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FROM LIKES TO LOYALTY: HOW INSTAGRAM BUILDS TRUST AND BOOSTS SME SALES

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ABSTRACT

Nowadays innovation has developed very rapidly, social media has become the choice of every individual in finding information and disseminating information. The use of social media is very helpful for every user in finding sources of knowledge instantly. Instagram is the most popular social media platform for GEN Z to share photos and videos; millions of social media users Instagram has a huge impact on its users. Currently, many SME business actors use Instagram to increase company productivity. Therefore, this study explains the role of Instagram social media in SME business in greater Jakarta. The variables of this research are content marketing, influencers, promotions as independent variables and customer trust as the intervening variable and purchasing decisions as the dependent variable. This research is quantitative research using online questionnaires in collecting data. The population in this study are those who have seen promotions and or bought SME products on Instagram. The sample used was purposive sampling and the data was processed using SmartPLS 3 (Partial Least Square-Structural Equation Model). The results of this study indicate that the 5 hypotheses are accepted. Therefore, this study explains that content marketing, promotion and customer trust will improve purchasing decisions in SME businesses.

Keywords: content marketing, promotion, influencer, customer trust, purchasing decision

ABSTRAK

Saat ini inovasi telah berkembang dengan sangat pesat, media sosial telah menjadi pilihan setiap individu dalam mencari informasi dan menyebarkan informasi. Penggunaan media sosial sangat membantu setiap penggunanya dalam mencari sumber pengetahuan secara instan. Instagram merupakan media sosial yang paling digemari oleh generasi Z untuk berbagi foto dan video, jutaan pengguna media sosial Instagram memberikan dampak yang sangat besar bagi para penggunanya. Saat ini banyak pelaku bisnis UKM yang menggunakan Instagram untuk meningkatkan produktivitas perusahaan. Oleh karena itu, penelitian ini menjelaskan peran media sosial Instagram dalam bisnis UKM di Jabodetabek. Variabel penelitian ini adalah content marketing, influencer, promosi sebagai variabel independen dan kepercayaan pelanggan sebagai variabel intervening serta keputusan pembelian sebagai variabel dependen. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan kuesioner online dalam mengumpulkan data. Populasi dalam penelitian ini adalah mereka yang pernah melihat promosi dan atau membeli produk UKM di Instagram. Sampel yang digunakan adalah purposive sampling dan data diolah dengan menggunakan SmartPLS 3 (Partial Least Square-Structural Equation Model). Hasil dari penelitian ini menunjukkan bahwa 5 hipotesis diterima. Oleh karena itu, penelitian ini menjelaskan bahwa pemasaran konten, promosi dan kepercayaan pelanggan akan meningkatkan keputusan pembelian pada bisnis UKM.

Kata kunci: pemasaran konten, promosi, influencer, kepercayaan pelanggan, keputusan pembelian



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1. INTRODUCTION

Social media nowadays has been in daily use for many ages and many genders, the changes that occur are an impulse from the era that brings life far more advanced than the previous life (Dahl, 2018; Baquita, 2021). These changes bring different impacts, which makes the behavior of each human experience change in terms of social, cultural, and ethical aspects as social beings. With the changes that are happening today, it makes it easier for humans to communicate remotely (Syarieff & Genoveva, 2015). Social media makes it easier for users to exchange information, with this convenience. Around 106.95 million people using Instagram social media in Indonesia in March 2022. Most of the Instagram social media users in Indonesia come from the 18-24 year age group, which is around 39.6 million users (Cat, 2022). We can conclude that gen Z is the most users in Instagram. Instagram is a digital platform that many people use to store photos and videos on it, however, not a few of them use instagram as a marketing medium that can increase the purchasing decision of their products (Zaharani, Kusumawati, & Aprilianty, 2021).

Instagram is one of the peaks of social media today that can be influential in real life. The impact of social media such as Instagram varies greatly depending on how users use it (Baquita, 2021)). One of the uses of social media is to run a food business, or for a service business. Many Small and Medium Enterprises use social media to promote their products (Genoveva, 2021; Zaharani, Kusumawati, & Aprilianty, 2021). The results show that new business opportunities exist on Instagram and can also reduce marketing costs, increase the number of customers, staff management and operational efficiency. Many SMEs are already using and utilizing Instagram as their marketing media platform (Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019). However, as a social media that currently occupies the number three position in terms of users (wearesocial, 2021), can Instagram help small and medium businesses in improving purchasing decisions through consumer trust.

