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## The Influence Of Trust And Attitude Towards Social Media Advertising On Purchase Intention Of Clothing Products With Behavioral Responses As Mediating Variable : Study On Students Of Universitas Syiah Kuala

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### Abstract

This study is to examine the effect of Trust, and attitude towards social media advertising on purchase intention with behavioral response as a mediating variable. The sampling type is a non-probability sampling, and in this case the research uses the purposive sampling method which takes certain criteria. The criteria are the active students, active in online shopping, active in social media, and willing to become respondents. The sample taken is 140 respondents. The data collection uses questionnaires as a research instrument. The Partial least Square-structural equation modeling (PLS-SEM) method is used as a statistical method. The results shows trust effects the behavioral response significantly, attitude towards social media advertising effects the behavioral response significantly, trust effects purchase intention significantly, attitude towards social media ads effects the purchase intention significantly, behavioral response effects purchase intention significantly, trust effects purchase intention with consumer response behavior as a mediating variable, attitude towards social media ads effects purchase intention with behavioral response as a mediating variable. These all results are a verification results to test the previous causality theories, and being the updates. This research model contribute to academic and practical area, which means that the model can enrich the realm of knowledge and science and can be a reference for practical managers especially the object in this research.

**Keywords:** Purchase Intention, Attitude towards Social Media Ads, Trust, Behavioral Responses

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### 1. Introduction

In the development of technology that can rapidly influence the development of the marketing world which used to only use banners, the marketing system has now used internet-based technology to market its products. Internet marketing is very popular among marketers because it can reduce the cost of promotion is very large and can make high marketing cost efficiency.

The development of marketing was initially by utilizing the internet like through e-marketing. Subsequently it changed to a website and in recent years, more marketers have done marketing through social media advertising that aims to be able to cover the main target market and enter potential market targets, and a very broad distribution of users.

Through this approach, the company knows more about and understands what is needed and expected by consumers about the products or services that are issued by the company in the future. By knowing or predicting what is needed and expected by consumers today (Turney & Littman, 2003) on (Nasermoadeli, Ling, & Maghnati, 2013). So the company can increase

consumer purchase intention of the products needed by consumers themselves, one of which is the purchase intention of consumers towards clothing products.

The purchase intention can be influenced by consumer trust and consumer attitude towards social media advertising which will influence the consumer's response when viewing advertisements on social media (Chu, Kamal, & Kim, 2013).

## **2. Literature Review**

### **Purchase Intention**

Purchase intention is described as a situation and condition for any consumer before they make a purchase to predict their buying behavior (Ajzen & Fishbein, 2005). Intention at one time to buy is the response behavior of a particular object shows that the consumer wants to make a purchase on the product offered (Assael, 2008). Something related to the consumer's plan to buy a particular product according to what the consumer needs to buy the product is an understanding of consumer purchase intention (Howard, 1994).

The intention to buy is an intention to buy a real product and there is an intention to buy a product through the internet (online shopping). According to (Ma'ruf, 2005) The intention to buy through the internet is the degree of intention of internet users who plan to take action to use or not use internet media in the process of purchasing a product. In the Context of this study, the intended purchase intention is a purchase intention of clothing products through the internet, namely the intention of social media users who plan to purchase clothing products on online shopping.

### **Behavioral Response**

Response is an activity from the individual in the form of an action caused by an external stimulus (Rakhmat, 1999). The term response in communication is the desired communication activity that has the benefits or results of the communication (Sunarjo, 1983). Understanding consumer behavior is very important because this will help predict consumer purchase intentions (Fishbein & Ajzen, 1975); (Engel, Blackwell, & Kollat, 1978); and (Warshaw, 1980).

A consumer who responds to advertisements on social media then he will click on the advertise and tends to buy the product if the adersite can attract his attention (Mir, 2012). This advertise clicking behavior is one form of consumers responding to advertisements made by companies that increase their online buying behavior (Chatterjee, Hoffman, & Novak, 2003).

### **Attitude towards Sosial Media Advertisemet**

Attitude is a complete evaluation by someone of a particular object (Peter & Olson, 1999). Where as according to (Azwar, 2016) defined that attitude as a behavior, or a person's tendency to adapt to various conditioned environments.

