# Behaviour change: The impact of consumer trust on product purchase decision making

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## Abstract

Business is an interesting thing among young people today, where business programs continue to be promoted and become the main thing so that economic stability continues like a rolling wheel. The purpose of this study was to determine the impact of consumer behaviour on product trust through social media on purchasing decisions with respondents being social media users. Social media, an expansive digital landscape fostering communication and interaction, emerges not merely as a conduit for social engagement but significantly as a hub for the strategic promotion and marketing of products, amplifying consumer interest and engagement. The method used in this research is a quantitative method with a direct survey and a questionnaire, the research sample is 120 community respondents who actively buy products through social media. The profound revelations gleaned from this study unveiled a pivotal correlation: the palpable influence wielded by-product trust cultivated through social media channels on the decisions to purchase. Notably, the findings underscore the compelling and direct positive impact wielded by-product trust engendered via social media interactions on shaping and actualizing consumer purchasing behaviors.

Keywords: Behaviour change; consumer trust; product purchase; decision making

## 1. Introduction

The increase in social media users from 2020 to 2023 has increased significantly, this increase is due to the increasing number of users in the range of 0.07 to 0.1% every three months as shown in Figure 1. With the development shown in the growth graph of social media users every three months, so that with the increase in social media users, business people are interested in increasing business by interacting with social media users in general.

Business is an interesting thing among young people today, where business programs continue to be promoted and become the main thing so that economic stability continues like a rolling wheel. Businesses of Micro, Small, and Medium Enterprises (MSMEs) contribute to creating jobs and income for the community (Sembiring and Elisabeth, 2018). The business being run is a creative industry, more on culinary products, where it has spread widely for this business venture. To run a business, market segmentation is carried out by determining who the target is. Technology is a potential tool in business because business people continue to strive to develop business by increasing business intensity through marketing digitalization. Digitalization of marketing to reach the community as a target market.

Business actors carry out business to constantly try to satisfy the needs and desires of consumers, starting with good materials to the manufacturing process so that they can create better quality products than before (Ernawati, 2019). Assuming promotion using social media, changes in the

number of products marketed also increase and the costs incurred for promotion also affect the number of social media audiences.
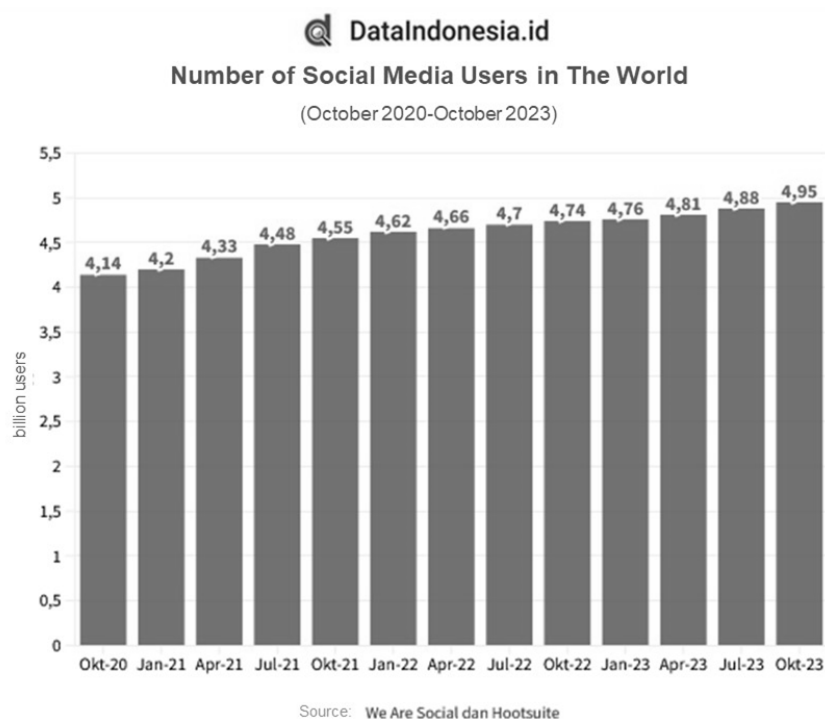


Figure 1. Social media user count

Social media, which is always developing in terms of technology and users, is an opportunity for business people to enter the social media user community. Social media as WoM (word of mouth) communicate messages from loyal users to the public. Conveying messages to the public is not easy, there needs to be a strategy.

Strategies to increase consumer confidence in the products offered by using quality communication so that consumers can be loyal (Yuliantari and Widayati, 2020). In addition, the strategies used can be in the form of partnerships, using influencers, involving employees, and maintaining old consumers (Haque-Fawzi *et al.*, 2022).

