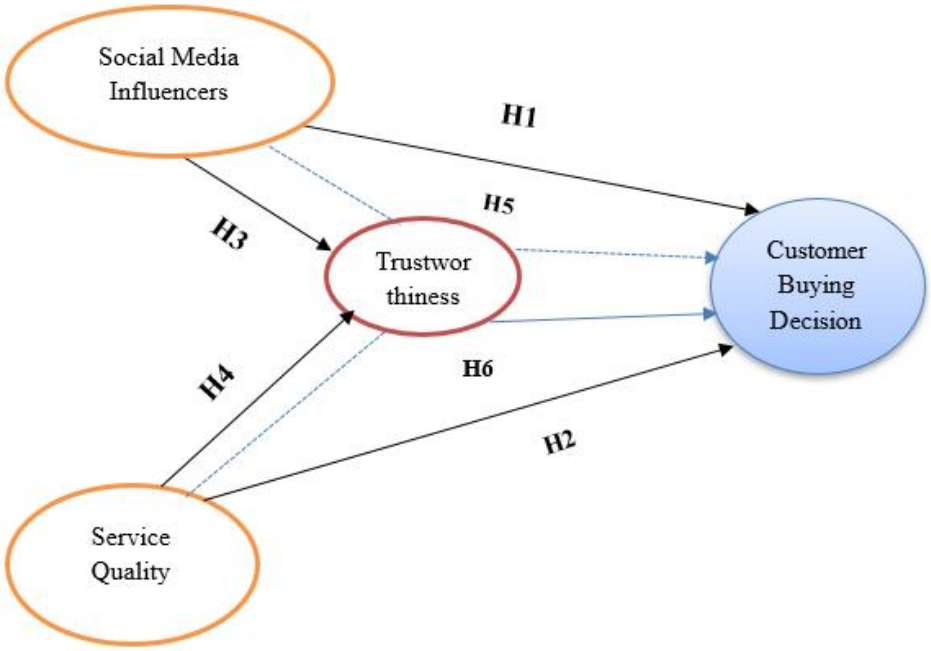


Image 1. Research Model

Hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question sentence. So the hypothesis can be stated as a theoretical answer to the research problem formulation. According to Burgess (2017) The truth that social media influencers have started to choose up more thought is due to the truth

that they are considered more capable, genuine and pros at making awesome and important substance. Social media is interfacing people all over the world, where the control of interaction and data sharing has moved from companies to shoppers. Since companies presently have a harder time coming to out to buyers, social media influencers have been utilized as a arrangement to impact the buy choices of customers and subsequently drive buys. In any case, whereas social media influencers are said to have effect on the buy choices of buyers, less is really known around the impact on all stages of the buy choice prepare. (Gashi, 2017). Based on the description above, the hypothesis is as follow:

H1: Social Media Influencers directly affect customer buying decision

The quality of service is the level of perfection that is expected and control of the perfection to meet customer desires. In other words, there are two main factors that affect the quality of service is the expected service, and services that are perceived. The implication, whether the poor quality of the waiter depends on the ability of service providers to meet customer expectations consistently (Wykof, 2010)

H2: Service Quality directly affect customer buying decision

When building brand trust through influencers, the credibility of an influencer can be evaluated based on four components: credibility, expertise, similarity, and appeal. This component is a key part that influencer marketers must have. This can also be determined by the fit between influencer marketing and the brand that deploys it (e.g., demographic and ideological factors). (Munnukka, Juha, & Outi, 2016)

H3: Social Media Influencers affect Trustworthiness

Service quality is the assessment of the customer to the superiority or overall service excellence. Therefore, the quality of land transport services is an overall passenger evaluation of the performance of public transport. The higher the public transport service performance, the more positive the perception of passengers on the quality of service from public transport services and vice versa. (Zeithaml, 2018)

H4: Service Quality affect Trustworthiness

This phenomenon of social media influencers has a huge impact on the consumption patterns of the general public, especially millennials. With a lifestyle that places more emphasis on fame, people get caught up in the current style trends popularized by social media influencers. Trust is built by social media influencers and their followers, which leads to increased consumption of brands. (Edelman, 2018)