Small and Medium Enterprises have experienced an increase due to the use of Instagram (Zaharani, Kusumawati, & Aprilianty, 2021). SME businesses take advantage of other uses in using social media, by using social media as a means for them to sell, as well as a means to market their products (Konstantopoulou, Rizomyliotis, Konstantoulaki, & Badahdah, 2019). However, this success needs to be supported by several factors. One of the factors that is a success in using social media is content marketing. Content marketing is a strategy that can create, distribute and share interesting and timely content to create customer interest in their buying decision process, so content marketing encourages buyers to turn to business development results (Genoveva, 2021). In addition to content marketing, promotions also influence purchasing decisions (Bakhtyar, 2022). Attractive and appropriate promotions generate consumer desire to buy. Besides that, the presence of influencers also has its own charm, especially since the influencers are well known (Haenlein, 2020). These three factors need to be supported by customer trust (Putra, Rochman, & Noermijati, 2017) consumers who have had a positive experience will increase their trust and this will increase purchasing decisions (Mahliza, 2020). Based on the above background, it can be identified that these variables will become the topic of article discussion.

The uniqueness of this research with previous research is that this research specifically examines Instagram social media in helping SMEs market their products with generation



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Z respondents who are the generation that uses social media the most. In particular, Generation Z prefers Instagram compared to other social media, they can upload photos, videos and life videos. Direct interaction with Instagram creates addictive behaviour among Generation Z. This condition can be used by SMEs in posting their products/services on Instagram by collaborating with influencers, conducting promotions and choosing appropriate marketing content.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS

Currently, developments in digital technology make it easier for market players or Small Medium Enterprise businesses to market their products through digital platforms that are also useful for conducting transactions using an online system (Dwivedi & et al., 2021). The development of this technology has changed the human perspective on marketing in a Small Medium Enterprise (SME) which was initially done conventionally, turned into a digital one using available technology with the use of social media and the use of a website to market the brands of business actors (Haenlein, 2020). Small Medium Enterprises are one of the business sectors that have an important role in Indonesia in the growth of an economy in Indonesia.

As stated by (Baquita, 2021) with current developments, Small Medium Enterprises can communicate and spread their brands and products through websites that have been built by themselves and using social media. With the encouragement of buyer demand and relief in promotional costs, many Small Medium Enterprises have started to be active in using digital technology for marketing and social media, with that customers are free to purchase Small Medium Enterprise products anywhere. There are also many Small Medium Enterprises in Indonesia who have not been able to use digital technology using social media such as Instagram because they do not know how big and important the benefits and role of using social media are (Zaharani, Kusumawati, & Aprilianty, 2021). On the other hand, (Genoveva, 2021) state that marketing strategies using social media can be considered more targeted and will have an indirect relationship with consumers, this is because many of social media users are more responsive, such as clicking, liking a brand. So that from there, SMEs can respond to these responses more quickly, whether the people who see it can like their products or not.

The definition from (Putra A. F., 2021) state that purchase decision is a stage in the buyer's decision-making process where consumers actually buy. Purchasing decisions become very important when there are many choices with the same function for goods and services. Decision making can be in the form of individual activities that are directly involved in obtaining and using goods offered by producers. As stated by (Harahap, 2018). The decision-making process is a behavior that must be carried out in order to achieve the target, and thus be able to solve the problem, in other words the process of solving a problem that is directed at the target. The purchase decision refers to the decision-making stages that consumers go through before, during, and after they buy a product or service before. Consumer's decision where consumers can identify problems or needs, and besides, products or types of products that can meet these needs (Utami & Genoveva, 2020).



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This is often seen as the first and most important step in the process, since if a customer does not have a problem or a need, they will not, in most cases, become irritated by the process of placing an order. The purchase decision is the fourth stage in the consumer's decision and when the purchase actually occurs. During this time, the consumer will be in a better position to choose the best product since he or she will have evaluated all of the alternatives and identified the value that has been provided.

