

THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION MEDIATED BY CREDIBILITY

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Abstract. The purpose of this study is to contribute to the literature and conceptual model regarding the effect of social media marketing on purchase intention with credibility as a mediating variable. The research sample consisted of active social media users who were followers or members of Marga Langit and interacted through Marga Langit's social media. The number of samples studied was 130. This study developed four hypotheses and showed that social media marketing has a significant effect on purchase intention. Social media marketing has a significant effect on credibility. Meanwhile, credibility does not affect purchase intention. Credibility also fails to mediate the effect of social media marketing on purchase intention. The results of this study indicate that purchase intention is a decision made by customers when obtaining information through social media, while credibility is only an additional tool when customers have already decided on their purchase intention. Therefore, social media users for promotional purposes need to pay attention to these variables.

Keywords: Social Media Marketing, Credibility, Purchase Intention, Digital Marketing, SEM.

1. Introduction

The development of the digital world has become a phenomenon that makes humans increasingly dependent on internet technology. From communicating with friends, sharing information, seeking knowledge, to business needs, the internet is now required to expedite transactions. The world's population has reached 8 billion, with 64.4% of them using the internet and 4.76 billion being social media users with an active time of 6 hours a day (Wahyu Adi Pranata & Valevi, 2023). According to Vogels in his research (Vogels et al., 2022), it is stated that the majority of social media users in America are teenagers who spend most of their time on social media across various platforms. If not utilised wisely, this situation can lead to negative impacts and even affect mental health (Wilson & McDarby, 2023).

The increasing use of social media in the last decade certainly presents opportunities that must be utilised, such as its use in social media marketing. Currently, there are still few social media users who have the ability to implement social media marketing strategies, which still need to be encouraged in order to increase marketing effectiveness (Li et al., 2021). According to Syaifullah's research (Syaifullah et al., 2021), the use of social media for marketing has a positive effect on sales, productivity, creativity, and customer relationships for SMEs. However, in using social media for marketing purposes, one must consider the social media system, as users who experience negative effects when using social media may switch to other services (Mason et al., 2021).

As a means of maintaining the existence of individuals, brands, or groups, credibility is something that must be maintained. Where brand or endorser credibility has a positive influence on purchase intent, both in direct relationships and as a mediator (Atta et al., 2024). However, in some cases, it has been shown that the credibility of a brand or endorser no longer has an influence in attracting customer purchase intentions (Martiningsih & Setyawan, 2022). Therefore, influencers or brand owners must increase social interaction in building trust in their brands (Liu & Zheng, 2024).

The misuse of marketing strategies and weak credibility will certainly have a negative impact on customers' intention to purchase a product. This is because purchasing intentions tend to be

influenced by mindset awareness, ease of purchase, and the attitude of the person offering the product (Bazhan et al., 2024) . On the other hand, the use of online stores has become a key element in the new transaction culture, making buyers more inclined to purchase. This is something that product owners need to study and adapt to in their sales strategies (Peña-García et al., 2020) .

Previous studies have shown both positive and negative impacts of social media marketing and credibility on consumers' purchase intentions. Therefore, based on the phenomenon and research gap that exists, few researchers have presented data on the relationship between social media marketing and purchase intention mediated by credibility. Thus, the researchers were interested in conducting research on the influence of social media marketing on purchase intention mediated by credibility at Marga Langit.

2. Literature Review

Digital Marketing

The evolution of digital marketing today demands speed in transformation. This condition requires special strategies in building community relations, social responsibility, and communication activities, especially in the field of marketing (Muis et al., 2024) . According to Ali (Adnan Ali & Khan, 2023) , digital marketing is a term for digital technology used in marketing products in a measurable, interactive way that reaches a wide range of customers. It cannot be denied that digital marketing is always closely linked to the latest technology, which means its definition will always change in line with shifts in the use of digital marketing that are developing (Dumitriu & Popescu, 2020) .

Social Media Marketing

In general, social media is a component that serves as a digital device or application enabling users to interact socially (Bin Tuwaym & Berry, 2018) . Currently, mobile devices and social media play a crucial role in social activities, a situation driven by the versatility of social media, which can be utilised for various purposes such as learning, communication, and even business (Ansari & Khan, 2020) . Not only individuals but also many companies utilise social media as a tool to promote their businesses and reach a wider customer base (Saravanakumar & SuganthaLakshmi, 2012) .

Credibility

Credibility is the consistent ability to deliver on promises related to information (Liu & Zheng, 2024) . Most credibility is built on appeal, trust, and expertise that can attract viewers to pay attention, follow, or even make a purchase if it is part of a promotional concept (Kemec & Yuksel, 2021) . Therefore, according to Xue Hui (Xue Hui, 2017) , the most credible content and the type of message appeal used will be able to effectively and accurately convey the credibility of the information through the available media.

