The Influence of Brand Image and Influencer’s Credibility on Buying Decisions with Brand Trust as an Intervening Variable: A Study on David GadgetIn’s Youtube Subscribers

Abstract: Purpose: Currently, smartphones are one of the most widely used technologies in the country, including in Indonesia itself, making smartphones a necessity and a must-have priority.

Design/methodology/approach: This study aims to find out how brand image and influencer’s credibility influence the consumers’ purchasing decisions with brand trust as an intervening variable on YouTube subscribers David Gadgetin, a Xiaomi smartphone user in Garut West Java, Indonesia. The method in this study used a descriptive method using a quantitative approach. The data collection technique in this study used a questionnaire as the primary data which was distributed to 100 respondents using a purposive sampling method. Data analysis technique utilized PLS–SEM.

Findings: The results of this study indicate that brand image has a positive effect on brand trust. Influencer’s credibility has a positive effect on brand trust. Brand image has a positive effect on purchasing decisions. Influencer’s credibility has a positive effect on purchasing decisions. Brand trust has a positive effect on purchasing decisions. Brand image has a positive effect on purchasing decisions with brand trust as an intervening variable and influencer’s credibility does not affect purchasing decisions with brand trust as an intervening variable.

Keywords: Buying Decision, Brand Image, Brand Trust, Influencer’s Credibility

1. INTRODUCTION

With the development of this technology, smartphones have been widely used by all groups throughout the country, even in Indonesia itself. According to the data, it was found that the number of connected smartphones in Indonesia reached 370.1 million in January 2022 (Simon, 2022).

Brand image is essential to influence buying of a product. Brand image is an embedded consumer’s thoughts or perceptions about a product that differentiates it from other brand products in terms of the design, the colors used, and the symbols or logos used (Venessa & Arifin, 2017). The formation of a Brand Image in the eyes of the public can occur because of brand reputation, experience, and customer satisfaction. It can also be formed from the Credibility of an Influencer.

The product will be easily recognized with innovative and creative advertising and maximizing the role of Influencers’ credibility that is distributed to the public. It can also attract the wider community (Muthohar & Triatmaja, 2013). This Influencer’s Credibility can be interpreted as a trait that exists within a person, which can generate a feeling of confidence in himself for what is done or conveyed through social media. The Influencer’s Credibility has a main foundation that makes a tendency to trust someone. In other words, an influencer can be an attraction and influences other people through his actions and words (Shimp, 2014). Brand Image is an indicator considered influential among consumers in Buying Decisions. When viewed from the definition, Buying Decision (purchasing decision) is a decision made by consumers to buy a product by taking an action. Before the Buying Decision, the consumer will carry out several steps to eventually buy the goods or services. (Daulay & Putri, 2018).

Especially in the Garut area of Indonesia, smartphones are a priority that every class of society must own, whether children, teenagers, adults, or older people. It is undeniable that at this time in Indonesia, especially in Garut, people make influencers as a reference. Their recommendations will even make purchasing decisions for a product, one of which is a smartphone. Credibility Influencer David Brandy (GadgetIn) plays an active role as a source of information, trust, recommendations, and even a reference when consumers are going to buy a Xiaomi.
smartphone. The Buying Decision can be categorized as an action consumers take to purchase an item as a solution to meet their needs and desires. (Fahmi, 2016).

![Figure 1 Total Xiaomi revenue from sales in 2018 - 2022](source: databoks.katadata.co.id)

Based on figure 1, seen from the data, the increase in Xiaomi's company revenue occurred in the first quarter of 2021, where the income from smartphone sales was 76.9 billion yuan. And in the first quarter of 2022, the Xiaomi company began to experience a decline in terms of revenue by 4.6% or the equivalent of 73.4 billion yuan compared to the previous year and if converted to 161 trillion rupiah. This decrease was due to the decreasing buying decision for Xiaomi Smartphones, which impacted the Xiaomi company's income.

