The Influence Of Influencer Marketing On The Purchase Decision Of Ventela Brand Shoes With Brand Trust As A Mediation Variable And Brand Image As A Moderation Variable

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Abstract
This study aims to analyze more deeply the Influence of Influencer Marketing on the Purchase Decision of Ventela Brand Shoes with Brand Trust as a Mediation Variable and Brand Image as a Moderation Variable. The research method used is quantitative by using primary data in the form of questionnaires. The sample used in this study was 100 respondents. Data processing is carried out using Smart-PLS 3. The results of this study show that influencer marketing has a positive effect on purchase decisions and subsequently influencer marketing has a positive effect on brand trust. Other findings show that brand image has a positive effect on purchase decisions and brand trust has a positive effect on purchase decisions.

Keywords: Influencer Marketing, Purchase Decisions, Brand Trust and Brand Image.

Introduction

The development of the current digital era has affected the world of marketing, where every company competes with each other to show who is the best. Where currently in forming good promotions no longer use advertising in general but rather use digital marketing. In order to face various challenges, businesses need to formulate the right strategy. One of them is by utilizing technology to improve purchasing decisions. (Adhitya Yoga & Yuyun Ristianawati, 2021).

Purchase decisions are part of consumer behavior. With the existence of consumer behavior, namely the desire and need to buy certain products or services, consumer decisions will be created to buy. In the current marketing era, digital marketing is a means that is now not limited in any form, where marketers are free to do unlimited creativity in promoting that previously used conventional promotional media. Product marketing strategies through social media, especially influencer marketing, are a popular choice because they are considered relatively cheaper and more effective. When compared to advertising in conventional media (Adhitya Yoga & Yuyun Ristianawati, 2021).

Influencer marketing is a method by appointing people or figures who are considered to have influence among the community or target consumer segments that will be targeted and felt to be the target of promotion of the brand or brand. The use of this method will make influencers act as buyers or users of a brand who are able to represent the positive things that the brand has so that it can increase the level of sales and brand image or brand trust of the product. Therefore, this influencer is one of the digital marketing strategies in the modern era.(Hariyanti N.T & Wirapraja, 2018) (Mulyono, 2022)

Brand image is a description of the association of consumer beliefs towards a particular brand in. So the better the brand image of the product sold, the higher the purchase decision by

consumers. A good product brand image is certainly not easily obtained by today's marketers. to buy a product). This phenomenon of brand competition can be seen through shoe products, especially sneakers (shoes with rubber-based soles). The number of sneaker brands and products today encourages consumers to identify and make decisions when determining an ideal brand to be able to meet their needs and desires. The competition will continue to see many shoe companies that continue to innovate to create new products to meet the needs and desires of consumers who are increasingly dynamic with the times (Tjiptono F & Chandra, 2016) (Nel A. & Ari Andira, 2021) (Adrian Junio A. & Zeplin J.H, 2017).

Ventela shoe products are a local brand from the city of Bandung that is trending among Sneakers users. The Ventela shoes were introduced in 2017 by William Ventela. These shoes have become the choice of young people in this day and age to be used for activities both when relaxing, exercising, and going to college or school. Besides the affordable price, the quality of the product is also good, and the shape follows the current trend. Even though Ventela markets products at quite affordable prices, it still maintains quality. This makes Ventela at the top of the local sneaker lineup because its buying interest is one of the highest. Events are the company's strategic marketing communication to build buying interest (G.C Tangka & Hendra N.T , 2018).

In addition, brand trust also plays an important role in creating purchase decisions. According to Insider, brand trust is a person's willingness to rely on a brand because of the expectation that the brand will deliver positive results. According to the existence of good brand equity in the eyes of customers, customers will be loyal to the brand of the product, because they will consider that the product has good quality and is certainly different from other product (Cahyo & Nur Widodo, 2009) s(Nandya Ayu P., 2016)(Tores, 2020) (M Feizal Firdaus & Era A.Y, 2023).

The concept of brand trust is also very important in a product. Brand trust is not only a differentiating strategy from competing companies but can also provide its own satisfaction for customers due to the acquisition of interesting and memorable results through experiences that they have never felt. This will maintain the customer's trust that the brand offered can provide positive value for him. Brand trust itself is the expectation or desire of a customer for brand excellence and intensity in a product.(Adiwibowo & Tresnati, 2018)

Method

This research was conducted in Bekasi Regency using a quantitative approach. The analysis techniques employed included Validity Test, Reliability Test, and Partial Test (T) with a sample of 100 respondents who were familiar with Ventela brand shoes. The sample was determined using a purposive sampling technique with criteria including respondents aged 20–35 years, both male and female, with educational backgrounds ranging from elementary school to undergraduate (S1), and awareness of the Ventela brand. Primary data was collected using a structured questionnaire based on a Likert scale (1 for strongly disagree to 5 for strongly agree), designed to measure the influence of influencer marketing on purchase decisions, with brand trust as a mediating variable and brand image as a moderating variable. The study adhered to research ethics by ensuring data confidentiality and informing respondents about the research purpose. Data analysis was performed using the Partial Least Square (PLS) approach, supported by the Smart PLS 3 application, to produce a feasible model.

