
The Influence of Brand Credibility and Customer Experience on Service Purchasing Behavior of Gojek in Banda Aceh with Influencer Marketing Strategy as A Mediation Variable

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Abstract

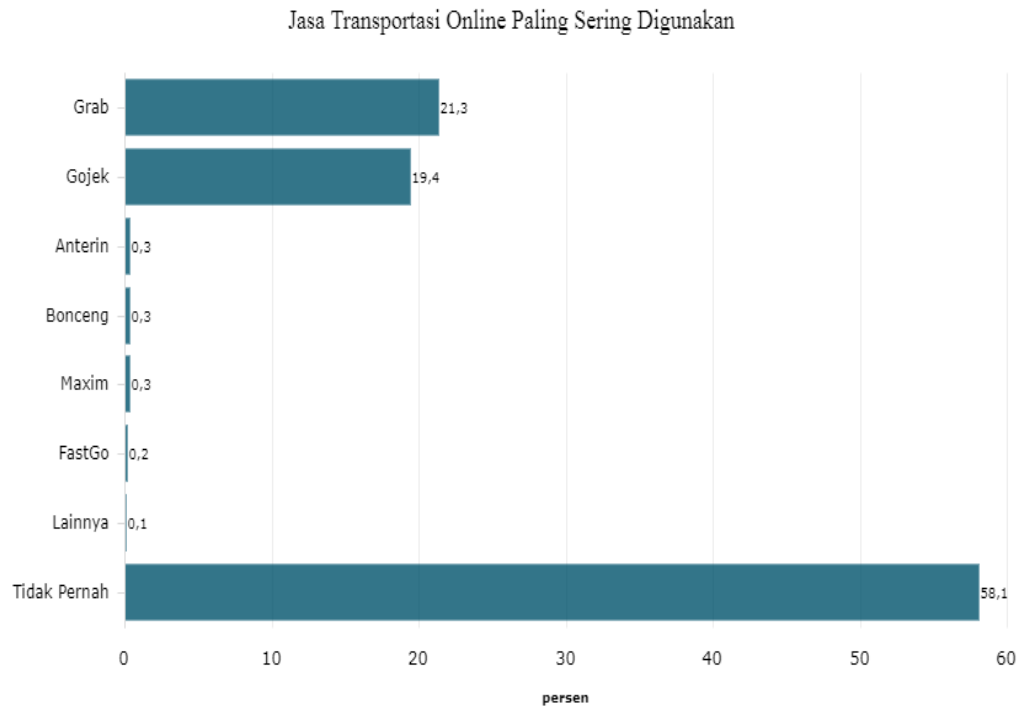
This research aims to test the Brand Credibility and Customer Experience effect on the Service Purchasing Behavior of Gojek Services in Banda Aceh with Influencer Marketing Strategy as a mediating variable. The population referred to is all Gojek customers in Banda Aceh. This sample size was determined using the minimum size for Structural Equation Modeling (SEM) analysis, which uses a formula of 10 times the number of indicator variables, totaling 16 indicators used, totaling 160 samples. Data were processed using the Structural Equation Modeling (SEM) method. The result shows that Brand Credibility affects Influencer Marketing Strategy, Customer Experience affects Influencer Marketing Strategy, Brand Credibility affects Purchasing Behavior, Customer Experience affects Purchasing Behavior, Influencer Marketing Strategy affects Purchase Behavior, Brand Credibility affects Purchasing Behavior through Influencer Marketing Strategies, and Customer Experience affects Purchasing Behavior through Influencer Marketing Strategies. The influencer marketing strategy in the model is also proven to be a partial mediator which can be a mediator or not as a mediator. These results thus explain that the model for improving service purchasing behavior is a function of increasing brand credibility, customer experience, and influencer marketing strategy.

Keywords: Brand Credibility, Customer Experience, Influencer Marketing Strategy, Service Purchasing Behavior.

