The effect of perceived influence on brand loyalty mediated by brand trust among automotive consumers in YouTube

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ABSTRACT

This study examines the impact of perceived influence on word-of-mouth and repurchase intentions, with brand trust as a moderator. This is an explanatory study using a quantitative approach. The study population consisted of Indonesians who had purchased a Yamaha brand motorcycle and followed automotive influencers on YouTube social media. Purposive sampling was utilized for the study. There were 206 samples in the study sample. This study collected data through surveys and documentation, and the instrument was tested using Likert scales. The data were analyzed using structural equation model partial least squares (SEM-PLS) modeling. The results of this study showed that Perceived Influence can increase attitude loyalty and behavioral loyalty of Yamaha motorcycle consumers. In addition, Brand trust can increase behavioral loyalty and consumer attitudes influenced by automotive influencers on YouTube and social media. Brand Trust plays a partial mediating role in the influence of Perceived Influence on attitude and behavioral loyalty. The findings of this study suggest that Yamaha must pay attention to building attitudinal and behavioral consumer loyalty.

Keywords: Perceived Influence, Brand Trust, Word-of-mouth, Repurchase Intention, Attitudinal Loyalty, Behavioral Loyalty, Automotive.

JEL Classification: M20, M30, O10

Introduction

The advancement of information technology cannot be separated from the passage of internet technology. The Internet, known as International Networking, is the result of an information and communication technology relationship that is expanding rapidly, and it is used by many people worldwide. According to a survey conducted by APII and Polling Indonesia, the number of internet users in Indonesia increased by 27.91 million (10.12%) in 2018 to 171.18 million. This demonstrates that internet penetration in Indonesia has risen to 64.8% of the total population of 264.16 million people (kusnandar, 2019). One of the advantages of the Internet is the ability to conduct transactions, also known as e-commerce.

E-commerce enables businesses to market their products quickly and easily. One method is to upload photos and describe products, supported by recent updates to advertisements that appear (Rahmidani, 2015). However, the phenomenon has revealed an increasingly shifting paradigm from economic power that relies on the manufacturer as market power to the virtual community. The phenomenon will pique people’s interest in using the Internet for business. A wise company will not fight the current internet trend but will seek to innovate to meet and satisfy the needs of its customers (Munawar, 2014).

Companies that want to use e-commerce can be well assessed and gain many benefits due to efficient time, low costs, and an increase in the marketplace for selling products from the company (Kristiadi N., 2017). Businesses use e-commerce as an advertising medium to boost sales. The automotive industry is one of those that makes use of e-commerce. The automotive industry is one of the sectors that contributes significantly to state revenues. Automotive production continues to expand to meet consumer demand, including in Indonesia, one of the world's most promising automotive markets. The automotive industry is becoming increasingly competitive, requiring every company to be responsive to business changes.

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The increasing variety of motorcycles available in Indonesia evidences this. As a result, consumers will have more product options to select products that meet their needs. Consumers can be selective when purchasing the best product when they have more options (Nasib & Bashira, 2019). The growth of the motorcycle industry in Indonesia, with various brands used by businesses, has become a means for manufacturers to develop and maintain customer loyalty. A strong brand will build loyalty, and loyalty will drive repeat business and purchases (Amilia Suri, 2015).

According to the Indonesian Motorcycle Industry Association (AISI), post-pandemic growth from 2019 to 2022 was 3.36%, while domestic motorcycle sales fell 43.5% (year on year) during the pandemic. Word of mouth is one strategy for increasing customer loyalty because it can be done by telling relatives about the benefits of Yamaha products. Another strategy the company can employ is to leverage the influence of influencers. Many large corporations hire influencers to promote their products, and an influencer who is well-known and well-liked by the public will usually command a reasonable fee. By creating creative advertisements utilizing perceived influence and disseminating them to the public, the product will be easily recognized and can attract public attention (Muthohar & Ramadhan Triatmaja, 2013).