Advertisement is all forms of presentation and promotion, goods and services carried out by certain sponsors that have been determined by companies (Kotler & Armstrong, 2008). Social media advertisements are advertisements whose promotional activities are carried out in various social media such as Facebook, Instagram, Youtube and others (Peter & Olson, 2013).

The attitude of consumers on social media advertising is a person's overall evaluation of the advertisements that consumers meet on social media which will have a positive or negative impact if they respond to the advertisements in the social media adapted from (Ma'ruf, 2005)

### **Customer Trust**

Consumer trust is willingness (Willingness) the other party to worry about the actions of other parties based on confidence (Confidence) that they will carry out an action that is in accordance with the consumer's beliefs (Moorman, Deshpandé, & Zaltman, 1993). This consumer trust can be used as a basis for maintaining long-term relationships with consumers and can help to increase customer loyalty to products and companies (Schiffman & Kanuk, 2009). (Utami, 2015) said that to increase consumer confidence in the product to be purchased in order to be able to change shopping behavior that is to increase innovation through dimensions of trust such as Benevolence, integrity and competence.

Meanwhile, according to (Adam, 2014) said that trust arises when one party believes that the actions of the other party will produce positive results for him so, when the customer gets the impression of a positive quality, he will trust the brand. In this context the consumer trust in question is the consumer's trust in the product when going to make transactions online.

### **Hypothesis**

Based on literatures, the following hypotheses can be produced:

**H1:** Trust effects the behavioral response significantly

**H2:** Attitude towards social media ads effects the behavioral response significantly

**H3:** Trust effects purchase intention significantly

**H4:** Attitude towards social media ads effects the purchase intention significantly

**H5:** Behavioral response effects purchase intention significantly

**H6:** Trust effects purchase intention with consumer response behavior as a mediating variable

**H7:** Attitude towards social media ads effects purchase intention with behavioral response as a mediating variable

## **3. Method**

### **Data Collection and Samples**

The sample used is students at the universitas Syiah Kuala. This study uses certain criteria in determining respondents. For this reason, the type of sampling is nonprobability sampling, namely the purposive sampling method which is the method of taking from the population using certain criteria (Zikmund, Carr, Griffin, & Babin, 2013). The criteria are active students, online shopping, active social media outlets, and willing to become respondents. The sample in this study is 140 respondents.

### **Variable Measurement and Questionnaire Design**

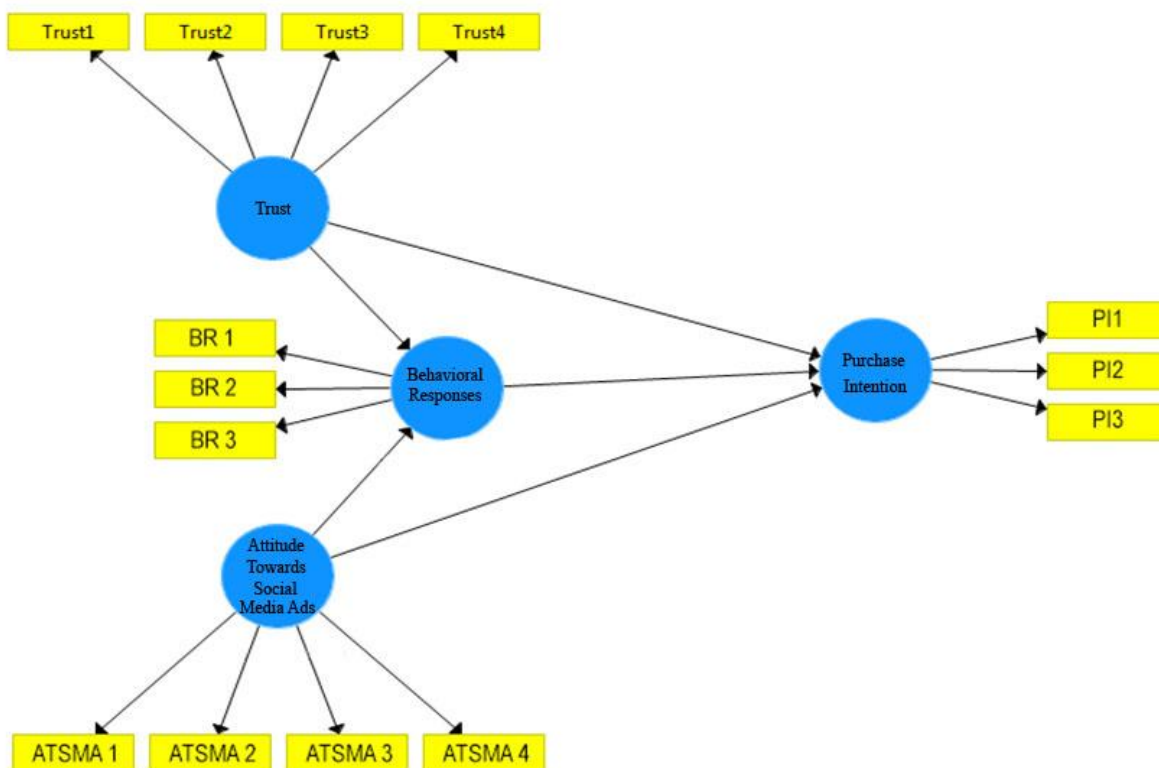
The regulated questionnaire is a Likert scale with 5 points from scale 1 (strongly disagree) to scale 5 (strongly agree). Each statement in this study was taken and then adapted from previous studies including all questionnaires in this study. Purchase Intention 3 questions (Ling, Lau, & Piew, 2010), response behavior 3 questions (Zeng, Huang, & Dou, 2009), attitudes on