1. Introduction

One of the transportation service companies that is currently developing in the city of Banda Aceh is Go-Jek. PT. Go-jek Indonesia was founded in 2011 and this company is engaged in transportation services as an intermediary that connects motorcycle taxi drivers with customers. In January 2015, the company launched a location-based search mobile application Go-Jek for Android and iOS-based mobile phones. Through this application, motorcycle taxi drivers can see incoming orders and the location of the customer to respond to, and customers can monitor the position of motorcycle taxi drivers who respond to orders. Go-jek is now operating in 21 provinces and covering 50 cities in Indonesia, such as Medan, Jabodetabek, Semarang, Yogyakarta, Surabaya, Bali, Makassar, Balikpapan and other cities. Go-Jek is a pioneer of mobile application-based motorcycle taxi services through its Gojek service. With this, Go-Jek application users simply order a motorbike taxi via the mobile application online and will later be picked up by a motorbike taxi driver who responds to the user's or prospective passenger's order. Payment transactions are carried out when the user reaches their destination with the

motorcycle taxi driver. The fare charged varies based on the distance traveled or based on the flat rate applied. Several companies that are competitors to Go-Jek are GrabTaxi, with its GrabBike, and Blu-Jek. These two companies have services that are similar to Gojek's services. However, Grab is more popularly used by the public compared to Gojek, where Grab has a percentage of 21.3% while Gojek only has 19.4%.



Source: katadata.com

Figure 1. Most Popular Online Transportation Services in Society

Go-Jek has started operating in Banda Aceh City since 2017. However, when compared to now, Go-Jek's customers have decreased. This is known from the declining income of Go-Jek drivers due to the increasing number of drivers from competing companies such as Grab and Maxim (readers.id). When viewed from the existing phenomena, it concludes that there is a change in customer buying behavior which shows a decrease in the desire of customers to use Go-Jek online motorcycle taxi transportation services. Regarding the factors that influence customer behavior in consuming or using Go-Jek online motorcycle taxi transportation services, changes in lifestyle, economic conditions, and other factors have an impact on changes in people's buying behavior. Several studies examine the topic of buying behavior, but not many have conducted research specifically on the public. Therefore, it is important to carry out further research and analysis regarding changes in buying behavior in each individual (Cuandra, 2021). Based on the pre-survey results, it can be explained that the purchasing behavior perceived by respondents is still relatively low because a mean value of 3.27 was obtained, where the average value is in the poor category ($3.27 < 3.41$), which indicates that purchasing behavior has not been maximized as expected.

One factor that influences influencer marketing is a marketing technique that uses influencers/reference groups on social media to influence attitudes, behavior, and even

customer decisions in buying goods. Influencers are people who have many followers on social media and can influence their followers. Influencers help describe specifications and provide information on a product for later alternative options can be evaluated. Influencers are used by marketers because if the message is delivered from an interesting source and is known by the public, it will get a higher response and attention (Kotler and Keller, 2018). (Ramadhon, 2021) research results show that Influencer marketing strategies influence customer behavior. Based on the results of the pre-survey it can be explained that the influencer marketing strategy perceived by respondents is still relatively low because a mean value of 3.28 is obtained where the average value is in the unfavorable category ($3.28 < 3.41$), which indicates that the influencer marketing strategy is not optimal as expected.

“The next factor that influences buying behavior is brand credibility. Brand credibility is the trustworthiness of the product information position embedded in the brand and depends on consumers' perceptions of whether the brand has the ability and willingness to continue to deliver what has been promised” (Baek and King, 2011). A brand is considered credible if it has the criteria of expertise (competent, innovative, market leader), trustworthiness (reliable, always puts customers' interests first), and likeability (attractive, fun, and worthy of being chosen and used). (Sheeraz, Iqbal and Ahmad, 2012), brand credibility is studied in three dimensions, namely trust, expertise, and attractiveness. The results of (Sanjaya, 2016) show that brand credibility influences buying behavior. The importance of customer experience to improve business performance means that retailers must understand how to optimally ensure a good online customer experience, to increase customer satisfaction (Rose et al., 2012). Trust is formed through the honesty of website vendors, personal data security, and payment guarantees. Customers who have positive experiences will also give positive reviews on the online shopping site, so this can influence other customers who have not tried shopping. Research by (Aditya, 2015) found the better the experience felt by consumers, the greater the possibility of making a purchase. So, when online shopping sites create a pleasant shopping experience, this is not only impacting on customer satisfaction but also purchasing behavior. By building positive experiences, it will not only have an impact on customer satisfaction but can have a bigger impact in the form of creating purchasing behavior.” Furthermore, the results of research by (Yolandari and Kusumadewi, 2018) show that consumer experience influences buying behavior.