The researcher suspects that the decline in the Buying Decision on the Xiaomi brand Smartphone market share, the Xiaomi Smartphone Top Brand Index (TBI), and revenue from Xiaomi Smartphone sales in 2022 is influenced by several factors, namely Brand Image and Influencer’s Credibility, and also Brand Trusts. The following are the researchers' reasons for this assumption. First, the Xiaomi smartphone brand image still needs to compete with the flagship and high-end smartphone classes compared to Samsung, Oppo, Vivo, and Apple. Xiaomi's brand image could be more premium and more prestigious. In addition, this Xiaomi brand Smartphone advertisements often appear, which disturbs users when opening applications (Boufakar, 2022).

Second, in terms of Credibility, Influencer David GadgetIn has disadvantages such as the short duration of the content; besides that, the explanation of David GadgetIn's Youtube Channel content needs to be more specific about the product being reviewed. In this study, the decrease in Buying Decisions has also come from a reduction in brand trust from consumers towards the Xiaomi Smartphone itself. In this case, based on information obtained by researchers from various sources, ranging from surveys of Xiaomi smartphone users to information from Youtube. Some Xiaomi Smartphone users often experience Smartphones suddenly turning off when used, and the screen lags or freezes.

Researchers suspect the three alleged aspects of the problem are why consumers' Buying Decisions towards Xiaomi Smartphones are decreasing. From the description and problems above, the researcher wants to examine the role of the Brand Image of a product among the public in Buying Decisions. Furthermore, researchers want to examine the role of an influencer's credibility on social media in consumer purchasing decisions on Xiaomi brand smartphones. Influencer’s Credibility interprets purchase intentions by assessing consumers' feelings about how good or relevant the Influencer is as a role model in their potential purchase decisions and also how affected consumers are by the Credibility of Influencer David Brandi (GadgetIn) in making a Buying Decision for a Xiaomi brand Smartphone, as well find out more about the effect of Brand Trust as a mediating/intervening variable.

**2 THEORITICAL FRAMEWORK**

2.1 **BRAND IMAGE**

Brand image is termed as a perception that exists in the minds of consumers about a product from a company which is also a good or lousy identity for the product (Durianto et al., 2014). Meanwhile (Kotler & Keller, 2016), argues that brand image is a thought or opinion of consumers about a brand based on facts or experience. The brand image dimension (Kotler & Keller, 2016) suggests the brand identity dimension, the brand personality dimension, the brand attitude & behavior dimension, and the brand benefit & competence dimension.
2.2 INFLUENCER’S CREDIBILITY

Credibility can be interpreted as a point of view that measures the extent to which consumers think when they see someone who can influence that person through knowledge and skills or can go through mutually related experiences, and also trust that person to be able to provide additional information about - what the person needs (Belch, 2014). Meanwhile (Djafari & Chloe, 2017), argues that consumers are looking for information about goods and services based on artists or influencers whose primary goal is to know and understand more about the product or service; this can be interpreted as a source of credibility. The influencer’s credibility dimension (Nguyen, 2018), puts forward the attractiveness, trustworthiness, and expertise dimensions.

2.3 BRAND TRUST

Brand trust is interpreted as an argument or thought that is in the minds of consumers about a product based on the use and experience of the product or service; if it can meet the needs and expectations of these consumers, then trust will be formed in the product brand and vice versa (Rizan et al., 2012). Meanwhile (Wirdaini, 2018), argues that three essential factors or elements can affect brand trust, starting from the brand itself, the company that makes the brand, to consumers. The brand trust dimension (Suryani, 2019), argues the dimensions of viability and intentionality.

2.4 BUYING DECISION

This buying decision is interpreted as a process or stage before the occurrence of post-purchase behavior, in which initially, consumers will be presented with several choices, which will lead to a decision to buy the product according to their choice (Arafah, 2022). Meanwhile (Puspitasari & Yunani, 2022), states that this buying decision is the final stage in consumer behavior. In buying decisions, there are several dimensions that consumers will go through (Kurniawati, 2021), namely the problem recognition dimension, then the information search dimension, the alternative evaluation dimension, the purchase decision dimension, and the post-purchase behavior dimension.