social media advertising 4 items (Wang & Sun, 2010) and on consumer confidence 4 items (Constantinides et al, 2010). Then the questionnaire was distributed as many as 140 copies to respondents and then analyzed.

### Model and Data Analysis Tools

The data analysis tool used is Structural Equation Modeling (SEM) which consists of two types, namely Covarian-based Structural Equation Model (CB-SEM) and Partial Least Square-Structural Equation Modeling (PLS-SEM) (Latan & Ghazali, 2012) because in this study using indicators to measure each construct, with a sample size of less than 200, and also a measurement model is structural, this study uses the PLS-SEM method, the SmartPLS3.0M3 software.

The research model in this study is:



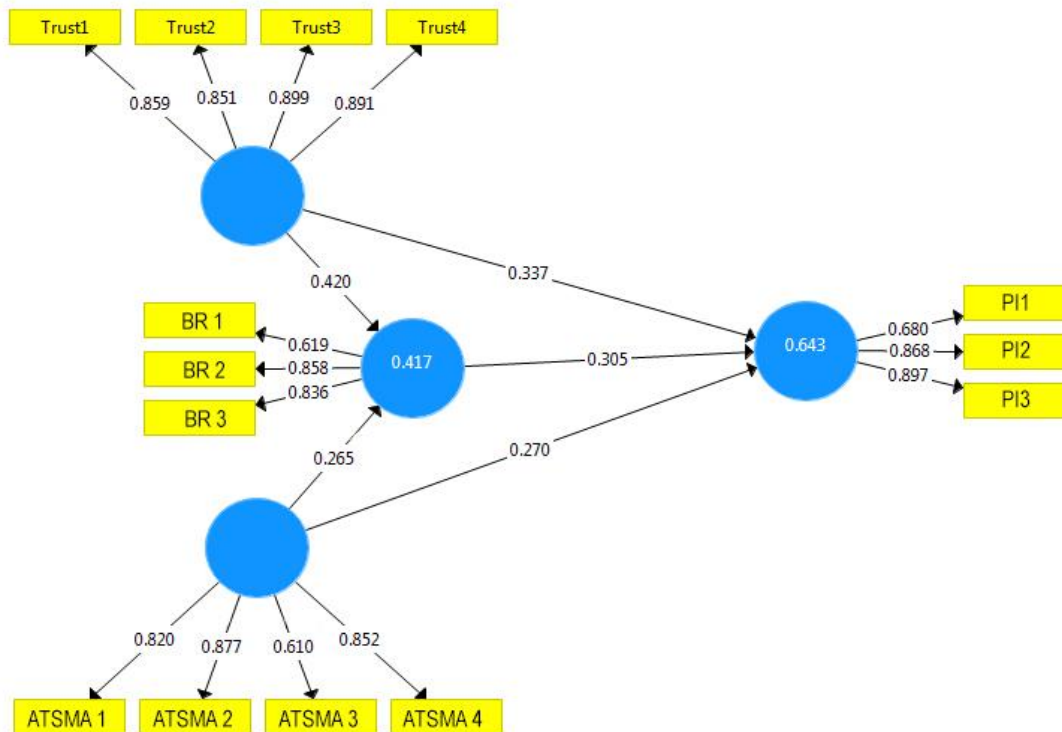
**Figure 1.** Research Model Captured by PLS