Consumer trust is the willingness of consumers to depend on products / services or companies that have online transactional relationships (Kim, Ferrin, & Rao, 2003). In the same line (Putra, Rochman, & Noermijati, 2017) define customer trust that something made their transaction in online because their trust with the SME. In addition, (Eid, 2011) says that trust is a set of beliefs from customers because of the special features provided by the company. Furthermore, (Chinomona & Dubihlela, 2014) added that this condition could affect consumers in the future. In the context of social media, according to (Seo, 2018), customer trust is a condition where the company has a good relationship with its customers through social media. Customer engagement is a strategy to develop, strengthen, and expand customer relationships, and is an important strategy to improve business performance in the future. Some of study conclude that trust influence on customer purchase decision in the context of social media (Kore, Lamalewa, & Mulyaningsih, 2018; Ansari, Ansari, Ghori, & Kazi, 2019; Deniv, Jihan, Setyawati, & Firdaus, 2020). Therefore, our fourth hypothesis as follows:

H₄: There is a significant influence of customer trust and purchasing decisions.

The definition (Ansari, Ansari, Ghori, & Kazi, 2019) states that, content marketing is a way in which a brand consistently shares valuable information to gain market share in the hope of increasing positive responses. Successful content marketing is one that can lead to active consumer participation to share and be active in the media space of interest (Kilgour., Sasser, & Larke, 2015). A study by (Hutchins & Rodriguez, 2018) found that an emotional approach in content marketing can lead to competitive advantage and increased brand awareness. Marketing content that appeals to consumers will increase user participation in brand activities. Content marketing also helps consumers to have brand awareness and ultimately encourage consumers to buy products. Based on (Genoveva, 2021) study in the context of SME, content marketing is the most influence on brand image, if the brand image increases the customer trust will be increase. The results of the study can prove that when content marketing is improved by the company properly, there will be customer engagement and customer trust for the company's products, which will increase consumer buying interest (Ansari, Ansari, Ghori, & Kazi, 2019) among Instagram users in the Jakarta area. Therefore, the researcher formulates the first and fifth hypothesis as follows:

H₁: There is a significant influence of content marketing and customer trust

H₅: There is a significant influence of content marketing on purchasing decisions mediated by customer trust.



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Influencers are people who have made a reputation for their knowledge and expertise on a topic. They generate a large number of enthusiastic and engaged followers regularly generating topics on their preferred social media channels (Handika, 2018). The same thing was expressed by (Rossiter, Percy, & Bergkvist, 2018) social media influencer is someone who conveys certain content based on its credibility, attractiveness, and strength. Not all influencers are successful because they are related to various things, including how to communicate with customers, the type of social media used, the accuracy between the product/service being promoted and the influencer himself (Evans, Phua, Lim, & J., 2017; Haenlein, 2020). Research results (Deniv, Jihan, Setyawati, & Firdaus, 2020) concludes that there is an influencer influence on consumer trust and purchase decisions, so the second and sixth hypotheses in this study can be formulated as follows:

H₂: There is a significant influence of influencer and customer trust.

H₆: There is a significant influence of influencer on purchasing decisions mediated by customer trust.

Promotion is the activity of the company in informing consumers of the advantages of a product so that it can influence consumer purchasing decisions (Kotler & Keller, 2017). Likewise the results of a study (Nugroho & Rofiq, 2018) which concluded that promotion has a strong influence on motivation to buy. In the context of digital marketing (Zakiya & S, 2021) suggesting a suitable marketing strategy in promoting food products through social media can improve consumer purchasing decisions. Furthermore, (Kore, Lamalewa, & Mulyaningsih, 2018) mention that an important factor that can influence online purchasing decisions by consumers is the trust factor. The trust factor is very important in online purchases, only customers who have trust will go through transactions via the internet (Sudtejo, Sonny; Fajar; Kezia; 2017). Trust arises because of a positive learning process and experience, where consumer desires can be fulfilled (Nugroho & Rofiq, 2018). Based on these conclusions, our third and seventh hypotheses are as follows:

H₃: There is a significant influence of promotion and customer trust.