Influencers are thought to have charisma that can influence consumers as a preferred role model, resulting in consumer trust in the products displayed by influencers (Farida et al., 2022). The attractiveness of the product advertised by the influencer will pique the interest of consumers who are the product's target market. Consumer trust is an essential component of e-commerce, as it can influence an individual's decision to make repeat purchases (Nugroho et al., 2020). When an influencer promotes a product, the product information becomes eWOM relatively quickly due to the comment column and share feature on social media. The information will eventually form EWOM and influence brand perception.

Brand perception is essential in determining brand loyalty and inclination (Alexandra Julia Tengblad-Kreft et al., 2017). Furthermore, promotions made by influencers can entice consumers to make repeat purchases. Repurchase intention is the desire to repurchase a product from a specific brand. Repurchase intention is fundamental for companies to increase profits. Making consumers recall a brand or product through promotional media on social media is an essential factor in increasing repurchase interest (Leksono & Prasetyaningtyas, 2021). YouTube media is a medium that can quickly grow in popularity due to the variety of content available. According to the We Are Social website in 2020, YouTube currently holds the number one position in Indonesia, with 88% of YouTube users. YouTube is considered capable of being a media that is in demand by many groups. Creative packaging and unique ways of delivering messages can also attract public attention, particularly from subscribers who see the influencer's YouTube account (Farida et al., 2022).

Sánchez-Fernández & Jiménez-Castillo (2021) revealed that word of mouth and purchase intention are determinants of perceived influence, predicting positive word of mouth about recommended brands and purchase intention. Positive WOM and purchase intention are also significantly related. In addition, Arshad et al. (2017) and Nuraripin (2021) show the influence of digital influencers who positively influence loyalty. However, on the contrary, research conducted by (Kim et al., 2015) shows that consumers who are not influenced by opinion leaders such as influencers will have higher levels of E-WOM. In other words, influencers do not influence loyalty attitudes such as E-WOM.

Based on this, it reveals inconsistencies in the research findings on the influence of influencers on behavioral and attitudinal loyalty. The inconsistency of previous study results that resulted in differences became an exciting research gap for further research on how perceived influence affects loyalty in this case, namely, WOM and repurchase intentions, and to overcome the research gap. This study uses mediation to bridge the research gap. Brand trust significantly affects brand loyalty (Chaudhuri & Holbrook, 2001); (Ebrahim, 2020; Sullivan & Kim, 2018; (Bulut & Karabulut, 2018)). It also shows that trust in the online environment influences repurchase intentions.

(Ramesh Kumar & Advani, 2005) discovered that high brand trust reduces the risk perceived by customers when making repeat purchases of the same brand. Customers who have brand trust are more willing to remain loyal to a particular brand, buy new and existing products in a particular brand, pay higher prices for a particular brand, and share information about behavior and tastes between customers (Mabkhot et al., 2017). Brand trust is believed to be the dominant factor driving loyalty in the automotive industry. Therefore, in this study, brand trust acts as a mediating influence of perceived influence on WOM and repurchase intention.

Based on the data and reviews presented above, as well as the existing research gap, the purpose of this study is to examine The Effect of Perceived Influence on Brand Loyalty Mediated by Brand Trust on YouTube.

**Literature Review**

**Theoretical and Conceptual Background**

**Consumer Behavior**

Consumer behavior is the process and activities by which individuals or organizations find, select, buy, use, and evaluate products or services that aim to satisfy wants and needs. Consumer behavior can also be defined as the actions of individuals, groups, or organizations in placing, consuming, and distributing goods and services to meet needs, as well as the impact of this process on consumers and society (Rossanty et al., 2018). The American Marketing Association (AMA) defines consumer behavior as an
interaction and dynamic relationship between behavior, involvement, thinking, and the environment in which people can exchange activities (Nainggolan et al., 2020). Several factors contribute to the global influence on consumer behavior, including the availability of television programs from global networks, equal value for teenagers, lower trade barriers, and a proclivity to collaborate with people from other cultures (Septiana, 2017).