## 4. Result

### Measurement Model

Data processing techniques using the SEM method based on PLS which requires 2 stages to determine the fit value of the model from a model (Latan & Ghazali, 2012). The following are the steps:

### Assessing the Outer Model



Source: Primary data processed with SmartPLS, 2018

**Figure 2.** Outer Model

**Table 1.** Outer Loading

Indicator	Early Model	Modification
PI1	0.680**	-
PI2	0.868**	-
PI3	0.897**	-
BR1	0.619**	-
BR2	0.858**	-
BR3	0.836**	-
Trust1	0.859**	-
Trust2	0.851**	-
Trust3	0.899**	-
Trust4	0.891**	-
AT SMA1	0.820**	-
AT SMA2	0.877**	-
AT SMA3	0.610**	-
AT SMA4	0.852**	-

The results of testing using SmartPLS can be seen that table 1. The value of the outer model or korelasi between constructs and variables meets convergence validity or is said to be valid because all indicators have a loading factor above 0.60.

The results of discriminant validity testing are obtained as follows:

**Table 2.** Discriminant Validity Value

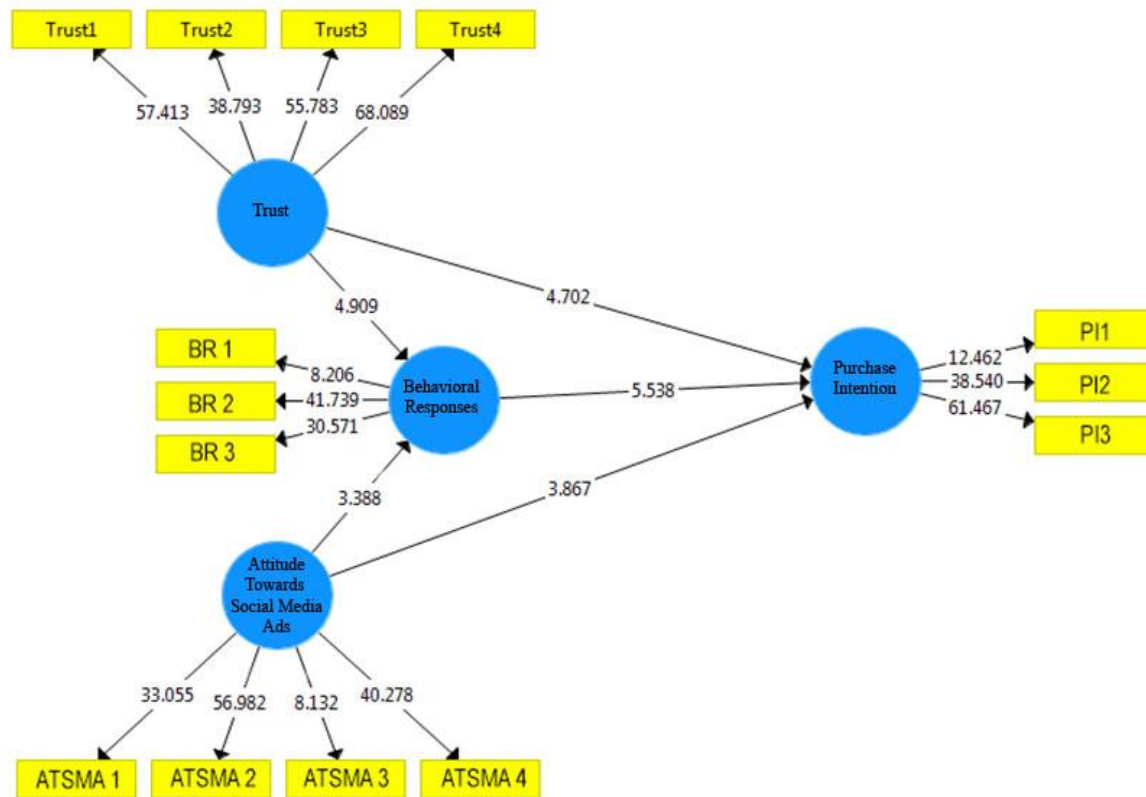
<b>Indicator</b>	<b>Purchase Intention</b>	<b>Behavioral Response</b>	<b>Attitude towards Social Media Advertising</b>	<b>Trust</b>
<b>PI 1</b>	<b>0.680</b>	0.432	0.384	0.378
<b>PI 2</b>	<b>0.868</b>	0.568	0.669	0.666
<b>PI 3</b>	<b>0.897</b>	0.635	0.636	0.700
<b>BR 1</b>	0.386	<b>0.619</b>	0.324	0.241
<b>BR 2</b>	0.579	<b>0.858</b>	0.543	0.549
<b>BR 3</b>	0.579	<b>0.836</b>	0.470	0.589
<b>ATSMA 1</b>	0.537	0.439	<b>0.820</b>	0.583
<b>ATSMA 2</b>	0.657	0.563	<b>0.877</b>	0.734
<b>ATSMA 3</b>	0.284	0.271	<b>0.610</b>	0.317
<b>ATSMA 4</b>	0.664	0.522	<b>0.852</b>	0.683
<b>Trust1</b>	0.616	0.545	0.676	<b>0.859</b>
<b>Trust2</b>	0.615	0.490	0.647	<b>0.851</b>
<b>Trust3</b>	0.677	0.590	0.662	<b>0.899</b>
<b>Trust4</b>	0.654	0.547	0.679	<b>0.891</b>