Carrying out interactions through social media according to Darmawan *et al.* (2019) external factors and internal factors in the form of emotional intelligence and self-confidence will be formed. Millennials are one of the potential social media users (Putri *et al.*, 2016), teenagers have become addicts, no day without opening social media. Social interaction is shown by the increasing use of social media for communication.

Market segmentation is the main thing in the promotion of products promoted through social media because teenagers are the main users of social media. Teenagers to adulthood as a category of people who have a high level of self-actualization who strive to increase high social recognition from society (Nugeraha, 2021). Teenagers also have a character of curiosity from something new that is received visually through social media on smartphones.

Social media has been used by many audiences in interacting with the outside world online, as a means of their satisfaction for entertainment, imitation, and identification. Every interaction that is carried out either looking for information or videos uploaded globally, often displays an advertisement or promotion of a product which is a means of introducing the product.

Considering the consumptive behaviour of society opens up great opportunities for efforts to offer products directly to consumers by displaying photos and videos as a form of illustration. Online media is often watched by many people, as a marketing destination producer because teenagers' access to cyberspace is quite intense, so it is quite interesting, namely food and beverage products with nutritional and protein content (Wibowo *et al.*, 2018) in a unique and attractive packaging.

One form of technological development in the field of trade is the emergence of transactions that use Internet media to connect producers and consumers (Jamaludin *et al.*, 2015), through social media, many business actors take advantage of the situation through social their products through existing social media and are often opened by the community, especially teenagers of middle and high school age. The main thing is to fulfill the need to get unique things from the products offered with the diversity of the benefits of these products.

The selection of needs chooses according to what is needed at that time, the more products circulating and offered, the more needs increase, this is in line with Widodo's marketing strategies with efforts to increase the number of buyers. Smartphones in addition to communication tools are also used for interaction globally to accept everything that exists including various types of needs. Choosing current needs is an absolute thing because there are many types of goods and types circulating among the public.

Not a few products are offered by business people with the regeneration of packaging and communication built, so it is very important to choose and determine products by looking at the characteristics and shape of the design and model to make it easier for buyers to recognize product characteristics (Widodo, 2018).

Social networking is the most effective media and has a significant impact on the level of purchase (Engriani *et al.*, 2019; Irianto, 2015). Online promotion is needed to convince consumers to trust to buy products. Consumer trust can influence purchasing decisions Solihin (2020) and Rachmawati *et al.* (2019) that trust is the most dominant variable influencing purchasing decisions. Its efforts to attract consumers to conduct market research and product design play a positive role in product marketing, which can be seen from the continued increase in goods sold each year (Nurani, 2015). The increase in the number of consumers requires advertising media as a promotional channel to be quickly and easily understood by consumers.

Effendy and Sunarsi (2020) state that online promotions are more effective than other media. Jamaludin *et al.* (2015) stated that if the business has online promotion well, it will increase a person's interest in making purchasing decisions. Research results from Rifa'i and Hamidi (2017) show that online promotions on online social media (Facebook, Twitter, and Instagram) are considered effective because they like and remember the promotions carried out so that they will influence purchasing decisions.

Promotion is carried out in general to be widely known through many media that mediate the promotion of the products offered. A successful promotion is when there is a lot of return to knowing and even using the product being promoted through the media used. One of the goals of marketing a product is to get consumers to use and utilize the product according to their needs and abilities.

Social media and word of mouth influence purchasing decisions (Jecky and Erdiansyah, 2021). Product innovation is one of the decision-making factors (Ernawati, 2019). Decision-making can be directly influenced by consumer confidence to buy and consume products regularly and even continuously.

With consumer curiosity from social media, consumers can decide to buy and use products, but how much influence does product trust have on consumer purchasing decisions from the process of using social media in the wider community?

## 2. Literature review
### *Purchase decision*
There are two or more alternative actions in the form of behavior, decisions always require a choice between several different behaviors. Humans as consumers pay attention to the types of needs that are desired and considered in the intended product before deciding to use. In addition, consumers, of course, review the product for what was felt before, namely the process of recognizing needs problems, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behaviour, namely considering economically, considering passively, considering rationally, and considering emotionally. The interaction between affective attitudes, cognitive attitudes, behavioural attitudes, and environmental factors is used by humans to make decisions in exchange for all aspects of their lives.

Purchasing decisions will occur with strategies carried out by business actors to get consumers from social media interactions in various ways to design and invite consumers of social media users to

buy products that are displayed and displayed on social media. Purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands, and evaluate how well each of these alternatives can solve their problems, which then leads to a purchase decision.

### Consumer trust

Two different aspects of trust are credibility which refers to the belief that the other party has the expertise to carry out their duties and benovelence. Consumers are the end users of products that are purchased and will be used, consumers use products that are used for consumption according to the period of use of course there is curiosity about things that need to be known so that trust can be accounted for assures that in retail there are things that are considered. The current research, has a focus on product trust, namely organic products, meaning that it will assess trust from the consumer's side of the product he faces. Consumer trust in products can be measured, starting with trust from the consumer side.