2. Literature

Purchasing Behavior

“Customer behavior is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities. Customer behavior studies where, under what conditions, and how someone buys certain products with certain brands. The process of deciding to purchase an item or service will involve various parties, according to their respective roles” (Oliveira et al., 2017). Purchasing behavior indicators according to (Kotler and Armstrong, 2017) “are as follows:

1. Cognitive component

Customer beliefs and perceptions about objects. The object in question is the product attribute, the more positive the trust in a brand or product, the overall cognitive component will support the overall attitude.

2. Affective component

Emotions reflect a person's feelings towards an object, whether the object is desired or liked. In impulse purchases, strong (affective) feelings will be followed by purchasing actions.

3. Konatifn Component

Reflecting actual tendencies and behavior towards an object, where this component shows the tendency to act, the action in the conative component is the desire to behave (behavioral intention), so the visitor action variable in this research can be measured by indicators of the product that the customer wants or chooses.”

Influencer Marketing Strategy

“Influencer marketing is defined as a form of media marketing carried out by companies socially, which influences customers or customers directly or indirectly. Influencers are a very popular multimedia form of microcelebrity. Influencers are people who operate across different types of social media, and often simultaneously on multiple platforms, such as Instagram,” YouTube, Twitter, and various professional and/or commercial bloggers (Abidin, 2016). (Marwick, 2013) reveals that influencers are people who are well-known to a certain group of people, unlike mainstream influencers. According to (Hutabarat, 2020), Influencer influence is a reflection of the results of communication and interaction with other people, which is used with this influence to change a person's attitude or behavior. According to (Hariyanti and Wirapraja, 2018), the indicators used are as follows, including:

- 1) Information, a collection of data that has been processed and managed so that it is easy to understand and useful for the recipient.
- 2) Push, motivation that can arouse us to act, achieve certain goals, and keep us interested in certain activities.
- 3) Role, something that has a change in position (status) that is owned by a person, while status is a set of rights and obligations that a person has if someone does things and obligations according to his position.
- 4) Status, A person's position concerning the community around him

Brand Credibility

Brands are created to embody corporate credibility which can only be built over time through customer buying interactions. (Ghorban and Tahernejad, 2012) believe that credibility should be a precursor for every action or signal so that it can influence customers in a very good way. Trust is the main and most important factor that drives people to make decisions. Credibility is key to having long-term relationships in the business environment. (Erdem, Swait and Louviere, 2002) stated that brand credibility has two main dimensions, namely trustworthiness and expertise. So, to be assessed as a brand that has credibility, a brand must also be perceived by customers as having the will and ability to fulfill its promises. This study uses indicators developed by (Adeline and Pramono, 2021), namely:

- 1) Brands have expertise, namely brands have certain skills that are not owned by other brands
- 2) The brand has experience, that is, the brand has experience in its field
- 3) The brand has the knowledge to fulfill its promise, that is, the brand has a good image
- 4) Satisfaction with the brand, namely user satisfaction after using the brand.

Customer Experience

Customer experience in the field of marketing (Handayani and Utami, 2015), views the customer as someone rational and emotional who focuses on the experience gained when using a product or service. In general, the customer buying experience produces many positive outcomes, for example, a customer who has a pleasant experience will repurchase the product and recommend the product to his friends and family. According to (Dewi and Hasibuan, 2016), "There are 5 indicators of customer experience or customer experience, including:

- 1) Senses, related to styles (styles), verbal and visual can create a complete impression.
- 2) feel, feelings here are very different from sensory impressions because they are related to the moods and emotions of a person's soul.
- 3) Think, are creative thoughts that arise in the minds of customers about a brand or company or customers are invited to engage in creative thinking. The principle of think consists of 3 namely surprise, intrigue, and provocation.
- 4) act, relating to the real behavior and lifestyle of a person. This is related to how to get people to do something and express their lifestyle. Act Experience includes flesh related to the body, not only bringing sensations and perceptions about the outside world, but motor action (machine action) also works fully which can cause interaction because it is closely related to physical behavior on lifestyle and from the outside -interacting parties.
- 5) Relate, is an attempt to connect himself with other people, himself with a brand or company, and culture. This is related to a person's culture and reference groups that can create identity. Marketers can use culture in advertising campaigns and web design to identify certain customer groups."

