

# Brand Trust In Social Media Marketing: The Role Of Brand Engagement

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**Abstract.** The rapid development of technology has an impact that can be seen in changes in the lifestyle of people. Some MSMEs utilize the development of this technology by marketing their products through social media. For this reason, MSMEs must also be able to adjust marketing channels through social media so that users can easily access their customers is a very important marketing concept and the emergence of social media further strengthens the importance of this concept. brand engagement has been recognized as an important determinant of brand trust. However, the psychological mechanism of customer engagement rarely gets full studies, especially in the field of social media. This research targets all Medan City MSME actors who use social media as a means of marketing. The sample in this study was done by snowball sampling. To test the validity and compatibility of the model, use confirmation factor analysis (CFA). The data will be analyzed to whether it has outlier potential, missing value, and multicollinearity. Data analysis techniques use multiple linear analysis methods. The results of this study Social Media Marketing have a positive and significant effect on brand trust and brand engagement has a positive and significant effect on brand trust.

**Keywords:** Social Media, Social Media Marketing, Brand, Brand Engagement, brand Trust.

## 1. Introduction

In essence, the world is always changing, and we have now reached the fourth industrial revolution, often known as the digital era, in which it is simple for people to communicate with one another online. Social media usage is rising as it expands quickly right now. Businesses use social media as a component of their marketing strategy and as a less expensive platform for marketing activity [20]. Social media has changed a lot of things. Businesses can now interact with their consumers there and obtain feedback, and people can also talk to one another and exchange information [26].

Social media marketing is a type of advertising that makes use of social media to promote goods and services. Social media marketing, according to [33];[34], is a system that enables marketers to engage, cooperate, interact, and use the knowledge of customers who take part in it for marketing reasons. According to the We Are Social poll findings from 2022, there are 205 million internet users in Indonesia, which equates to 73.7% of the country's total population. In light of this, Whatsapp will be used by 88.7% of Indonesians in 2022, followed

by Instagram at 84.8%, Facebook at 81.3%, and Tiktok at 63.1%. As a result, this shows that the Indonesian population uses social media on a regular basis.

Customers' trust in brands may be increased by SMEs using social media and working with digital platforms [32]. One of the elements in strengthening ties with brands to develop relationships with customers is brand trust [2]. In social media, brand trust is essential [25]; [32]. Through their contacts with firms, users of digital platforms have so promoted consumer engagement [14]. Through their communication and conversation with other customers, brands engage with consumers. Consumer interaction is crucial in this situation to enhance customer resistance. Customer brand participation is connected to brand contact on an emotive, cognitive, and behavioral level [3]. As a result, building brand trust depends on brand engagement[14];[16].

As a result, the essence of engagement's interaction is how it differs from other relational terms like engagement and commitment, which do not adequately represent interaction dynamics [16]. A product or brand's hedonic or social objectives aid in lowering perceived risk and fostering trust [16]. Engagement differs from other relational terms like engagement and commitment since they don't adequately reflect the dynamics of interaction. A product or brand's hedonic or social objectives aid in lowering perceived risk and fostering trust [16].

## **2 Literature Review**

### **2.1 Social Media Marketing Activity and Brand Trust**

Dissemination of information to consumers, businesses, products, or service-based dialogues is referred to as social media marketing activity [1]. This activity aims to promote the products or services produced, facilitate the orientation of use and experience of each other, and benefit the parties involved. Experiences shared online will be described in social media user content. The process of accessing information, making purchase decisions, and exchanging value offers with organizational stakeholders have all been affected by how simple it is for consumers to post comments and access the opinions of others on various websites and platforms [23]. Social media is rapidly being used to get user-posted information on goods or services, even without the intention of promoting, as well as to publish information through users' official social media profiles [10]. Finding social media platforms and incorporating them into marketing strategies is one way to deal with change by taking customer needs into account and utilizing a variety of marketing platforms. Social media is a potent tool for boosting global visibility, accelerating the dissemination of product and service information, communication power, and brand reputation [6]. SMMA is recognized to have an impact on brand trust.