H5: Social Media Influencers indirectly affect customer buying decision by trustworthiness

One of the factors that influences customer buying decision is the quality of the service provided. Trust in the brand is also a factor that can drive customer buying decisions. Trust that has been firmly entrenched in the minds of customers will encourage high loyalty to the brand (Chaerudin, Syafarudin, & Nabella, 2021)

H6: Service Quality indirectly affect customer buying decision by trustworthiness

RESEARCH METHODS

The questionnaire used to collect data from 97 Gojek user respondents taken from 1 area, South Tangerang. Data processing uses multiple linear regression. In the first step, validity and reliability tests were carried out. Once it is believed the data is valid and reliable, this research data can be used to be processed in order to answer research problems. Then continue to next step: classical assumption test, followed by testing the regression model based on the F test and the coefficient of determination (R2), correlation and multiple regression tests. Next, to the test the hypothesis, T test will also be carried out.

RESULT AND DISCUSSION

A. Result Analysis

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,18085731
Most Extreme Differences	Absolute	,109
	Positive	,072
	Negative	-,109
Test Statistic		,109
Asymp. Sig. (2-tailed)		,097[c]

The inferential analysis begins by carrying out a residual normality test of the sample data using statistical analysis of the One – Sample – Kolmogorov – Smirnov Test (Table 1) to obtain the Asymp value.Sig (2-tailed) is 0.97 > 0.05. From the test results, it can be said that the residual data in this study is normally distributed.

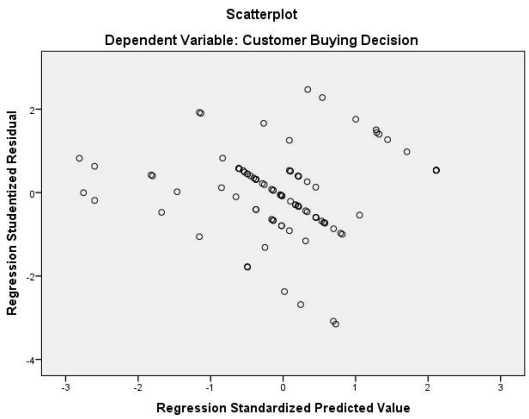


Image 2. Normal Graph P- P Plot

The result of the Heteroscedasticity Test (Image 2) Show that heteroscedasticity does not occur in the regression model.

Table 2. Output of Multiple Regression Analysis Test

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.381	.302		4.570	.000
Social Media Influencers (X1)	.139	.065	.148	2.139	.035
Service Quality (X2)	.560	.054	.714	10.308	.000
X1_Z	.832	.062	.818	2.977	.000
X2_Z	.805	.052	.775	2.657	.005
X1 to Z through Y	.401	.012	.364	.1976	.001
X2 to Z through Y	.256	.013	.175	1.356	.000

Based on the results of multiple regression test, the following regression equation is obtained:

$$Y = 1.381 + 0.139X_1 + 0.560X_2 + 0.832X_1Z + 0.805X_2Z + 0.401X_1ZY + 0.256X_2Zy$$

The regression equation shows that:

a. a = A Constant value of 0.1381 means that if the variable of Social Media Influencers (X_1), Service Quality (X_2) and Trustworthiness (Z) the value is 0, then the Customer Buying Decision (Y) value is 0.1381
b. b1 = Social Media Influencers coefficient (X1) of 1 unit value will cause an increase in customer buying decision (Y) 0f 0.139
c. b2 = Service Quality (X2) has a value of 0.560. This means that Service Quality (X2) of 1 unit value will cause an increase in customer buying decision (Y) of 0.560
d. b3 = Social Media Influencers (X1) has value of 0.832 to Trustworthiness (Z). This means that Social Media Influencers (X1) of 1 unit value will cause an increase in Trustworthiness (Z) of 0.832
e. b_4 = Service Quality (X2) has value of 0.805 to Trustworthiness (Z). This means that Service Quality (X2) of 1 unit value will cause an increase in Trustworthiness (Z) of 0.805
f. b_5 = Social Media Influencers (X1) has value of 0.401 to Trustworthiness (Z) through Customer Buying Decision (Y). This means that Social Media Influencers (X1) of 1 unit value will cause an increase in Trustworthiness (Z) through Customer Buying Decision (Y) of 0.401
g. b_6 = Service Quality (X2) has value of 0.256 to Trustworthiness (Z) through Customer Buying Decision (Y). This means that Service Quality (X2) of 1 unit value will cause an increase in Trustworthiness (Z) through Customer Buying Decision (Y) of 0.256