**Digital influencer**

Social media, as an essential component of a company's promotional mix, facilitates brand-related eWOM (electronic-Word of Mouth) through a variety of interactive practices and mechanisms, including online brand communities, influencer marketing, blogging and microblogging, and company-sponsored discussion boards (Jiménez-Castro & Sánchez-Fernández, 2019). These practices allow companies to engage in a collaborative process of sharing product-related information with potential customers and also in a collaborative process with influencers to promote their products to their followers (Sokolova & Kefi, 2020). The rise of digital influencers means changing how companies and their target consumers engage through social media platforms. Digital influencers become brand ambassadors for their followers when they perform brand devotion for companies that typically compensate them with free products, promises of "exposure," small amounts of money, or even attempting to capitalize on influencers' activities by expecting them to promote their products for free (Duffy, 2016). Thus, digital influencers are presented as an opportunity to expand the scope of brand-related information through eWOM (Childers et al., 2019).

**Word of Mouth (WOM)**

WOM is a highly effective marketing tool (Cheung & Thadani, 2012). WOM can be used to predict adoption-related decisions and influences approximately 76% of purchase decisions (Jalilvand et al., 2017). Favorable WOM increases the adoption rate of new services and goods (Keller, 2007). eWOM is favorable or unfavorable statements about a product or service made available to various stakeholders, such as organizations or consumers, by existing, former, or potential customers (Hennig-Thurau et al., 2004). Companies can use mEdia social to spread brand-related information through eWOM by incorporating these online opinion leaders into their marketing strategies (Sánchez-Fernández & Jiménez-Castro, 2021) WOM and eWOM differ in many ways, including volume, anonymity and deception, dispersion, salience, community involvement, persistence, and observability (King et al., 2014).

**Repurchase intention**

Repurchase intention is the customer's desire or intention to repurchase products or services from the same company over time (Koharyanto, 2020). Won & Kim (2020) define repurchase intention as the intention to repurchase a product twice or more. Lee et al. (2014) that Repurchase intention also refers to the extent to which consumers are willing to repurchase the same product or service and is a simple and objective way to observe consumer purchasing behavior. Ariffin et al. (2016) define repurchase intention as an individual's assessment of the same company that meets his needs and the current service situation. To achieve a level where consumers want to repurchase a product, the company or product provider must meet consumer expectations. Compared to dissatisfied customers, satisfied customers are more likely to repeat purchases.

**Brand trust**

Brand trust is consumers' expectation that a brand will consistently deliver on its promises (Huaman-Ramirez & Merunka, 2019) The statement is based on evaluative trust, which refers to trust as "the expectation of the consumer that the Trustee (trust giver) will perform certain actions that are important to him.” The consumer expects that the trustee will perform actions for his benefit (Doney & Cannon, 1997; Mayer et al., 1995). Personality characteristics and traits play an important role in individuals' trust perceptions in the online context and thus shape their intentions and behaviors (Ebrahim, 2020). (Pentina et al. (2013) assume that the fit between a user's personality and social media has a relationship with trust in a site. Consumers trust responsive community members and believe in information and personal experiences with others (Ridings et al., 2002). (Khong et al., 2013) trust in social media platforms is also built through consumer empowerment or the existence of psychological and structural conditions through user perceptions of increased ability to share information and access and conduct transactions on social media.

**Perceived influence**

The role of digital influencers as references to guide followers' perceptions and actions is not the only factor that explains the influence process. The patterns underlying the perceived needs of followers' experiences with the influencer can also generate or strengthen the relationship between the influencer and their followers. This relationship can be described as a dependency relationship (Rokeach & Ball-Rokeach, 1989). Followers' dependence on influencers arises from the need to find online sources that provide valuable and reliable information that aids decision-making and guides personal actions (Jiménez-Castro & Sánchez-Fernández, 2019). Through stimulating and inspiring content, including opinions that arouse followers' interest and match their needs and interests i.e., content-user fit, digital influencers can increase their influence over their followers (Zhang et al., 2016). Similarly, in the case of brand communities, the more people use social media for information, social connection, and entertainment, the stronger their participation in brand communities on social media platforms which will ultimately result in brand trust and loyalty (Kamboj et al., 2018).
Brand loyalty