3 METHODOLOGY

The researcher used an associative descriptive method with a quantitative approach. The population of this study is David GadgetIn subscribers who use Xiaomi Smartphones in Garut, West Java Indonesia, with unknown population size. For sampling, the researcher used the Non-Probability Sampling technique with the Purposive Sampling method with the criteria of Xiaomi Smartphone users or those who have used Xiaomi Smartphones and David Brandi’s Youtube Channel Subscriber (GadgetIn). By determining the number of samples using the Lameshow formula. And for the number of models used in this study, namely as many as 100 respondents. With measurement instruments using Likert scales and intervals, distributing questionnaires based on existing questions or statements. And for data analysis techniques in this study, using the Structural Equation Modeling method with the Partial Least Square approach (SEM-PLS 3.0 application) by testing convergent validity, discriminant validity, and composite reliability, then testing the hypothesis. Therefore, the research hypothesis can be seen below and seen in the research model image:

H1: Brand Image affects Brand Trust.
H2: Influencer’s Credibility affects Brand Trust.
H3: Brand Image Influences Buying Decision.
H4: Influencer’s Credibility influences Buying Decision.
H5: Brand Trust involves Buying Decisions.
H6: Brand Image influences Buying Decisions with Brand Trust as an intervening variable.
H7: Influencer’s Credibility influences Buying Decisions with Brand Trust as an intervening variable.
4 RESULT AND DISCUSSION

4.1 RESPONDENT PROFILE

Of the 100 respondents who answered the questionnaire based on gender, 47% were male, and 53% were female. Based on age, as much as 16% for ages 15-20, 76% for ages 21-25, 6% for ages 26-30, and 2% for ages > 30. Based on student work by 70%, the self-employed 4%, private employees by 17%, and other job respondents by 4%. And based on the frequency of David GadgetIn, 100% of respondents answered YES.

4.2 VALIDITY TESTING

This SEM-PLS analysis can be carried out through several stages (Rahmawati, 2021), namely convergent validity, discriminant validity, composite reliability. For convergent validity, indicators are considered reliable if they have a correlation value above 0.7, however, for scale development, a loading factor value of 0.5, 0.6, or even 0.7 is still acceptable (Ghozali, 2015). The results below show that there are no indicators that have an outer loading value below 0.6. So that all indicators can be declared feasible or valid for research use and can be accepted as a measure of the variable. The following is a loading factor from the results of this study:

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Figure 2 Research Model

Figure 3 Validity Testing
Furthermore, discriminant validity can also be known by looking at the Average Variant Extracted (AVE) value for each indicator with the condition that the value must exceed 0.5 for a good model. The following is the AVE value in this study:

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>0.560</td>
</tr>
<tr>
<td>Brand Trust</td>
<td>0.573</td>
</tr>
<tr>
<td>Buying Decision</td>
<td>0.510</td>
</tr>
<tr>
<td>Influencer’s Credibility</td>
<td>0.517</td>
</tr>
</tbody>
</table>

Based on Table 1, it can be seen that the AVE value on all variables above is > 0.5, which is by the criteria or requirements of the PLS. Therefore, each variable in this study has discriminant validity, which is included in the excellent category.

If the composite reliability value of a variable is greater than or equal to 0.7, it is said to meet the composite reliability requirements. In addition, the value can be used to increase composite dependence; you can also use the Cronbach alpha value, in which a variable can be declared reliable if it meets Cronbach alpha > 0.7 or with a value above 0.7. The following is the value of composite reliability and Cronbach alpha of each variable in this study

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (X1)</td>
<td>0.868</td>
<td>0.899</td>
</tr>
<tr>
<td>Brand Trust (Z)</td>
<td>0.753</td>
<td>0.843</td>
</tr>
<tr>
<td>Buying Decision (Y)</td>
<td>0.878</td>
<td>0.903</td>
</tr>
<tr>
<td>Influencer’s Credibility (X2)</td>
<td>0.843</td>
<td>0.881</td>
</tr>
</tbody>
</table>

Table 2 shows that the Cronbach alpha value and the composite reliability value of all construct variables for brand image, influencer’s credibility, brand trust, and buying decision have a value of more than 0.7. Therefore, all variable constructs are declared reliable.