H₇: There is a significant influence of promotion on purchasing decisions mediated by customer trust

All of the hypotheses of the research can be illustrated on figure 1 bellow:

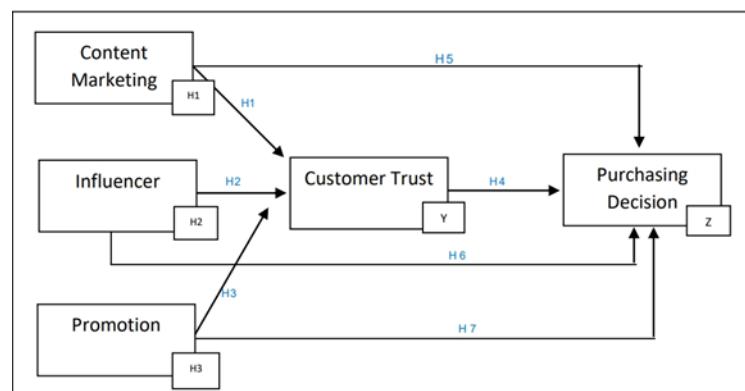




Figure 1. Theoretical Framework

3. RESEARCH METHOD

This research is a quantitative research, where data is analysed by describing or describing the data that has been collected as it is (Stockemer, 2019). The data collection tool used is an online questionnaire. While the population in this study are those who have an Instagram account and have online shopping experience because of information from Instagram, both shopping directly and through relatives, friends, and relations. So that the sample used is purposive sampling, where consumers are selected for certain reasons. This research sample will use theory (Hair, 2017). To calculate the number of samples of respondents to get the expected results. There are five independent variables and one dependent variable in this study. Multiply by 5 minimum samples and 10 maximum samples. As a result, each variable in this study has 5 questions. There will be a total of 25 questions, so the number of samples in this study is a minimum of 125 and a maximum of 250. We managed to collect 208 valid respondents, because they are in that range, this study meets the requirements.

The questionnaire data was processed by SEM (Structural Equation Model), the structural model aims to show and explain the relationship in the research model between one latent variable and another latent variable. Using SmartPLS, the outer model relates all manifests (indicators) to their latent variables. The three steps of testing carried out in SmartPLS are the outer model, inner model and hypothesis testing

4. DATA ANALYSIS AND DISCUSSION

Respondent Profile

The authors utilise primary data in this study, such as questionnaires released online using the Google Form questionnaire, and then the Google Form is spread through social media platforms such as Instagram, Line, and WhatsApp, with a total of 208 respondents. Data from 208 respondents who fit the study's requirements, such as being between the ages of 16 and 24, and being within the Greater Jakarta region rather than the typical responder. Respondent on this study dominated by the age around 19-21 years old with the percentages 44.2% or around 92 respondents out of 208. And the age of 22-24 with the percentage 35.1% or around 73 respondents out of 208. And those who have the lowest percentage are aged 16-18 years, around 20.7% or about 43 respondents out of 208, most of the respondent of this study are from female, where the female has percentage around 62.5% or around 130 respondent out of 208. For the male around 37.5% or 78 respondent out of 208. And 185 respondents (88.9%) of whom more than half of the total valid respondents came from Jabodetabek, and 23 respondents (11.1%) of respondents came from outside Jabodetabek.

Outer Model Analysis

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The authors determine a validity and reliability test by aligning a reflective indicator on the tested latent variables using three types of measurement methods: convergent validity, discriminant validity and reliability, where all measurements were made on data from 208 respondents. The criteria for the results of the outer model using Smart PLS 3.

Table 1. Loading Factors Result

| Latent Variable | Indicator | Loading Factor | Conclusion |
|--------------------------|-----------|----------------|------------|
| Content Marketing (CM) | CM1 | 0.734 | Valid |
| | CM2 | 0.713 | Valid |
| | CM3 | 0.710 | Valid |
| | CM4 | 0.702 | Valid |
| | CM5 | 0.708 | Valid |
| Influencer (I) | I1 | 0.759 | Valid |
| | I2 | 0.761 | Valid |
| | I3 | 0.813 | Valid |
| | I4 | 0.754 | Valid |
| Promotion | P1 | 0.797 | Valid |
| | P3 | 0.777 | Valid |
| | P4 | 0.792 | Valid |
| Customer Trust (CT) | CT1 | 0.757 | Valid |
| | CT3 | 0.739 | Valid |
| | CT4 | 0.729 | Valid |
| | CT5 | 0.744 | Valid |
| Purchasing Decision (PD) | PD1 | 0.741 | Valid |
| | PD2 | 0.755 | Valid |
| | PD3 | 0.763 | Valid |
| | PD4 | 0.732 | Valid |
| | PD5 | 0.766 | Valid |