3. Method

In this study, the intended population was all Gojek customers in Banda Aceh city. This sample size was determined using the minimum size for Structural Equation Modeling (SEM) analysis, which uses a formula of 10 times the number of all indicators, totaling 16 indicators used (Ferdinand, 2014), so the sample was 160 respondents. Data were processed using SEM-AMOS for direct effect hypothesis testing, and Sobel calculator for indirect effect hypothesis testing. The hypotheses were:

A. Direct Effect:

- H1: Brand Credibility Affects Influencer Marketing Strategy
- H2: Customer Experience Affects Influencer Marketing Strategy
- H3: Brand Credibility Affects Purchasing Behavior
- H4: Customer Experience Affects Purchasing Behavior
- H5: Influencer Marketing Strategy Affects Purchase Behavior

B. Indirect Effect :

H6: Brand Credibility Affects Purchasing Behavior through Influencer Marketing Strategies

H7: Customer Experience Affects Purchasing Behavior through Influencer Marketing Strategies

4. Result

The complete analysis of SEM are shown in Table 1 below. Testing the hypothesis of this study was proved based on the Critical Ratio (CR) values.

Table 1. Standardized Regression

Influence		Estimate	S.E	CR	P	R-Square
Influencer Marketing Strategy	<--- Brand Credibility	0.317	0.116	3,653	0.000	0.530
Influencer Marketing Strategy	<--- Customer Experience	0.471	0.127	5,257	0,000	
Purchase Behavior	<--- Brand Credibility	0.187	0.097	2,452	0.014	0.678
Purchase Behavior	<--- Customer Experience	0.223	0.112	2,691	0.007	
Purchase Behavior	<--- Influencer Marketing Strategy	0.506	0.073	6,644	0,000	

Source: Processed Primary Data, (2023)

Brand Credibility Towards Influencer Marketing Strategy (H1)

The influence of Brand Credibility on Influencer Marketing Strategy obtained a CR value of 3.653 with p 0.000, meaning Brand Credibility affects the increase in Influencer Marketing Strategy. The impact magnitude of that Brand Credibility on the Influencer Marketing Strategy is 0.317 or 31.7%. This indicates that improving brand credibility will have a positive and real influence on improving the Influencer Marketing Strategy.

Customer Experience Towards Influencer Marketing Strategy (H2)

The influence of customer experience on influencer marketing strategies obtained a CR value of 5.257 with p 0.000, meaning the Customer Experience influences improving Influencer Marketing Strategy. The impact magnitude of that Customer Experience on Influencer Marketing Strategy is 0.471 or 47.1%. This indicates that the higher the level of Customer Experience, the greater the Influencer Marketing Strategy will be.

Brand Credibility Towards Purchasing Behavior (H3)

The influence of brand credibility on purchasing behavior obtained a CR 2.452 with p 0.014. Thus it can be concluded that Brand Credibility influences Purchasing Behavior. The impact magnitude of that Brand Credibility on Influencer Marketing Strategy is 0.187 or 18.7%. This indicates that the higher the level of brand credibility, the more purchasing behavior will increase.

Customer Experience Towards Purchasing Behavior (H4)

The influence of customer experience on purchasing behavior obtained a CR 2.691 with p 0.007. Thus it can be concluded that Customer Experience influences Purchasing Behavior. The impact magnitude of that Customer Experience on Influencer Marketing Strategy is 0.223 or 22.3%. This indicates that the higher the level of Customer Experience, the more Purchasing Behavior will increase.