Source: Primary data processed with SmartPLS, 2018

These results indicate that each latent variable is able to measure the manifest variable (indicator) properly. Because the table above shows that the correlation value of each indicator is greater with the size of the other constructs, then the latent extract can better predict the indicator.

### **Measurement of the Inner Value Model**

Structural model testing or inner model is done to be able to test the hypotheses that have been determined with the aim of knowing whether exogenous variables have a significant effect on endogenous variables, the following are the models and the results of tests that have been conducted on structural models:



Source: Primary data processed with SmartPLS, 2018

**Figure 3.** Outer Model

In assessing the model with PLS, what must be seen is the R-square for each dependent latent variable. Table 3 is the result of the R-square estimation using SmartPLS :

**Table 3.** R-square

Variable Endogen	R <sup>2</sup>	STDV	t	p
Behavioral Responses	0.417	0.048	8.595	0.000
Purchase Intention	0.643	0.038	16.974	0.000

Source: Primary data processed with SmartPLS, 2018

From the table above shows that the R-square value in the purchase intention variable is obtained at 0.643, and for the behavioral response variable is obtained at 0.417. This shows that 64.3% of purchase intention variable is influenced by variables of trust, consumer attitude on social media advertising and behavioral response, the rest, 35.7% is influenced by other variables outside the research. while for the behavioral response variable that is as much as 41.7% is influenced by variables of trust and attitudes of consumers on social media advertising, the rest as much as 58.3% can be influenced by other variables made by this study.

## Hypothesis Testing

Testing the hypothesis is intended to find out how exogenous variables have a significant effect on endogenous variables, here are the results of testing the total, direct and indirect effects that have been done on the structural model (inner model):

**Table 4.** Direct and Indirect Effect Test Results

Path	Direct Effect	Indirect Effect	STDV	t	p
Trust-> Behavioral Responses	0.420		0.081	5.170	0.000
Trust -> Purchase Intention	0.337		0.071	4.719	0.000
Attitude towards Sosial Media Advertising-> Behavioral Responses	0.265		0.078	3.417	0.001
Attitude towards Sosial Media Advertising -> Purchase Intention	0.270		0.072	3.746	0.000
Behavioral Responses -> Purchase Intention	0.305		0.053	5.701	0.000
Trust -> Behavioral Responses -> Purchase Intention		0.128	0.036	3.557	0.000
Attitude towards Sosial Media Advertising-> Behavioral Responses -> Purchase Intention		0.081	0.029	2.811	0.005

### H1 : The Effect of Trust on Behavioral Response

The result of hypothesis 1 indicates that the effect of the trust variable on behavioral response results in a path coefficient of 0.420 and a tcount of 5.170. This value is greater than t table = 1.977 (n = 140). These results indicate that trust has a significant and positive effect on behavioral response which means that if employment has a low value it will have an impact on the decline in behavioral response and vice versa. From these results, the Ha1 hypothesis can be accepted.

