

The Influence of Brand Trust on Customer Purchase Behavior: Mediating Digital Interactions on Instagram

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Abstract—Instagram as a form of social media has brought about favorable consequences for businesses owing to the role played by user engagement. Consequently, businesses make use of Instagram as a means to enhance the trust consumers have in their brand. Nevertheless, users encounter numerous challenges when engaging with Instagram to purchase products. The present study examines the correlation between perceived relative advantages and the trust consumers place in digital interaction and their purchasing behavior about nutritional supplement products on Instagram. Empirical data was gathered from an online survey of 162 Instagram users who had previously purchased nutritional supplement products through the platform. The research hypotheses were tested using multivariate analysis with component-based structural equation modeling. The findings of this study reveal a positive and statistically significant impact of perceived relative advantages and brand trust on digital interaction. Furthermore, brand trust and digital interaction were found to positively and significantly impact purchasing behavior. However, perceived relative advantages were not found to impact purchasing behavior significantly. Consequently, this study has provided valuable insights for businesses seeking to utilize Instagram to enhance the purchasing behavior of nutritional supplement products.

Keywords—Brand Trust; Purchase Behavior; Digital Interactions; Social Media Instagram; Perceived Relative Advantages.

I. INTRODUCTION

Brand trust is a topic that is often mentioned because every consumer must consider brand trust before buying. Customers will always buy a product if the product has a solid and well-known brand in their environment. According to [1], brand trust is essential to a product's marketing efforts. A brand is a name, sign, symbol, design, or combination that identifies a good or service from one seller or group of sellers to distinguish it from competitors. In marketing, businesses or organizations will provide value to consumers through brands. When customers buy the company's goods, the company will provide offers such as promises to them.

According to [1], a brand is a seller's pledge to regularly provide customers with specific qualities, advantages, and

services. Every company must establish strong brand trust among customers to win a commercial rivalry. Customers will be devoted to the brand and business if they have high brand trust. A consumer's sense of assurance when purchasing or using a company's products is measured by brand trust.

Moreover, we are now in the fourth industrial revolution, during which everyone is more and more affected by the advancement of information and communication technology, which has altered many industries, including business and marketing. Naturally, this creates opportunities and challenges for entrepreneurs using digital media for marketing. Technological development has accelerated in recent years, keeping up with the times. It is demonstrated by the growing adoption of technology across various industries, particularly in Indonesia. Technology's existence has now had a lot of beneficial effects on society, businesses, and organizations. Social media, a tool for a company that has started to develop quickly, can be used to demonstrate technological advancements, providing numerous conveniences for its users compared to earlier eras. Social media has reached its height of increasing momentum as a tool for community communication. Businesspeople are now aware of social media's power, particularly in marketing. A content marketing approach is typically used in marketing, whereby internet business people produce material from a product, which is obviously anticipated to be able to draw their interest and target market.

As a critical source of long-term competitive advantage, customer experience is crucial at a time when consumers have access to a multitude of information about a company, its rivals, and its products. Success for any business, however, depends on more than just dedication to and expertise in digital media. It is necessary to perform the first digital gesture with a human touch. This study focuses on how these components can be precisely integrated to offer the most advantage to customers and organizations by considering the degree to which technology has been addressed and the degree of client happiness by developing partnerships [2].