Results And Discussion

Table 1. Individual Characteristics of Respondents

Characteristics of Respondents	Person	Proportion
Man	59	59%
Woman	41	41%
Sum	100	100%
20-25 Years	88	88%
26-30 Years	10	10%
31-35 Years	2	2%
Sum	100	100%
High School/Vocational School/MA	77	77%
S1	23	23%
Sum	100	100%

Source : Google Form Questionnaire (2024)

In the table, it was found that the total number of respondents involved in the study was 100 people, of which 59 people were male and 41 were female, moreover, the age of respondents ranging from 20-25 years old involved as many as 88 people, the age of respondents ranging from 26-30 years involved as many as 10 people and the age of respondents ranging from 31-34 years involved as many as 2 people. The characteristics of the respondents based on the last education of SMA/SMK/MA were 77 people and the last education of S1 was 23 people.

Validity Test

Table 2. Validity Test Results

Variable	Statement	Outer Loadings	Information
X	IM.1	0.814	Valid
	IM.2	0.788	Valid
	IM.3	0.779	Valid
	IM.4	0.809	Valid
	IM.5	0.817	Valid
	IM.6	0.830	Valid
Y	BD.1	0.753	Valid
	BD.2	0.780	Valid
	BD.3	0.832	Valid
	BD.4	0.811	Valid
	BD.5	0.762	Valid
	BD.6	0.825	Valid
Z	BT.1	0.814	Valid
	BT.2	0.862	Valid
	BT.3	0.750	Valid

	BT.4	0.745	Valid
	BT.6	0.709	Valid
M	BI.1	0.839	Valid
	BI.2	0.830	Valid
	BI.3	0.850	Valid
	BI.4	0.857	Valid
	BI.5	0.793	Valid
	BI.6	0.850	Valid

Source: Smart PLS 3 Output

The results of the Validity Test showed that all statement items in each variable were declared valid with a value above 0.7 and a positive value.

Reliability Test

Table 3. Reliability Test

Variable	Statement	Cronbach's Alpha	Information
X	IM	0.892	Reliable
Y	BD	0.883	Reliable
Z	BT	0.835	Reliable
M	BI	0.914	Reliable

Source: Smart PLS 3 Output

The reliability test gave the result that the 4 variables used had been tested to be declared reliable and consistent because Cronbach's Alpha was above > 0.70.

T Test (Hypothesis)

Table 4. Path Coefficients Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	t Statistics	P Value
Y → M	0.734	0.737	0.056	13.055	0.000
Y → Z	0.651	0.645	0.099	6.543	0.000
X → Y	0.618	0.625	0.095	6.508	0.000
X → Z	0.191	0.196	0.109	1.759	0.079

Source: Smart PLS 3 Output

The test results for Variable Y → M were obtained with an original sample of 0.734 and a t-value calculated > t table (13,055 >t table) with a significance level of 0.000 < 0.04. This proves that the Brand Image variable has a positive and significant effect on Purchase Decisions.

The test results for variable Y → Z were obtained with an original sample of 0.651 and a t-value calculated > t table (6,543 > t table) with a significance level of 0.000 < 0.04. This proves that the brand trust variable has a positive and significant effect on purchase decisions.

The test results for Variable X → Y were obtained with an original sample of 0.618 and a t-value calculated > t table (6,508 >t table) with a significance level of 0.000 < 0.04. This

proves that the Influencer Marketing variable has a positive and significant effect on purchase decisions.

And the test results for variable X → Zwere obtained with an original sample of 0.191 and a t-value calculated > t table (1.759 < t table) with a significance level of 0.079 >0.04. This shows that the influencer marketing variable has a positive and significant effect on brand trust.

Discussion
The Role of Influencer Marketing on Purchase Decisions
The results of this study show that the Influencer Marketing variable has a positive and significant effect on Purchase Decisions. This shows that the influence of influencers in marketing Ventela products has succeeded in making consumers make purchase decisions.

The Role of Influencer Marketing on Brand Trust
The results of this research show that the Influencer Marketing variable has a positive and significant effect on Brand Trust. This shows that the influence of influencers in marketing Ventela products has succeeded in increasing brand trust in consumers.

The Role of Brand Image on Purchase Decisions
The results of this study show that the Brand Image variable has a positive and significant effect on Purchase Decisions. This shows that the influence of the brand image built by Ventela succeeds in making consumers make purchase decisions.

The Role of Brand Trust in Purchase Decisions
The results of this study show that the brand trust variable has a positive and significant effect on purchase decisions. This shows that the brand trust that consumers have in ventela has succeeded in making consumers make purchase decisions.

Conclusion

The conclusions that can be drawn from the results and this study show that influencer marketing has a positive effect on purchase decisions and subsequently influencer marketing has a positive effect on brand trust. Other findings show that brand image has a positive effect on purchase decisions and brand trust has a positive effect on purchase decisions.

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