Purchase Intention

Purchase intention is a decision-making technique that indicates consumers' likelihood, willingness, or plan to make a purchase (Nawaz & Kaldeen, 2020) . Long-term strategies and planned negotiations will make buyers consider the position of the product being offered for purchase and repurchase, even though many variables influence purchase intention (Shastri, 2021) . Therefore, purchase intention is often considered an indicator in evaluating a person's willingness to make an effort to purchase goods, and can even be used to evaluate customer shopping intentions (Al-Hazmi, 2020)

Research Framework

The framework is a description of the research paradigm which is the answer to the problem to be studied. The research framework in this study is as follows:

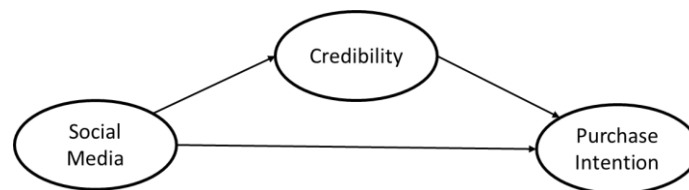


Figure 1: Conceptual Framework

Hypothesis

After the conceptual framework is formed from theoretical and empirical foundations, the relationship between each variable formed can be formulated into a hypothesis:

H1: Social Media Marketing (SMM) has an effect on Purchase Intention (PCI)

H2: Social Media Marketing (SMM) has an effect on Credibility (CRD)

H3: Credibility (CRD) has an effect on Purchase Intention (PCI)

H4: Credibility (CRD) mediates the effect of Social Media Marketing (SMM) on Purchase Intention (PCI)

3. Method

Research Design

This research uses a descriptive correlational quantitative approach to test the hypothesis of a relationship between various research variables based on the size of the correlation coefficient. The relationship to be tested is the direct and indirect relationship between the variables studied through "Structural Equation Modelling" analysis, known by the acronym SEM.

Population and Sample

The variables whose relationship will be tested in this study are social media marketing, credibility, and purchase intention. The population in this study consists of social media users who are followers or members of Marga Langit, interact through Marga Langit's social media, and are willing to fill out a questionnaire. The research sample consists of 130 people who either have the intention to purchase or have made a purchase and are interested in products from Marga Langit's social media.

Research Instruments

The research instrument used for data collection was a questionnaire. There were five questionnaires used in this study, namely questionnaires on social media marketing, credibility, and purchase intention.

The questions or statements in the questionnaire were measured using a Likert scale. The Likert scale is a scale used to measure the attitudes, opinions, perceptions of an individual or group of people about social phenomena. The answers to each item of the instrument ranged from very positive to very negative, namely: (a) not true (the statement/question is completely inconsistent with the respondent's opinion), (b) tends to be untrue (the statement tends to disagree with the respondent's opinion), (c) cannot say whether it is true or untrue (the statement tends to be true or untrue according to the respondent's opinion), (d) tends to be true (the statement tends to agree with the respondent's opinion), (e) completely true (the statement completely agrees with the respondent's opinion). Regarding the assessment, for positive

questions/statements with incorrect answers, the value is 1; tends to be incorrect, the value is 2; cannot say whether it is correct or incorrect, the value is 3; tends to be correct, the value is 4; and completely correct, the value is 5. Thus, to measure the research variables, respondents were asked to state their perceptions by choosing one of the alternative answers on a scale of one to five.

In order to ensure the accuracy and consistency of data from research subjects, the validity and reliability of the questionnaire or questions to be used must be tested before use. Research instruments or questionnaires are considered good if the test results are *valid* and *reliable*.

Data Analysis

The data analysis technique in this study uses the structural equation *modelling* (SEM) *approach*.

4. Result & Discussion

The research focuses on comprehensively analysing the influence of the relationship between several crucial variables in the context of social media marketing, namely social media on purchase intention mediated by credibility. In addition, this study uses quantitative measurements as the basis for exploring the extent to which independent variables influence dependent variables and how mediating variables act as connectors.

Measurement Model Evaluation

Convergent Validity

The first criterion in the measurement model that must be evaluated is convergent validity, measured using the external loadings of all indicators and the average extracted variance (AVE). High outer loadings identify indicators that can be explained by the measured construct, provided that the outer loadings are above 0.50 and high AVE values indicate that the average of a construct describes the variance of its indicators, while composite reliability must be above 0.70. Based on the PLS algorithm results in Table 1, the outer loading values for all indicators show that the AVE has a value of 0.606 to 0.743 (>0.50 is still acceptable). Meanwhile, the composite reliability values of the s range from 0.885 to 0.935 (>0.70 is still acceptable). In other words, the measurement instruments used consistently measure the same construct from various perspectives. This process is very important to ensure the reliability and accuracy of research findings, so that the results of the analysis of the relationship between variables can be scientifically fulfilled.