### **2.2 Brand Engagement and Brand Trust**

The term "brand engagement" refers to a psychological state that develops as a result of an engaging and imaginative customer experience and a focal agent or object (such as a brand) in a service relationship. [4]. According to [15], who elaborates on this point of view, customer engagement is defined as "the motivating and volitional investment of operant resources (including cognitive, emotional, behavioral, and social knowledge/skills), and operant resources (e.g. equipment) in their brand interactions. Customer involvement indicates

consumers' intentions to fulfill their utilitarian, hedonistic, social, or brand-related product objectives by their proactive contributions to their brand interactions, hence lowering perceived risk and fostering trust [16]. Engagement therefore differs from other relational notions (such as engagement and commitment), which do not adequately represent the interactive dynamics, by virtue of its interactive core. hedonic or social objectives connected to goods or brands, assisting in lowering perceived risk and fostering trust [16]. Brand trust is known to be impacted by brand involvement.

### 2.3 Brand Trust

According to [21] states that trust is a positive expectation that others will not act opportunistically. From this definition, it can be explained that trust is a shared expectation that is maintained by individuals whose words from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and another. According to [12];[21] trust is defined as a perception of reliability from the consumer's point of view based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations and satisfaction of product performance. The main characteristic of trust is a positive perception shaped by experience. Brand trust is the perception of reliability from the consumer's point of view based on experience, or more precisely on the sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction. [9];[12];[21], customer trust in a brand is defined as the customer's desire to rely on a brand with the risks faced because of the expectation of the brand will produce positive results.

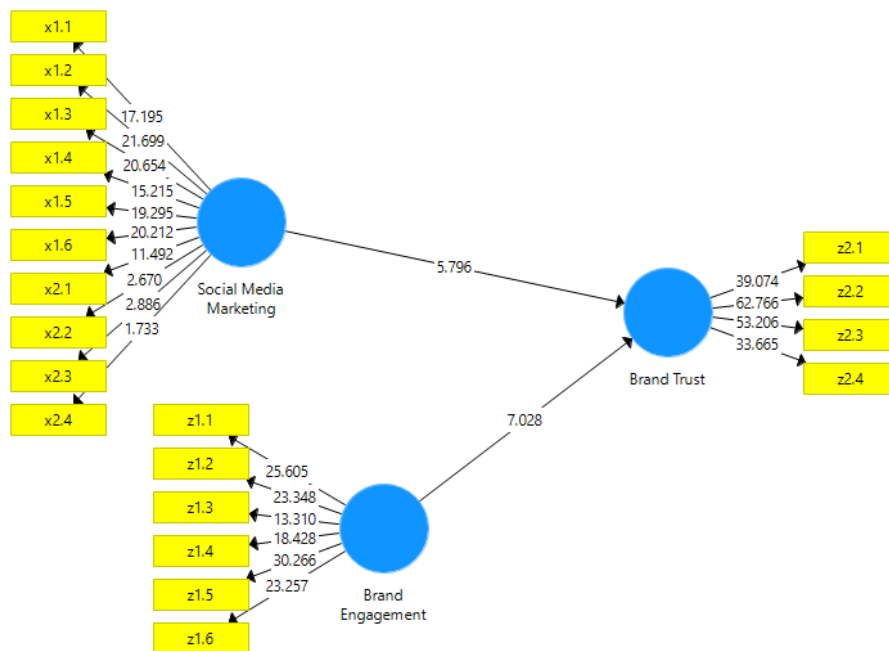


Fig 1. Conceptual Framework

### 3 Methodology

#### 3.1 Research Methodology

This research was conducted in UKM Medan City. The sample in this study was SME actors totaling 120 business actors. To test the validity and fit of the model, Loading Factor and Average Variance Extracted (AVE) were used. The data analysis technique used the Multiple Linear Analysis method to test the hypothesis in this study.

#### 3.2 Measures

All study measures are made using a Likert scale of 1 to 5, with 5 representing strong agreement and 1 representing extreme disagreement. All of the measures were created based on previously published research, and their validity and reliability were established. Social media marketing using a four-item scale adapted from [22]. A brand engagement using a three-item scale adapted from [7];[18];[27][30]. Brand trust by using a three-item scale adapted from [5];[24].

### 4 Result and Discussion

#### 4.1 Result

Based on the validity and reliability test, the following results were obtained:

**Tabel 1.** Validity

	<b>Average Variance Extracted (AVE)</b>
Brand Engagement	0.637
Brand Trust	0.813
Social Media Marketing	0.501

The recommended AVE value is higher than 0.5 [17]. It was found that all AVE values >0.5 indicate that the validity conditions based on the AVE were met.