Based on Table 4.1 above, the results of the test show that the value data of all variables used by the authors in the study achieved a good and acceptable loading factor value, namely the authors got a value above 0.5. It can be concluded that all construct indicators of Content Marketing, Influencer, Promotion, Customer Trust and Purchasing Decision variables are valid.

Table 4.2 AVE Result

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| Latent Variable | AVE Result | Rule of Thumb | Conclusion |
|--------------------------|------------|---------------|------------|
| Content Marketing (CM) | 0.509 | >0.50 | Valid |
| Influencer (I) | 0.596 | >0.50 | Valid |
| Promotion (P) | 0.622 | >0.50 | Valid |
| Customer Trust (CT) | 0.555 | >0.50 | Valid |
| Purchasing Decision (PD) | 0.565 | >0.50 | Valid |

Convergent validity testing carried out by the next authors is to calculate an AVE value for each of the latent variables. The results of the AVE on convergent validity can be seen in Table 4.2. Based on the results of the data in Table 4.2, the value in the AVE of this study is that each latent variable has more than 0.5, which means that the results in this study can be declared valid and in accordance with the type of convergent validity criteria. According to research conducted by (Hair, 2017). stated that the AVE score must be equal to or greater than 0.5.

Table 4.3 Cronbach's Alpha and Composite Reliability Result

| Number | Variable | Cronbach's Alpha | Composite Reliability | Rule of thumb | Result |
|--------|---------------------|------------------|-----------------------|---------------|----------|
| 1 | Content Marketing | 0.760 | 0.838 | >0.50 | Reliable |
| 2 | Influencer | 0.779 | 0.855 | >0.50 | Reliable |
| 3 | Promotion | 0.697 | 0.832 | >0.50 | Reliable |
| 4 | Customer Trust | 0.734 | 0.833 | >0.50 | Reliable |
| 5 | Purchasing Decision | 0.808 | 0.867 | >0.50 | Reliable |

The reliability of this study was carried out using the composite reliability method, seen from the Cronbach's Alpha (CA) and Composite Reliability (CR) values. Composite Reliability that the author did with the help of SmartPLS 3 the results can be seen in the image above (table 4.3). Based on the table of the two figures above, the reliability value on composite reliability has a variable that is better or greater than 0.7. However, in the image of Cronbach's alpha, the promotion variable has a value below 0.7. Thus, it can simply be concluded that there is one variable in this study that does not have a reliable value to be included in hypothesis testing, besides that all variables have reliable values to be included in hypothesis testing. From the three tests above that have been discussed such

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as the convergent validity test, discriminant validity test, and reliability test, it can be concluded that almost all research indicators and research constructs are valid. So that the results can be used by researchers as outer model testing which will then be processed and used for structural testing or the Inner Model.

Inner Model Analysis

After the researcher has tested the outer model as described above, the researcher will then test the Inner Model on the PLS for this research. The Inner Model can define the specification of the relationship between latent constructs and other latent constructs. This model test is carried out by focusing on the R² value on the endogenous latent variable and the construct significance test using the path coefficient (t-value) in each path. The Smart PLS 3 criteria are the results of the R² model of 0.67; 0.33; and 0.19 indicates "Substantial", "Medium", and "Weak". On the other hand, the estimated value for the path relationship in the structural model must be significant, obtained by the bootstrap procedure.