Trust is the willingness of one party to trust another party based on the expectation that the other party will perform actions that are important to the party who has trusted him. Consumer trust does not arise from a short process. Trust will arise after going through various processes and if trust has been formed, there will be an effort to build trust. formed, there will be an effort to foster a better working relationship.

Product trust also contains an element of word of mouth to provide certainty to consumers. With word of mouth, efforts to convince consumers of the products offered can be purchased by consumers through social media which is a medium for product promotion. The results of research conducted by Elrado et al, (2014) reveal that the effect of service quality consists of five indicators, namely physical evidence, reliability, responsiveness, assurance, and empathy. Affects customer trust. With the quality service provided by the company, customers will feel satisfied and believe that the company has provided quality service by what customers expect.

## 3. Methodology

This research was conducted using quantitative methods, with the process of observation and acquisition of data used through survey and descriptive methods. The population in this study is known to be teenagers to adults with the age category of 18 to 30 years whereas consumers who use products based on trust with what is observed and experienced by respondents so that the population size of this study cannot be measured. With the category of respondents as the population, the researcher collects as many respondents as possible.

Based on the unknown population size, the appropriate sampling method is by calculating the number of all measurement dimensions and multiplying by the minimum score of 5 or the maximum number of each research dimension, which is 10. The number of dimensions used in this study amounted to 12 dimensions so a random sample of 120 respondents was taken according to the domicile of the researcher. In obtaining information, a questionnaire with several questions aimed at making decisions on the promotion of food and beverage products that respondents receive audio-visually through social media that is often accessed and watched with each respondent's account.

This study uses a survey method and data collection using a questionnaire that contains several questions addressed to respondents to obtain information related to this study. The results of the respondents' answers from the questionnaire were then tabulated into Microsoft Excel with the Excel .csv file format so that the data could be read by statistical processing applications. Statistical data processing using the SmartPLS 3.0 application, this study has indicators of each research variable including 7 items on product trust including Competence, Credibility, Reliability, Integrity, Benevolence, and Providing Information, and 7 items on purchasing decisions including product choice, brand choice, dealer choice, purchase time, purchase amount, payment method.

## 4. Results and discussion

Purchasing decisions from consumers as a reaction to obtaining the desired/needed product based on fulfilling needs in eating and drinking. Products that have been promoted through social media, often appear so that adolescents who are a category of society (Nugeraha, 2021) make decisions to buy according to the availability around them to fulfill their tastes.

The appetite that arises from the personality of adolescents to always be curious about promotions that are spread through the media accessed is the frequency of promotions carried out by business people, by paying attention to the language used and the testimonials submitted, this is the quantity and quality of the promotion. Promotion with a level of time-intensity is often aired, it is related to time, as well as accuracy in content delivery, then promotions are carried out through the process of using information technology, namely the process of attracting attention and the ease of obtaining the product is a service and then will try the type of product promoted through social media.

From the promotion process, consumers make decisions to obtain these products from several aspects, namely product stability according to the product context, consumer behaviour for daily needs from product usefulness so that consumers can recommend products and even get recommendations for product use and from making repurchase decisions from the basis of trust so that the process of using the product can run according to the goals of business people.

Research pays attention to the feasibility of assumptions in SEM PLS, namely paying attention to the value of outer loading, reliability, and statistical collinearity so that it can be displayed and described in the following Table 1.

Table 1. Model assumption test

| Indicators | Outer loading | Collinerity statistik (VIF) |
|---|---|---|
| X1.1 <- Product trust | 0.674 | 1.466 |
| X1.2 <- Product trust | 0.781 | 1.964 |
| X1.3 <- Product trust | 0.719 | 1.641 |
| X1.4 <- Product trust | 0.669 | 1.360 |
| X1.5 <- Product trust | 0.677 | 1.261 |
| X1.6 <- Product trust | 0.751 | 1.616 |
| X1.7 <- Product trust | 0.644 | 1.387 |
| Y1 <- Purchase decision | 0.676 | 1.255 |
| Y2 <- Purchase decision | 0.693 | 1.397 |
| Y3 <- Purchase decision | 0.662 | 1.578 |
| Y4 <- Purchase decision | 0.644 | 1.316 |
| Y5 <- Purchase decision | 0.694 | 1.497 |
| Y6 <- Purchase decision | 0.677 | 1.541 |
| Y7 <- Purchase decision | 0.664 | 1.301 |