#### Reliability

Furthermore, the reliability test was carried out based on the composite reliability (CR) value.

**Table 2.** Composite Reliability

	<b>Composite Reliability</b>
Brand Engagement	0.913
Brand Trust	0.945
Social Media Marketing	0.898

The recommended Composite Reliability value is higher than 0.7 [17]. As we all know, all Composite Reliability values > 0.7 which mean it has met the reliability requirements based

on Composite Reliability. Then, the discriminant validity was tested using the Fornell-Larcker approach. Table 3 presents the results of discriminant validity testing.

**Table 3.** Discriminant Validity

	<b>Brand Engagement</b>	<b>Brand Trust</b>	<b>Social Media Marketing</b>
Brand Engagement	0.798		
Brand Trust	0.489	0.901	
Social Media Marketing	0.296	0.482	0.708

In discriminant validity testing, the value of the square root of the AVE of a latent variable is compared with the correlation value between the latent variable and other latent variables. It is known that the square root value of AVE for each latent variable is greater than the correlation value between the latent variable and other latent variables. So it is concluded that it has met the requirements of discriminant validity.

#### 4.2 Bootstrapping

Table 4 presents the results of the bootstrapping test.

**Table 4.** Bootstrapping

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV)</b>	<b>P Values</b>
Brand Engagement -> Brand Trust	0.380	0.379	0.054	7.028	0.000
Social Media Marketing -> Brand Trust	0.370	0.377	0.064	5.796	0.000

Based on the results in Table 4.4, the following results are obtained:

1. Brand engagement has a positive effect on brand trust, with a path coefficient value of 0.380 (original sample), and signed with a P-Values value of 0.000 <0.05.
2. Social media marketing has a positive effect on brand trust, with a path coefficient value of 0.370 (original sample), and signed with a P-Values value of 0.000 <0.05.

Table 5 presents the r-square value (coefficient of determination) for each endogenous variable.

**Table 5.** Coefficient of Determination (R-Square)

	<b>R-Square</b>
Brand Trust	0.364

Based on the results in Table 5, it is known that the coefficient of determination (r-square) of brand trust is 0.364. This value can be interpreted that the influence of social media marketing and brand engagement on Innovation Capability is 36.4%.

## 5 Discussion

According to study findings that social media marketing is important to brand trust, social media marketing plays a vital part in boosting brand trust. Research findings [7] [8] [32] demonstrate that social media marketing activities may build brand trust. The primary goal of social media marketing is to spread awareness of a brand, promote it, and build consumer trust in a crowded market. [7]. Social media marketing activity demonstrates actions that are closely connected to brand trust, according to [7];[32]. Social media and brand trust are so closely intertwined. [28];[29] verified that brand information shared on social media may foster significant consumer trust.

Additionally, this study found a strong correlation between brand engagement and elevated brand trust. Studies that examine the impact of brand involvement on brand trust are still few and far between. The findings of this study, however, are consistent with research [17]; [24]; [31] that asserts that brand trust contributes significantly to the relationship between customers and companies through the aspects of brand engagement (affective, cognitive, and action). According to the literature's findings, brand interaction increases brand trust [17]. The perception of brand trust may lead to new consumers' involvement and their anticipation of subsequently developing a connection with the brand [17].

## 6 Conclusion

This study examines the impact of brand involvement and social media marketing on consumer trust in SMEs in Medan. The brand confidence of SMEs in Medan was first positively and significantly impacted by social media marketing. It indicates that SMEs indirectly affect consumer behavior by fostering brand loyalty or by "creating a brand picture in customers' thoughts and emotions." Therefore, SMEs must utilize social media marketing to increase brand credibility. SMEs must thus gather data on activities, client behavior, and information so that it may be utilized to conduct social media marketing. Second, brand interaction has a favorable and considerable impact on the SMEs in Medan's brand trust. It implies that SMEs may boost brand engagement through promotions like original content and trend-following to develop brand trust for the SMEs themselves.

The results of research conducted on "Community Introduction Regarding Halal Product Certification". Carried out through the distribution of questionnaires are:  
Religiosity partially affects people's understanding of halal certification.

1. Culture partially affects people's understanding of halal certification. So cultural variables are influential and significant.
2. The strategy for implementing halal certification is to socialize the fatwa on halal products and the causes of haram, principles and requirements in halal product certification

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