Table 4.4 Determinant Coefficient

| Dependent Variable | R-square | Conclusion |
|---------------------|----------|------------------|
| Customer Trust | 0.268 | Weak to Moderate |
| Purchasing Decision | 0.506 | Moderate |

The table above shows that each dependent variable (endogenous latent variable) has an R-square value. The R-square value for the Customer Trust endogenous variable is 0.268, it means that the percentage of Customer Trust described by Content Marketing, Influencers, and Promotion is around 26.8% and the remaining 73.2% is explained by other variables that do not exist or are not included in this study. In addition, the R-square value of the endogenous Purchasing Decision variable is 0.506, the number of Customer Trust that can be explained by the Purchasing Decision is about 50.6% percent and the remaining 49.4% is explained by other variables that do not exist in this study.

Table 4.5 Goodness of Fit

| Variable | SSO | SSE | Q ² (=1-SSE/SSO) |
|-------------------|----------|----------|-----------------------------|
| Content Marketing | 1040.000 | 1040.000 | |
| Customer Trust | 832.000 | 716.250 | 0.139 |
| Influencer | 832.000 | 832.000 | |
| Promotion | 624.000 | 624.000 | |

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| | | | |
|---------------------|----------|---------|-------|
| Purchasing Decision | 1040.000 | 752.284 | 0.277 |
|---------------------|----------|---------|-------|

In this study, the value of Q2 must have a value greater than zero for certain endogenous constructions which can indicate an accuracy of structural model prediction for that construction, and as a rule of thumb, the value of Q2 is higher than 0 (small) 0.25 (medium) and 0.50 (large) from the PLS pathway model (Hair, 2017). As reported by table 4.5 above, all variables have results indicating that the Q-square score is above 0. This means that this study has predictive relevance.

T-Value Testing

The use of the t-value test in research can test the effect or role of the independent variable (exogenous latent variable) on the dependent variable (endogenous latent variable). The T value and P value were obtained by the author from the bootstrap process using SmartPLS 3 from each exogenous latent variable that turned into an endogenous latent variable. In this study, the path coefficient diagram of the inner model after bootstrap can be seen in the figure below.

Table 4.6 Path Coefficient

| Path | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Value | Result |
|-----------------------------|---------------------|-----------------|----------------------------|--------------------------|--------------|-----------------|
| CM => CT | 0.250 | 0.255 | 0.068 | 3.706 | 0.000 | Significant |
| I => CT | 0.022 | 0.022 | 0.063 | 0.354 | 0.724 | Not Significant |
| P => CT | 0.352 | 0.354 | 0.079 | 4.463 | 0.000 | Significant |
| CT => PD | 0.265 | 0.265 | 0.056 | 4.699 | 0.000 | Significant |
| CM => CT => PD | 0.066 | 0.068 | 0.025 | 2.688 | 0.007 | Significant |
| I => CT => PD | 0.006 | 0.006 | 0.017 | 0.351 | 0.726 | Not Significant |
| P => CT => PD | 0.093 | 0.093 | 0.028 | 3.349 | 0.001 | Significant |

The t-statistic score in this study should be higher than 1.96. Based on table 4.6 above, it can be seen that there are several variables that have succeeded in having a significant relationship, such as Content Marketing (CM) with the Customer Trust (CT) variable, as well as the Customer Trust (CT) variable with Purchase Decision (PD Variable, then Influencer (I) with Purchase Decision (PD). The same thing happened to the variables Promotion (P) with Customer Trust (CT). Likewise with Content Marketing (CM) with Purchase Decision (PD) through Customer Trust (CT) as a mediating variable, and Promotion (P) with Purchase Decision (PD) through Customer Trust (CT) as a mediating variable.



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In addition, there are two variables that do not have a significant influence, such as Influencer (I) with Customer Trust (CT), and Influencer (I) with Purchasing Decision (PD) through Customer Trust (CT) as a mediating variable.

Discussion

Our first hypothesis (H_1) regarding the significant effect of content marketing on customer trust is acceptable. It can be concluded that content marketing used in social media, especially Instagram in introducing SME products or services can affect customer trust. This result is supported by several previous studies which found similar things, for example from (Genoveva, 2021) in the context of TikTok social media, content marketing has the highest influence among other variables, which is 63.5% on SME products. The same thing was stated by (Hutchins & Rodriguez, 2018), attractive content marketing will form a positive brand image and subsequently affect consumer confidence.