Table 1. AVE and Composite Reliability Values

	Composite reliability (rho_c)	Average variance extracted (AVE)	Information
SMM	0.887	0.606	Reliable
CRD	0.935	0.611	Reliable
PCI	0.885	0.743	Reliable

Reliability Test

Next, construct reliability testing was conducted through Cronbach's Alpha analysis, composite reliability, and average variance extracted (AVE) as presented in Table 2. All constructs met the criteria for good internal reliability (Cronbach's Alpha > 0.70), strong composite consistency (composite reliability > 0.70), and adequate convergent validity (AVE > 0.50). This indicates that the measurement model is statistically feasible to proceed to the structural analysis stage.

Table 2. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Minimum Number	Information
SMM	0.837	0.839	0.7	Reliable
CRD	0.840	0.849	0.7	Reliable
PCI	0.913	0.913	0.7	Reliable

Coefficient of Determination

The Coefficient of Determination, often denoted as R^2 (R-squared), is a statistical measure used in regression analysis to evaluate how well a research model explains the variation in the dependent variable. This concept plays an important role in assessing the predictive power of the model and the quality of fit between the data and the model used. This can be explained in Table 3 as follows:

Table 3. Coefficient of Determination

	R-square	Adjusted R-square
CRD	0.925	0.924
PCI	0.762	0.758

The adjusted R-square value for variable credibility (CRD) is 0.924 or 92.4%, while the value for purchase intention (PCI) is 0.758 or 75.8%. This indicates that variable credibility (Z) and purchase intention (Y) are considered to be in the strong category.

Hypothesis Test

Hypothesis testing is conducted to measure the researcher's assumptions or preliminary guesses about the relationship or influence between the variables being studied. Hypothesis testing in this study is a statistical process used to determine whether these assumptions are supported by empirical data. This test is conducted to ascertain whether the relationship between the variables studied in the research sample can be generalised to a broader population.

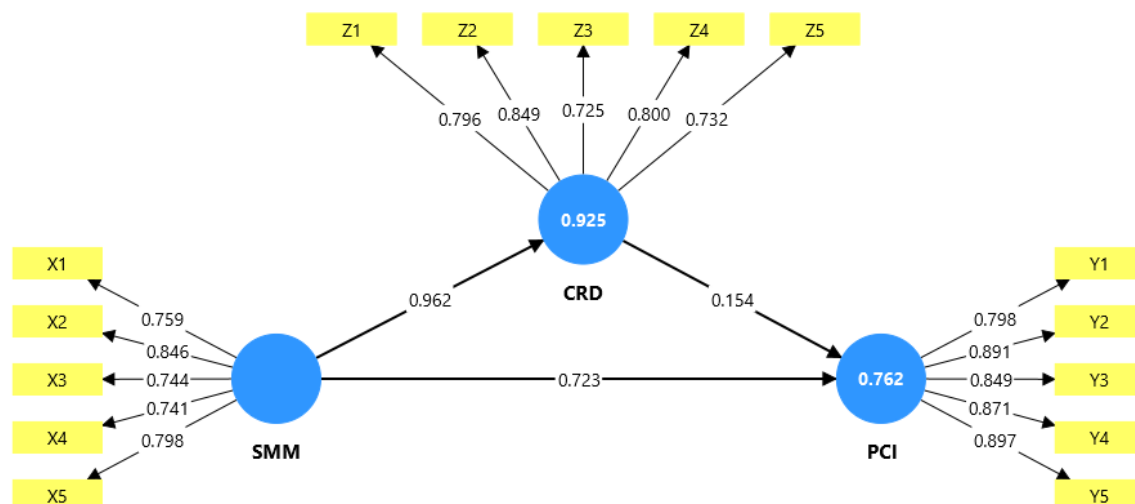


Figure 2: Hypothesis Test
Source: Smart PLS Data Processing

To complete the description of the hypothesis in this study, it can also be explained in Table 5. As follows:

Table 4. Direct Effect Hypothesis Test

	Original sample	T statistics	P values	Information
SMM → PCI	0.723	3.125	0.002	Accepted
SMM → CRD	0.962	138,007	0.000	Accepted
CRD → PCI	0.154	0.634	0.526	Rejected

Table 5. Indirect Effect Hypothesis Test

	Original sample	T statistics	P values	Information
SMM → CRD → PCI	0.149	0.634	0.526	Rejected

Based on the information in Table 4 and Table 5, the results of hypothesis testing in the structural model that tests the relationship between social media marketing and purchase intention mediated by credibility are as follows:

H1: Social Media Marketing on Purchase Intention

This hypothesis tests the effect of social media marketing on purchase intention. The analysis results show that this effect is significant with an original sample value of 0.723, a T-statistic value of 3.125, and a P-value of 0.002. These values indicate that social media marketing has a positive and significant effect on purchase intention, which means that an increase in the use of social media marketing will significantly increase purchase intention. This significance is indicated by a T-statistic value greater than 1.97 and a P-value less than 0.05, so this hypothesis is accepted.