4.3 HYPOTHESIS TESTING

To determine whether a hypothesis is accepted or rejected can be done by showing the significance value between constructs T statistics and P-values. A hypothesis can be accepted if the T statistical significance value is greater than 1.96 and the P value is below 0.05..

| Table 3 Hypothesis Testing |
|---------------------------|-------------------|-----------------|-------------------|------------------|
|                           | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
| Brand Image -> Brand Trust | 0.434             | 0.440           | 0.114            | 3.798         | 0.000    |
| Brand Image -> Buying Decision | 0.304          | 0.305           | 0.120            | 2.529         | 0.011    |
| Brand Trust -> Buying Decision | 0.304          | 0.299           | 0.130            | 2.332         | 0.020    |
| Influencer’s Credibility -> Brand Trust | 0.250       | 0.253           | 0.111            | 2.251         | 0.024    |
| Influencer’s Credibility -> Buying Decision | 0.271       | 0.272           | 0.128            | 2.111         | 0.035    |
4.4 THE EFFECT OF BRAND IMAGE ON BRAND TRUST ON YOUTUBE SUBSCRIBER DAVID GADGETIN XIAOMI SMARTPHONE USERS

Based on the results in Table 3 above, these results show that H1 is accepted. This means that brand image affects brand trust on YouTube subscribers David GadgetIn, Xiaomi Smartphone users in Garut. The P reinforces this result – values < 0.05, which is 0.000 < 0.05, and for the results of the original sample value of 0.434 or 43.4%. If reviewed and interpreted in the results of this study, it can be shown that brand image has a positive effect on brand trust on YouTube subscribers David GadgetIn Xiaomi Smartphone Users in Garut, this can happen because the better the brand image or brand image formed by Xiaomi Smartphones starting from brand identity Xiaomi, which has an easy-to-remember “MI” logo, is also easy to distinguish from other smartphone brands. So that with all the offers available on Xiaomi smartphones, consumer confidence in the Xiaomi brand will continue to increase, and consumers will have their needs met and satisfied with Xiaomi smartphones.

The results of this study are in line with research conducted by (Susilawati & Wufron, 2017), which states that if a company can show a good image of product brands to consumers, these consumers will trust the product brands produced, such as decide to use the brand in the long term, and states that brand image has a positive effect on brand trust. In addition, it is also reinforced by research conducted (Izzati, 2019), which states that brand image has a positive effect on brand trust.

4.5 THE INFLUENCE OF INFLUENCER’S CREDIBILITY ON BRAND TRUST ON YOUTUBE SUBSCRIBERS DAVID GADGETIN USING XIAOMI SMARTPHONES

Based on the results in Table 3 above, these results show that H1 is accepted. This means the influencer’s credibility affects brand trust in David GadgetIn Youtube subscribers who use Xiaomi Smartphones in Garut. The results in the P reinforce this result – values < 0.05, namely 0.024 < 0.05, and for the results of the original sample value of 0.250 or 25%. And suppose you look at the results of this study. In that case, it can be shown that influencer’s credibility positively affect brand trust in David GadgetIn Youtube subscribers who use Xiaomi Smartphones in Garut. This is because David GadgetIn has excellent credibility, not solely because of popularity, but also because of the role of David GadgetIn's simple lifestyle and positioning himself as a consumer and knowing what consumer conditions are like. David GadgetIn's uniqueness and honesty allow him to be trusted by subscribers and consumers.

The results of this study are in line with and strengthened by research conducted by (Kemeç & Yüksel Hale Fulya, 2021), which states that influencer’s credibility positively affect brand trust. The credibility of this influencer refers to the extent to which the source is considered to have relevant expertise in their field and can be trusted to provide an objective opinion about the product. This credibility can be regarded as a tool used by the information recipient to assess the data's source or sender. In addition, research conducted by (Adrianto & Kurnia, 2021), states that the credibility of influencers positively affects brand trust.