Brand loyalty is associated with users' repeated purchase behavior over time and positively biased emotional, evaluative, and behavioral tendencies toward branded, labeled, or graded product choices or options (Sheth & Park, 1974). Developing future brand loyalty serves as a mechanism for consumers to maintain their relationship with a preferred brand. Consumers who rebuild or change a consistently preferred product have initiated repeat purchases of the same brand or set of brands (Luarn & Lin, 2003). Similarly, brand loyalty influences their purchasing decisions for the same product (Tolba, 2011; Huang & Huddleston, 2009). In other words, they become loyal to their preferred product brands, stick to well-known brand names, and use them for social recognition (Manrai & Manrai, 2001). Consumers develop brand loyalty by generating positive brand equity outcomes that favor one brand over another (Binninger, 2008; Severi & Ling, 2013; Vogel et al., 2008; Zhang et al., 2014). Brand loyalty is considered a repurchase behavior that reflects a conscious decision when consumers continue to buy the same brand (Solomon et al., 2011).

H1: Perceived influence has a significant positive effect on WOM.
H2: Perceived influence has a significant positive effect on repurchase intention.
H3: Perceived influence has a significant positive influence on brand trust.
H4: Brand trust has a significant positive effect on WOM.
H5: Brand trust has a significant positive effect on repurchase intention.
H6: Brand trust mediates the effect of Perceived influence on WOM.
H7: Brand trust mediates the effect of Perceived influence on repurchase intentions.

Methodology

This study employs an explanatory research approach to objectively test the theory by examining the relationship between each variable using statistical procedures and a quantitative approach. The population in this study were YouTube social media users who followed automotive influencers and users who have already purchased Yamaha motorcycle. Purposive sampling was used in this study instead of non-probability sampling. Sampling with purposive sampling is limited to certain people to provide the desired information because they are parties who have or meet the criteria determined by the researcher (Sekaran & Bougie, 2020).

The sample selection criteria are that respondents be over 17, which is considered mature for assessing something. Respondents who have purchased a Yamaha motorcycle, respondents who have made pure purchases, users who have used YouTube social media, and users who have subscribed to or followed automotive influencers on YouTube social media. The number of samples used in this study was 206 respondents.

Empirical data and analysis

Yamaha Motor is a global transportation company that manufactures mass-produced motorcycles. On July 6, 1974, PT YIMM (Yamaha Indonesia Motor Manufacturing) established Yamaha Motor, focusing on Indonesian consumers. PT YIMM is committed to continuing to develop high-quality products that are environmentally friendly and have a positive impact on people's lives. Yamaha Motor's products and services have been designed and developed by professionals to provide the best experience possible to each
Yamaha Motor customer. Yamaha Motor also has slogans that express Yamaha’s desire to bring pleasure and happiness to customers (KANDO) and reflect a new spirit to always do today better than yesterday to Yamaha customers as an embodiment of the vision and mission. Yamaha Motor's management principles as a company that creates value that exceeds customer expectations while fulfilling them, responsibility to society as a corporate citizen, and fosters a corporate culture where all employees feel proud and happy. The following are the characteristics of the respondents:

<table>
<thead>
<tr>
<th>Table 1. Demographic Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
</tr>
<tr>
<td>18 - 20 years</td>
</tr>
<tr>
<td>21 - 23 years</td>
</tr>
<tr>
<td>24 - 26 years</td>
</tr>
<tr>
<td>&gt; 26 years</td>
</tr>
<tr>
<td><strong>Income</strong></td>
</tr>
<tr>
<td>&lt; 4 Million</td>
</tr>
<tr>
<td>4&lt;5 Million</td>
</tr>
<tr>
<td>5&lt; 6 Million</td>
</tr>
<tr>
<td>6&lt; 7 Million</td>
</tr>
<tr>
<td>&gt; 7 Million</td>
</tr>
<tr>
<td><strong>Intensity of Using YouTube</strong></td>
</tr>
<tr>
<td>1 - 5 hours</td>
</tr>
<tr>
<td>6 - 10 hours</td>
</tr>
<tr>
<td>11 - 15 hours</td>
</tr>
<tr>
<td>16 – 20 hours</td>
</tr>
<tr>
<td>&gt; 20 hours</td>
</tr>
<tr>
<td><strong>Type of Motorcycle</strong></td>
</tr>
<tr>
<td>Automatic</td>
</tr>
<tr>
<td>Semi-Manual</td>
</tr>
<tr>
<td>Manual</td>
</tr>
<tr>
<td>MOGE (&gt;250cc)</td>
</tr>
</tbody>
</table>