H2: The Social Media Marketing on Credibility

This hypothesis tests the effect of social media marketing on credibility. The analysis results show that this effect is significant with an original sample value of 0.962, a T-statistic value of 138.007, and a P-value of 0.000. These values indicate that social media marketing has a positive and significant effect on credibility, meaning that an increase in the use of social media marketing will significantly increase credibility. This significance is indicated by a T-statistic value greater than 1.97 and a P-value less than 0.05, so this hypothesis is accepted.

H3: The Credibility on Purchase Intention

This hypothesis tests the effect of credibility on purchase intention. The analysis results show that this effect is significant with an original sample value of 0.154, a T-statistic value of 0.634, and a P-value of 0.526. These values indicate that credibility has a negative effect on purchase intention, meaning that an increase in credibility does not increase purchase intention. This condition is also indicated by a T-statistic value smaller than 1.97 and a P-value greater than 0.05, thus accepting this hypothesis.

H4: Credibility mediates the effect of social media marketing on purchase intention

This hypothesis tests the effect of Social Media Marketing on Purchase Intention when mediated by Credibility. The analysis results show that the effect is negative with an Original Sample value of 0.149, a T-statistic value of 0.634, and a P-value of 0.526. These values

indicate that social media marketing has a negative effect on purchase intention when mediated by credibility. This condition is also indicated by a T-statistic value smaller than 1.97 and a P-value greater than 0.05, thus accepting this hypothesis.

Discussion

Social Media Marketing has an effect on Purchase Intention

The statistical analysis results show that social media marketing has a positive and significant effect on purchase intention, with an original sample value of 0.723, a T-statistic of 3.125, and a P-value of 0.002. These findings confirm that increased use of social media marketing, such as posting, promotion, and interaction, can contribute significantly to purchase intention. Previous studies support these results, such as those by Balakrishnan, which highlight that social media marketing, particularly E-WOM, Online Communities, and Online Advertising, is effective in promoting brands and products. Additionally, other research explains that social media marketing has a positive and significant relationship with purchase intention, indicating that enhancing marketing strategies by uploading content and advertisements to increase appeal to the general public is important (Winarno & Indrawati, 2022).

Social Media Marketing has an effect on Credibility

Statistical analysis results indicate that Social Media Marketing has a positive and significant effect on Credibility, with an Original Sample value of 0.962, a T-statistic of 138.007, and a P-value of 0.000. This situation can explain that increasing the use of social media marketing can enhance trust in the products offered or the brand. These results are in line with the study, which shows that the use of social media in activities and uploading content is more likely to be used to increase the credibility of social media users. Similarly, the more active the use of social media, the higher the credibility of social media users, as indicated by an increase in the number of their followers (Janssen et al., 2022).

Credibility has no effect on Purchase Intention

Statistical analysis shows that credibility has no effect on Purchase Intention, with an Original Sample value of 0.154, a T-statistic of 0.634, and a P-value of 0.526. This situation explains that credibility has no influence on purchase intention and that purchase intention tends to be influenced by other factors. This situation is revealed by Martiningsih (Martiningsih & Setyawan, 2022) that the credibility possessed by influencers does not affect purchase intention.

Credibility mediates Social Media Marketing has no effect on Purchase Intention

Statistical analysis shows that credibility as a mediating variable cannot bridge the effect of social media marketing on purchase intention, with an original sample value of 0.149, a T-statistic of 0.634, and a P-value of 0.526. This value explains that there is a negative effect between social media marketing and purchase intention when mediated by credibility. This condition is in contrast to the research conducted by (Saima & Khan, 2020) that credibility as a mediating variable can influence purchase intention based on information presented by influencers.

5. Conclusion

The results of the questionnaire validity test indicate that all indicators forming all research variables are valid, and the reliability test results for all research variables are reliable. The structural model evaluation results show that social media marketing (X) influences purchase intention (Y). Social media marketing (X) influences credibility (Z). Credibility (Z) does not

influence purchase intention (Y). Meanwhile, the relationship between social media marketing (X) and purchase intention (Y), mediated by credibility (Z), does not have a positive relationship. Therefore, it can be concluded that credibility does not successfully bridge the relationship between social media marketing and purchase intention in a positive manner. The implications of this research provide information that purchase intention is a customer's choice after they obtain information, so that the credibility possessed by content creators or a brand is a complement to ensure that a customer is more confident in making a purchase or not when they have decided to buy, especially for products and services owned by Marga Langit.

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