4.6 THE INFLUENCE OF BRAND IMAGE ON BUYING DECISION ON YOUTUBE SUBSCRIBER DAVID GADGETIN XIAOMI SMARTPHONE USERS

Based on the results in Table 3 above, these results show that H1 is accepted, which means that brand image influences buying decisions on YouTube subscribers David GadgetIn, Xiaomi Smartphone users. The P reinforces this result – values < 0.05, namely 0.011 < 0.05, and for the results of the original sample value of 0.304 or 30.4%. And when seen from the results of this study, it can be explained that brand image positively affects buying decisions on YouTube subscribers David GadgetIn Xiaomi Smartphone users, this indicates that consumers well regard the brand image of Xiaomi Smartphones. The brand image of this Xiaomi smartphone also has a brand personality that makes consumers feel satisfied, such as from the user image when using a Xiaomi smartphone that offers abundant specifications and features.

The results of this study are in line with and strengthened by research conducted, which states that brand image has a positive effect on buying decisions. (Sterie1 et al., 2019). Brand image is related to attitude or behavior in the form of belief in a brand according to what is seen, thought, or felt. Apart from that, this research is also strengthened by the study conducted, which states that brand image positively affects buying decisions (Viani, 2018). This brand image is a factor that is influential in purchasing decisions. With a good brand image, consumers will have more confidence in the product's appearance, so most will choose it.

4.7 THE INFLUENCE OF INFLUENCER’S CREDIBILITY ON BUYING DECISIONS ON YOUTUBE SUBSCRIBER DAVID GADGETIN XIAOMI SMARTPHONE USERS

Based on the results in Table 3 above, these results show that H1 is accepted. This means that the influencer’s credibility affects buying decisions of David GadgetIn's YouTube subscribers who use Xiaomi smartphones in
Garut. The P reinforces this result – values < 0.05, which is 0.035 < 0.05, and for the results of the original sample value of 0.271 or 27.1%. And suppose you look at the results of this study. In that case, it can be shown that influencer’s credibility positively affect buying decisions on Youtube subscribers David GadgetIn Xiaomi Smartphone Users in Garut. This means that David GadgetIn has expertise that cannot be doubted. David GadgetIn's knowledge in the field of technology has been ingrained since he founded the Youtube channel, as well as his knowledge.

The results of this study are in line with and strengthened by research which states that based on the effectiveness of using influencers, based on a survey conducted by Media Kix of marketers, it was revealed that marketing using influencers was 80% effective in marketing products (Puspitasari & Yunani, 2022). Companies also often use well-known figures or influencers to increase the influence of their followers to make purchasing decisions for these products and also states that the influencer's credibility positively affects buying decisions. In addition, this study is reinforced by research stating that influencer’s credibility positively affect buying decisions (Prasetyo, 2022).

4.8 THE INFLUENCE OF BRAND TRUST ON BUYING DECISION ON YOUTUBE SUBSCRIBER DAVID GADGETIN XIAOMI SMARTPHONE

Based on the results in Table 3 above, these results show that H1 is accepted, which means that brand trust affects buying decisions on Youtube subscribers David GadgetIn users of Xiaomi Smartphones in Garut. The results in the P reinforce this result – values < 0.05, namely 0.020 < 0.05, and for the results of the original sample value of 0.304 or 30.4%. In this study, it can be seen that brand trust has a positive effect on buying decisions on Youtube subscribers David GadgetIn Xiaomi Smartphone Users in Garut. This can be interpreted that in trusting a brand, the brand must be able to go through several things in it, starting from fulfilling the needs and desires of consumers for that brand.

This research has similar results and is strengthened by previous study conducted by (Andriani & Ngatno, 2020). Based on the results in Table 3 above, these results show that H1 is accepted, which means that brand trust affects buying decisions on Youtube subscribers David GadgetIn users of Xiaomi Smartphones in Garut. The results in the P reinforce this result – values < 0.05, namely 0.020 < 0.05, and for the results of the original sample value of 0.304 or 30.4%. In this study, it can be seen that brand trust has a positive effect on buying decisions on Youtube subscribers David GadgetIn Xiaomi Smartphone Users in Garut. This can be interpreted that in trusting a brand, the brand must be able to go through several things in it, starting from fulfilling the needs and desires of consumers for that brand. This research has similar results and is strengthened by previous study conducted by (Wulanari & Nurcahya, 2015). Then test the sixth hypothesis because there are intervening variables in the sixth hypothesis. Then the indirect effect can be seen in the Specific Indirect Effect table, which can be shown as follows:

<table>
<thead>
<tr>
<th>Table 4 Indirect Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Original Sample (O)</strong></td>
</tr>
<tr>
<td>Brand Image - &gt; Brand Trust - &gt; Buying Decision</td>
</tr>
<tr>
<td>Influencer’s Credibility - &gt; Brand Trust - &gt; Buying Decision</td>
</tr>
</tbody>
</table>

4.9 THE INFLUENCE OF BRAND IMAGE ON BUYING DECISION WITH BRAND TRUST AS AN INTERVENING VARIABLE ON YOUTUBE SUBSCRIBER DAVID GADGETIN XIAOMI SMARTPHONE USERS

Based on the results in Table 4 above, these results show that H1 is accepted, which means that brand image affects buying decisions with brand trust as an intervening variable on Youtube subscriber David GadgetIn, Xiaomi Smartphone users in Garut. The P reinforces this result – values < 0.05, which is 0.025 < 0.05, and for the results of the original sample value of 0.132 or 13.2%. This study shows that brand image has a positive effect on buying decisions, with brand trust as an intervening variable on Youtube subscribers David GadgetIn Xiaomi Smartphone Users in Garut. This can be interpreted as brand trust mediating brand image in buying decisions. There is a relationship between brand image and this brand trust, which is marked by a brand with a positive image or image. Of course, consumer trust in the brand is also high. This can be from fulfilling consumer satisfaction or consumer experience when using these products.
This study's results align with the research conducted, which states that brand image positively affects buying decisions, with brand trust as an intervening variable (Rizky, 2022). When consumers reach a level of satisfaction with the brand image provided by a product, it will indirectly shape consumer brand trust behavior towards the product. Brand image and brand trust are essential for consumers because brand image and trust will streamline time and consumer risk for the brand and can also reduce unnecessary purchases.

4.10 THE EFFECT OF INFLUENCERS CREDIBILITY ON BUYING DECISION USING BRAND TRUST AS AN INTERVENING VARIABLE ON YOUTUBE SUBSCRIBER DAVID GADGET IN XIOMI SMARTPHONE USERS

Based on the results in Table 4 above, these results show that H1 is rejected, which means that influencer’s credibility do not affect buying decisions with brand trust as an intervening variable on Youtube subscribers David GadgetIn, Xiaomi Smartphone users. The P evidences this result – values < 0.05, which is 0.179 < 0.05; for the results, the original sample value is 0.076 or 07.6%. This study shows that the influencer’s credibility has no effect on buying decisions with brand trust as an intervening variable on Youtube subscribers David GadgetIn Xiaomi Smartphone Users. This can be interpreted that brand trust cannot mediate influencers' credibility in buying decisions. This means that even though David GadgetIn's credibility significantly influences opinions that recommend buying Xiaomi Smartphones to subscribers or consumers. However, the reality does not rule out the possibility that some subscribers or consumers have low consumer confidence in Xiaomi smartphones. Some consumers have more trust in the smartphone brand than its competitor Xiaomi.

5 CONCLUSION

Based on the results of testing the hypotheses in this study, it can be concluded that brand image positively affects brand trust on Youtube subscribers David GadgetIn Xiaomi Smartphone users. Influencer’s credibility positively impact brand trust on YouTube subscribers David GadgetIn Xiaomi Smartphone users. Brand image positively affects buying decisions on Youtube subscribers David GadgetIn Xiaomi smartphone users in Garut. Influencer’s Credibility positively affects purchase decisions on Youtube subscribers David GadgetIn Xiaomi Smartphone users. Brand trust positively affects the buying decisions of YouTube subscribers, David GadgetIn, and Xiaomi smartphone users. Brand image positively affects buying decisions, with brand trust as an intervening variable on David GadgetIn Youtube subscribers who use Xiaomi smartphones in Garut. Influencer’s credibility do not impact buying decisions, with brand trust as an intervening variable for Youtube subscribers. David GadgetIn Xiaomi Smartphone users.

REFERENCES


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