Source: Author 2023

The table above shows that most respondents (33.50%) are between the ages of 18 and 20. This shows that the audience for automotive content on YouTube social media and who use motorbikes in Indonesia is Generation Z, a generation born from 1997 to 2012. Then, based on income, it is dominated by income of less than 4 million rupiah (44.6%), indicating that there are still many respondents with low income who can afford to buy a motorcycle. Furthermore, the intensity of respondents using YouTube social media is dominated by 1-5 hour YouTube users (40.29%), indicating that most respondents have low intensity in using YouTube. Finally, in terms of the type of motorcycle purchased, the Automatic type (66.99%) dominates, indicating that the majority of Indonesians prefer to buy motorbikes that are practical and simple to drive, as automatic motorbikes do not require gear shifting like other types of motorbikes.

Descriptive Statistic and Correlation

This study employs Perceived Influence, Brand Trust, Word of Mouth, and Repurchase Intention variables, which can be seen in table 2 along with the results of the average value of respondents' answers supplemented by the standard deviation of each variable.

<table>
<thead>
<tr>
<th>Table 2: Descriptive Statistic and Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Variable</strong></td>
</tr>
<tr>
<td>Perceived Influence</td>
</tr>
<tr>
<td>Brand Trust</td>
</tr>
<tr>
<td>Word of Mouth</td>
</tr>
<tr>
<td>Repurchase Intention</td>
</tr>
</tbody>
</table>

Source: Author 2023
Measurement Model Analysis

To test the quality of the data, this study uses convergent validity and discriminant validity tests with the constructs to be measured for the initial research scale development values between 0.50 are values that are considered sufficient (Latan & Ghozali, 2015). In more detail, the results of the validity and reliability tests can be seen in Table 3 below.

Table 3: Validity Analysis

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Indicator</th>
<th>Convergent Validity</th>
<th>Discriminant Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Loading Factor</td>
<td>Result</td>
</tr>
<tr>
<td>Perceived Influence</td>
<td>X1</td>
<td>0.802</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>0.711</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>0.776</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X4</td>
<td>0.814</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1</td>
<td>0.802</td>
<td>Valid</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>Y1.1</td>
<td>0.931</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y1.2</td>
<td>0.942</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y1.3</td>
<td>0.896</td>
<td>Valid</td>
</tr>
<tr>
<td>Repurchase Intention</td>
<td>Y2.1</td>
<td>0.861</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y2.2</td>
<td>0.924</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y2.3</td>
<td>0.926</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Y2.4</td>
<td>0.888</td>
<td>Valid</td>
</tr>
<tr>
<td>Brand Trust</td>
<td>Z1</td>
<td>0.768</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z2</td>
<td>0.710</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z3</td>
<td>0.774</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z4</td>
<td>0.763</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z5</td>
<td>0.812</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z6</td>
<td>0.821</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>Z7</td>
<td>0.850</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Author 2023

Table 3 shows that the loading factor value (convergent validity) of each item is more significant than 0.7, indicating that each item on the variables Perceived Influence, Word of Mouth, Repurchase Intention, and Brand Trust is valid. As a result, all items in each variable have been determined to have performed their measurement functions appropriately and correctly using the SmartPLS measuring instrument.

Table 4: Reliability Analysis

<table>
<thead>
<tr>
<th></th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Influence</td>
<td>0.780</td>
<td>0.858</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>0.913</td>
<td>0.945</td>
</tr>
<tr>
<td>Repurchase Intention</td>
<td>0.922</td>
<td>0.945</td>
</tr>
<tr>
<td>Brand Trust</td>
<td>0.897</td>
<td>0.919</td>
</tr>
</tbody>
</table>

Source: Author 2023

Based on the table above, the data used in this study are reliable. The threshold value for reliability is 0.70 (Latan & Ghozali, 2015). Table 4 shows that each variable has a Cronbach’s alpha and composite reliability value greater than 0.7, so the items used in this study are reliable.
Structural Model Test