Our second hypothesis (H_2) cannot support the results of the study, because influencers are proven to have no significant effect on customer trust. Previous research, from (Rendika, 2018) concluded that compared to other variables, influencers have the lowest influence in increasing customer trust, although it is still significant. Likewise with (Genoveva, 2021), influencers only contribute 21.6% to consumer image, which in the end does not affect customer trust.

There is a significant relationship between promotion and customer trust (H_3), according to the results of our third hypothesis testing. Promotions in various forms always attract the attention of consumers, meaning that promotions have a positive value in influencing customer trust. The argument from (Jhanghiz, 2016) says that the approach taken by using the promotion method has a significant effect on purchasing behavior. In this study, promotion is a variable that greatly influences consumer confidence. In addition, (Kore, Lamalewa, & Mulyaningsih, 2018) stated that the right promotion can affect customer trust. Customer trust will increase because consumers learn from their processes and experiences in buying, including promoted goods/services (Nugroho & Rofiq, 2018).

Based on the results of data analysis, there is a significant influence between customer trust and purchasing decisions (H_4). Based on the conclusions from the questionnaire, Instagram users generally make purchases of SME products because of the customer trust factor. Previous research from (Hermiyenti, 2019) said that customer trust and purchase satisfaction in influencing consumer purchasing decisions. Purchases through social media that are made by consumers are generally due to customer trust (Kore, Lamalewa, & Mulyaningsih, 2018; Ansari, Ansari, Ghori, & Kazi, 2019; Deniv, Jihan, Setyawati, & Firdaus, 2020).

There is a significant relationship between content marketing on purchasing decisions with customer trust as a mediating variable (H_5). customer trust can mediate between content marketing variables and purchasing decisions, meaning that appropriate content marketing can increase consumer confidence and subsequently influence purchasing decisions. SMEs who want to succeed in increasing consumer purchases can choose the right marketing content, targeting Generation Z as the most Instagram users, so that their trust increases and ultimately increases purchases. The results of this study are supported by research (Ghishwa, 2019) where content marketing can improve purchasing decisions, and customer trust has a moderately significant positive relationship between purchasing decisions.



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Our sixth hypothesis (H_6) has not been able to prove our hypothesis, because Influencers have no influence on purchasing decisions with the mediation of Customer trust. The results of this study are different from research (Fransisca, 2021) where he states that influencers have a positive and significant effect on consumer trust and subsequently influence purchasing decisions. However, another study, from (Rendika, 2018) and (Genoveva, 2021), even though it has an influence, turns out that influencers have the weakest influence on purchasing decisions.

Finally, we done at our final hypothesis, namely H_7 , where promotion affects purchasing decisions mediated by customer trust as evidenced by the results of this study. Promotion is still one of the powerful in attracting consumer purchasing decisions. By being mediated via customer trust, in the context of digital marketing through social media, SME players can use promotional activities to create customer trust and ultimately influence consumer buying decisions (Sudtejo, Sonny; Fajar; Kezia; 2017; Kore, Lamalewa, & Mulyaningsih, 2018).

5. CONCLUSION & SUGGESTION

The results of this study conclude that the contribution of content marketing, influencers and promotions to customer trust is only 26.8% in a weak area. However, the contribution of customer trust to purchasing decisions is in the moderate category, which is 50.6%. For SMEs who want to use Instagram to increase sales, customer trust needs to be a concern, where informed communication must be trusted and realized by SME business actors. Because Instagram users in general are Generation Z, they are a digital technology literate generation and tend to be addicted to social media, updates and promotions can be continuously communicated. In addition, the influence of social groups such as peers, family and other relationships contributes to their purchasing decisions, so the communication carried out can involve certain groups, for example food can be sold in family packages or packages for groups, at lower prices.

The limitation of this research is that it only focuses on generation Z in the Greater Jakarta area (greater Jakarta) which cannot represent Generation Z in Indonesia, besides that the social media that is the focus of this research is only Instagram. Future researchers can expand this research, by reaching millennials and generation X. Popular social media besides Instagram, there are also Tiktok and Facebook, this research can be extended to these two media. To help SMEs increase sales through social media, other variables can be investigated such as consumer behavior, attitudes, payments, brand image, prices using mixed or qualitative methods.

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