Based on T Test, the following results were obtained:

a. **H_1: Social Media Influencers have positive impact to Customer Buying Decision**
   Variable X1 (social media influencers), t count > t table which is 2.139 > 1.66140 and significant value is 0.035 < 0.05. So, it is evident that the independent variable partially and significantly influences the dependent variable. The first hypothesis is accepted, social media influencers (X1) has a positive and significant influence on customer buying decision (Y) at customer of Gojek, South Tangerang.
b. **H_2: Service Quality have positive impact to Customer Buying Decision**
   Variable X2 (service quality), t count > t table which is 10.308 > and significant value is 0.000 < 1.66140 and significant value is 0.000 < 0.05. So, it is evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the second hypothesis is accepted, service quality (X2) has a positive and significant influence on customer buying decision (Y) at customer of Gojek, South Tangerang
c. **H_3: Social Media Influencers have positive impact to Trustworthiness**
   Variable X1 (social media influencers), t count > t table which is 2.977 > 1.66140 and significant value is 0.000 < 0.05. So, it is evident that the independent variable partially and significantly influences the dependent variable. Or in other words, the third hypothesis is accepted, social media influencers (X1) has a positive and significant influence on trustworthiness (Z) at customer of Gojek, South Tangerang.
d. **H_4: Service Quality have positive impact to Trustworthiness**
   Variable X2 (service quality), t count > t table which is 2.657 > 1.66140 and significant value is 0.005 > 0.05. So, it is evident that the independent variable partially doesn't have significant influences the dependent variable. Or in other words, the fourth hypothesis isn't accepted, service quality (X2) have significant influence on trustworthiness (Z) at customer of Gojek, South Tangerang
e. **H_5: Social Media Influencers have positive impact to Customer Buying Decision through Trustworthiness**
   Variable X1 (social media influencers), t count > t table which is 1.976 > 1.66140 and significant value is 0.001 < 0.05. So, it is evident the fifth hypothesis is accepted, social media influencers (X1) indirectly affect customer buying decision (Y) through Trustworthiness (Z) at customer of Gojek, South Tangerang
f. **H_6: Service Quality have positive impact to Customer Buying Decision through Trustworthiness**
   Variable X2 (service quality), t count > t table which is 1.356 > 1.66140 and significant value is 0.000 < 0.05. So, it is evident the sixth hypothesis is accepted, service quality (X2) indirectly affect customer buying decision (Y) through Trustworthiness (Z) at customer of Gojek, South Tangerang

B. Interpretation of Research

The Influence of Social Media Influencers on Customer Buying Decision.

The researcher shows that social media influencers have a significant impact on customer buying decisions on Gojek platform. Social Media Influencers shape consumer behavior by conveying cultural values through electronic word of mouth (eWOM), cultivating service quality, and balancing commercial and personal content. They present and interpret brands with social and personal meanings, thereby increasing perceived social value. By consistently portraying the brand's identity and positioning, influencers strengthen the service quality and

align it with consumer expectations. This balance of content helps gain consumer trust and acceptance, ultimately influencing purchase decisions

The Influence of Service Quality on Customer Buying Decision

The researcher shows that service quality has a significant impact on customer buying decisions on the Gojek platform. High-quality service, characterized by reliability, responsiveness, and assurance, strongly appeals to customers and sets the brand apart from competitors. When a brand consistently delivers excellent service and places a strong emphasis on customer satisfaction, it can build a deeper connection with its audience. Ensuring that customers receive timely and effective support further solidifies this relationship. Superior service quality not only enhances customers' willingness to make a purchase but also makes them more likely to recommend the brand to others.