Based on the above assumptions, the feasibility of testing the model is acceptable because the value is above 0.6, so the indicators in the model are acceptable and can be processed at the next stage with the bootstrapping test so that it can be designed and processed through the following Figure 2.
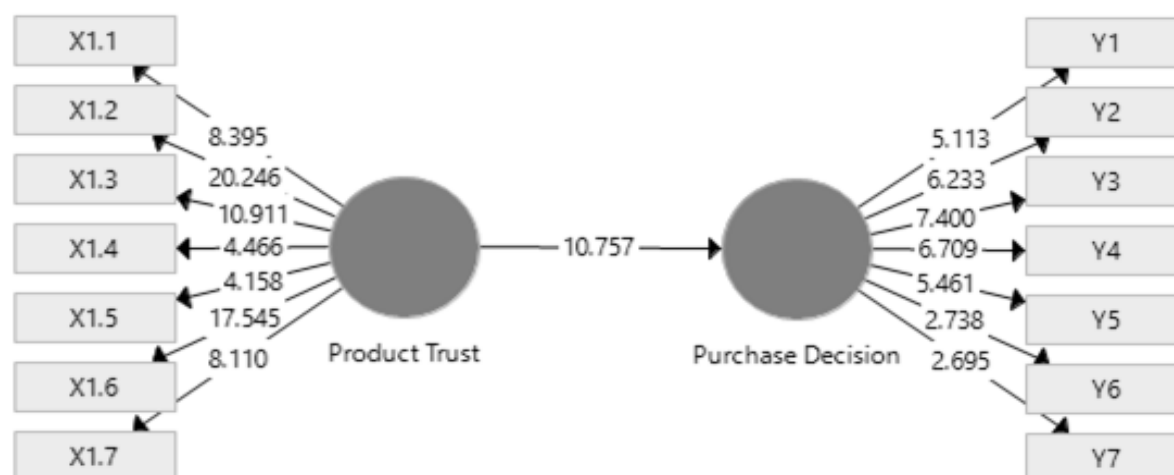


Figure 2. Purchase decision from product trust

From the above process, then enter the tabulation of the results of the data processing process using SmartPLS, so that the tabulation can be displayed in Table 2. Statistical testing of product trust on purchasing decisions, it is found that product trust from consumers can influence purchasing decisions seen from the P Values value of 0.000 which can be simplified that purchasing decisions are significantly influenced by product trust from social media for products offered by business people to the wider community, especially social media users.

Table 2. Product trust on purchasing decisions

| Result | T-Statistics (|O/STDEV|) | P-Values |
|---|---|---|
| Product trust -> Purchasing decisions | 10.757 | 0.000 |

From the statistical results obtained, purchasing decisions are influenced by product trust. Product trust is generated by a business process carried out by business actors to convince consumers and invite consumers to buy the products offered attractively so that the product can be purchased anywhere that can be obtained by consumers.

Consumer confidence in the products displayed on social media owned by consumers, of course, is an added value or advantage in itself. By having different advantages and characteristics, of course, it forms a sense of trust and confidence in what has been displayed and appears.

From some of the indicators of product trust in this study, it is found that product trust has the highest reflection, namely Credibility (X1.2). Credibility is dominant because consumers will believe in the credibility of business owners or business people so that it can influence consumers to be able to buy products according to what consumers see on social media owned by consumers.

While the smallest value obtained from consumer confidence is Providing Information (X1.7), this shows that there is product trust in providing information. The information in question is that business actors provide a sense of trust to consumers to ensure that consumers can use or consume the products displayed on social media.

Based on information from purchasing decisions, it is found that the highest and lowest values. The highest value in the choice of distributor (Y3) is the dominant thing from several indicators used in this study. While the lowest value is in the payment method (Y7), this states that the payment method is the smallest thing about purchasing decisions.

## 5. Conclusion

From the discussion above, the conclusion in this study is that social media positively impacts business people to increase the number of consumers by using product promotions that continue to be aired on social media, as well as costs that can be measured and controlled but the number of consumers continues to grow. In addition, consumer purchasing decisions can also be improved by using social media that is easily accessible to teenagers regarding the appropriate products offered. Using technology, of course, has benefits for all groups as well as increasing the quantity of product purchases according to needs with consumer confidence.

Products that are marketed massively certainly make a positive contribution to the development of the business being run. The Business Process of maintaining product trust in the use of products from consumers has a positive impact even though it sometimes has obstacles in taste. In online sales, payment media is also a driving factor apart from the brand, that ease of payment is a priority for consumers to buy products.

Ease of payment, one of which is given the convenience of paying online through several applications, and payment for products is also recognized by the OJK (Financial Services Authority). Apart from that, the ability of business actors to design to achieve consumer desires is of course redesigning efforts to achieve convenience for purchasing transactions so that purchasing adaptation can be felt by businesses and consumers directly.

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