### H2 : The Effect of Attitude of Social Media Advertisement on Behavioral Response

The result of hypothesis 2 indicates that the effect of attitude of social advertising media on behavioral response shows the path coefficient value of 0.265 and tcount of 3.417. This value is greater than t table = 1.977 (n = 140). These results indicate that attitudes on advertising media have a significant and positive effect on behavioral response, which means that if the attitude on advertising media has a low value will have an impact on the decline in behavioral response and vice versa. The Ha2 hypothesis is accepted.

### H3 : The Effect of Trust on Purchase Intention



The result of hypothesis 3 indicates that the effect of the variable trust on Buy Intention shows the path coefficient value of 0.337 and the value of tcount of 4.179. This value is greater than  $t_{table} = 1.977$  ( $n = 140$ ). These results indicate that trust has a significant and positive effect on purchase intention, which means that if trust has a low value it will have an impact on decreasing the purchase intention and vice versa. From these results it can be concluded that the Ha3 hypothesis is acceptable.

#### **H4 : The Effect of Attitudes on Social Media Ads on Purchase Intention**

The result of hypothesis 4 indicates that the effect of attitude variables on advertising media on Purchase Intention shows the path coefficient value of 0.270 and the tcount of 3.746. This value is greater than  $t_{table} = 1.977$  ( $n = 140$ ). These results indicate that the attitude on social media advertising has a significant and positive effect on the purchase intention variable, which means that if the attitude on advertising media has a low value, it will have an impact on decreasing the intention to buy and vice versa. From these results it can be concluded that the Ha4 hypothesis is acceptable.

#### **H5 : The Effect of Consumer Behavioral Response on Purchase Intention**

The result of hypothesis 4 indicate that the effect of the Behavioral Response variable on purchase Intention shows the path coefficient value of 0.270 and the tcount of 3.746. This value is greater than  $t_{table} = 1.977$  ( $n = 140$ ). These results indicate that the Behavioral Response has a significant and positive effect on purchase intention which means that if behavioral response has a low value it will have an impact on decreasing the Purchase Intention and vice versa. From the results, the Ha5 hypothesis is accepted.

#### **H6 : The Indirect Effect of Trust in Purchase Intention through Behavioral Response**

After testing the indirect effect, the result shows the value of the indirect effect of trust on purchase intention through behavioral response, which is 0.128 ( $p = 0.000$ ) from the direct effect of 0.305 with a t value of  $3.557 < 1.977$ . This result indicates that there is an indirect influence between trust in purchase intention through behavioral response partially. From these results it can be concluded that the Ha6 hypothesis is acceptable.

#### **H7 : The Indirect Effect of Attitudes on Social Media Ads. on Purchase intention through Behavioral Response**

After testing the indirect effect, the result shows the value of indirect influence of the Attitudes on Social Media Advertising on purchase intention through behavioral response is 0.081 ( $p = 0.005$ ) from the direct effect of 0.305 with a t value of  $2.811 < 1.977$ . These result indicates that there is an indirect influence between attitudes towards social media advertising on purchase intentions through behavioral response partially. From these results it can be concluded that the Ha7 hypothesis is acceptable.

### **5. Conclusion**

Based on the results of tests that have been carried out by researchers, the conclusions are : 1) Trust is a predictor of the behavioral response of Universitas Syiah Kuala students. Trust has a more dominant influence on the occurrence of consumer response behavior than other

variables; 2. attitude on social media advertising is a predictor of the behavioral response of Universitas Syiah Kuala students; 3. Trust is a predictor of the intention to buy clothing products among Universitas Syiah Kuala students. Trust has a more dominant influence on the occurrence of the purchase intention; 4. The attitude to social media advertising is a predictor of the intention to buy clothing products among Universitas Syiah Kuala students; 5. Behavioral response is a predictor of the intention to buy clothing products among Universitas Syiah Kuala students; 6. Behavioral response partially mediates the influence of trust on purchase intention of clothing products among students at Universitas Syiah Kuala; 7. Behavioral response partially mediates the influence of attitudes on social media advertising on the purchase intention of clothing products among students at Universitas Syiah Kuala. These all results are a verification results to test the previous causality theories, and being the updates. This research model contribute to academic and practical area, which means that the model can enrich the realm of knowledge and science and can be a reference for practical managers especially the object in this research.

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