The Influence of Social Media Influencers on Trustworthiness

The researcher shows that social media influencers have a significant impact on trustworthiness on Gojek platform. In this section, the researcher examine how social media influencers impacts credibility across three key dimensions: benevolence, integrity, and ability. Benevolence, the perception that a brand truly cares about its customers, is reinforced by active engagement on social media. Brands that respond to comments, provide timely support, and share valuable content show that they care about and are committed to their customers' needs. Integrity, the perception of a brand's honesty and ethical behavior, is reinforced by transparency and consistency on social media. Openly sharing information about your products and practices, maintaining a consistent messaging, and posting authentic content can help build a trustworthy image. Ability - the perception that a brand is empathetic and caring - is reinforced through empathetic interactions, community building and personalized content. Brands that address customer concerns, foster online communities and cater to individual preferences foster deeper trust.

The Influence of Service Quality on Trustworthiness

The researcher shows that service quality has a significant impact on trustworthiness among Gojek customers. High-quality service, characterized by reliability, responsiveness, and professionalism, directly contributes to building trust with customers. When Gojek consistently delivers dependable service, customers are more likely to perceive the brand as trustworthy. Fast and effective customer support, along with a seamless user experience, reinforces this trust by demonstrating the brand's commitment to customer satisfaction. The findings suggest that maintaining high standards of service quality is crucial for Gojek, as it not only satisfies customer needs but also fosters a sense of reliability and dependability. By prioritizing service quality, Gojek can strengthen its reputation for trustworthiness and build a loyal customer base.

The Influence of Social Media Influencers on Trustworthiness through Customer Buying Decision

The researcher shows that social media influencers have a significant impact on Trustworthiness through customer buying decision. Social media influencers help build trust in the brand by interacting with their followers and promoting Gojek's services. Their recommendations, perceptions of credibility, and consistent presence on social media platforms help create a positive perception of Gojek. Influencers act as an intermediary between the brand and consumers, effectively communicating the brand's values and benefits. When influencers are

perceived as trustworthy, their recommendation of Gojek builds trust in the brand itself, and that trust influences customers' buying decisions, making them more likely to choose Gojek's services. social media influencers play a key role in increasing credibility, which positively influences customers' Gojek buying decisions. To leverage this, Gojek needs to continue partnering with reputable influencers while ensuring high-quality service and excellent customer support in order to turn trust into actual purchases and long-term loyalty.

The Influence of Service Quality on Trustworthiness through Customer Buying Decision

The researcher shows that service quality has a significant influence on trustworthiness through customer buying decisions on the Gojek platform. When customers consistently experience high-quality service—marked by reliability, promptness, and effective support—they are more inclined to trust the brand. This trust, in turn, significantly impacts their buying decisions, as customers are more likely to choose and continue using Gojek's services when they believe in the brand's commitment to quality. The seamless connection between service quality and trustworthiness reinforces the likelihood of repeat purchases and long-term customer loyalty. Thus, Gojek's focus on delivering superior service not only boosts customer satisfaction but also strengthens the trust that drives their purchasing decisions.

CONCLUSION

The research concludes that social media influencers and service quality significantly influence customer buying decision. Social media influencers also have a notable impact on Trustworthiness, both directly and indirectly through Customer buying decision. Service Quality also positive influence on customer buying decision, it also significantly impact Trustworthiness directly. Instead, its effect on Trustworthiness is more pronounced when mediated through customer buying decisions.

Based on these findings, it is recommended that companies like Gojek enhance their marketing strategies by collaborating with social media influencers who align with their service quality, thereby reaching a broader audience. Additionally, maintaining a consistent and sophisticated service quality through continuous engagement with influencers and fostering positive electronic word of mouth (eWOM) is crucial. Building trust with customers should also be prioritized by emphasizing values such as charity, honesty, and compassion in all interactions. Future researcher should address the limitation of the small sample size by involving a larger participant pool and exploring other independent variables such as customer benefits and customer satisfactions to gain more comprehensive understanding.

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