Influencer Marketing Strategy Towards Purchase Behavior (H5)

The influence of Influencer Marketing Strategy on Purchasing Behavior obtained a CR value of 6.644 with a significance level of 0.000, meaning the Influencer Marketing Strategy Influences Purchasing Behavior. The impact magnitude of that Influencer Marketing Strategy on Purchasing Behavior is 0.506 or 50.6%. This indicates that the higher the Influencer Marketing Strategy will have a direct influence on Purchasing Behavior.

Brand Credibility Towards Purchasing Behavior through Influencer Marketing Strategy (H6)

From the results of the calculation of the Sobel test, the result is 2.543 and with p 0.011. Thus, Influencer Marketing Strategy acts as a variable that mediates between Brand Credibility and Purchase Behavior. So, because Influencer Marketing Strategy has a significant influence and acts as a mediating variable, Brand Credibility has a significant influence on Purchasing Behavior, and the role of Influencer Marketing Strategy in mediating the relationship between Brand Credibility and Purchasing Behavior is partially mediating. That Partial means that the Brand Credibility on Purchasing Behavior is not fully mediated by Influencer Marketing Strategy.

Table 2. Sobel Result of Brand Credibility Against Purchase Behavior Through Influencer Marketing Strategy

Input:		Test statistic:	Std. Error:	p-value:
a	0.317	Sobel test: 2.54231067	0.063093	0.01101222
b	0.506	Aroian test: 2.51971743	0.06365873	0.01174491
s _a	0.116	Goodman test: 2.56552277	0.06252215	0.01030205
s _b	0.073	Reset all	Calculate	

Customer Experience on Purchasing Behavior through Influencer Marketing Strategy (H7)

From the results of the calculation of the Sobel test, the result is 3.270 with p 0.001. Thus, the Influencer Marketing Strategy acts as a variable that mediates between Customer Experience and Purchase Behavior. So, because the Influencer Marketing Strategy has a significant effect and acts as a mediating variable, Customer Experience does not have a significant effect on

Purchasing Behavior, the role of the Influencer Marketing Strategy in mediating the Customer Experience on Purchasing Behavior is partially mediating.

Table 3. Sobel Result of Customer Experience Against Purchase Behavior Through Influencer Marketing Strategy

Input:		Test statistic:	Std. Error:	p-value:
a	0.471	Sobel test: 3.27002262	0.07288206	0.00107539
b	0.506	Aroian test: 3.24388292	0.07346936	0.00117912
s _a	0.127	Goodman test: 3.2968046	0.07229	0.00097792
s _b	0.073	Reset all	Calculate	

5. Conclusion

The result shows that Brand Credibility affects Influencer Marketing Strategy, Customer Experience affects Influencer Marketing Strategy, Brand Credibility affects Purchasing Behavior, Customer Experience affects Purchasing Behavior, Influencer Marketing Strategy affects Purchase Behavior, Brand Credibility affects Purchasing Behavior through Influencer Marketing Strategies, and Customer Experience affects Purchasing Behavior through Influencer Marketing Strategies. The influencer marketing strategy in the model is also proven to be a partial mediator which can be a mediator or not as a mediator. These results thus explain that the model for improving service purchasing behavior is a function of increasing brand credibility, customer experience, and influencer marketing strategy. These results can be the basis for developing research for future service purchasing behavior models, by adding other variables. The novelty lies in the combination of variables in the model, and the limitations lie in the variables and research subjects. Several recommendations resulted from this research for practitioners, especially the subjects of this research, namely:

- 1) For the brand credibility variable, the lowest average value was obtained for the indicator that brands have experience. This could be a concern for the Gojek company so that it can improve further Gojek services in the field of online motorcycle taxi services.
- 2) For the customer experience variable, the lowest average value was obtained for the Feel indicator. This can be a concern for the Gojek company so that customers can have a pleasant experience while using Gojek services.
- 3) For the influencer marketing strategy variable, the lowest average value was obtained for the encouragement indicator. This can be a concern for Gojek companies to make advertisements on social media more often to increase customer motivation to use Gojek services.
- 4) To improve Influencer Marketing Strategy and Buying Behavior, companies can improve Brand Credibility and Customer Experience.

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