Figure 2: Test Results; Source: Processed Primary Data 2023

The purpose of testing the structural model (inner model) is to determine the suitability of a model, which can be seen in the coefficient of determination ($R^2$), predictive relevance ($Q^2$), and goodness of fit model (GoF). The coefficient of determination ($R^2$) of Brand Trust was 0.421, indicating that 42.1% of the Brand Trust variable can be explained by the Perceived Influence variable, with the remaining 57.9% explained by variables not included in this study. The $R^2$ value in the Word of Mouth variable is 0.652, indicating that the WOM variable can be explained by the Perceived Influence and Brand Trust variables by 65.2%, with the remaining 34.8% explained by other variables not included in this study. The $R^2$ value in the Repurchase Intention Variable is 0.516, proving that the Repurchase Intention variable can be explained by the Perceived Influence and Brand Trust Variables by 51.6% and the remaining 49.4%

The $Q^2$ test results show a value of $Q^2$ ranging from 0 to 1, indicating that this research model is predictive. Perceived Influence, Word of Mouth, and Brand Trust accounted for 90.2% of the total, with the remaining 9.8% attributed to other variables not included in this research model. The Goodness of Fit test is designed to assess the accuracy of a research model built on the research variables. Based on the results of the GoF calculations, it yields a value of 0.61, implying that the structural model of this study, in general, has predictive solid properties. The goodness of fit (GoF) above indicates that the model in this study is robust, allowing hypothesis testing.

Hypothesis Test

This study has a hypothesis test, namely the direct effect test and the mediating effect. The following are the results of the hypothesis test.

Table 5: Direct Effect Test Results

<table>
<thead>
<tr>
<th></th>
<th>Path Coef.</th>
<th>t-Statistic</th>
<th>P-Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Influence $\rightarrow$ WOM</td>
<td>0.516</td>
<td>9.179</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Perceived Influence $\rightarrow$ Repurchase Intention</td>
<td>0.153</td>
<td>2.262</td>
<td>0.024</td>
<td>Accepted</td>
</tr>
<tr>
<td>Perceived Influence $\rightarrow$ Brand Trust</td>
<td>0.651</td>
<td>16.411</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Brand Trust $\rightarrow$ WOM</td>
<td>0.373</td>
<td>6.720</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Brand Trust $\rightarrow$ Repurchase Intention</td>
<td>0.613</td>
<td>10.503</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Author 2023
The table above shows that Perceived Influence has a significant effect on Worth of Mouth (β = 0.516, t = 9.719 p < 0.05) so that H1 is accepted. Perceived Influence has a significant effect on Repurchase Intention (β = 0.153, t = 2.262 p < 0.05) so that H2 is accepted. Furthermore, Perceived Influence has a significant effect on Brand Trust (β = 0.651, t = 0.077 p < 0.05) so that H3 is accepted. In addition, Brand Trust has a significant effect on Worth of Mouth (β = 0.373, t = 6.720 p < 0.05). Then, Brand Trust has a significant effect on customer Loyalty Repurchase Intention (β = 0.613, t = 10.53 p < 0.05) so that H5 can be accepted.

Table 6: Indirect Hypothesis Testing

<table>
<thead>
<tr>
<th>Path Coef.</th>
<th>t-Statistic</th>
<th>P-Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Influence → Brand Trust → WOM</td>
<td>0.108</td>
<td>6.096</td>
<td>0.000</td>
</tr>
<tr>
<td>Perceived Influence → Brand Trust → Repurchase Intention</td>
<td>0.428</td>
<td>8.515</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Author 2023

Table 6 above explains that the indirect test or mediating role of Brand Trust between the Perceived Influence relationship on Worth of Mouth has a positive and significant effect (β = 0.108, t = 6.096 p < 0.05) so hypothesis 6 is accepted. In addition, Brand Trust successfully mediates Perceived Influence on Repurchase Intention showing positive and significant results (β = 0.428, t = 8.515 p < 0.05) so that hypothesis 7 is accepted. It can be concluded that hypotheses 6 and 7 in the study are accepted. This can be interpreted that Brand Trust is a partial mediation between Worth of Mouth and Repurchase Intention on Perceived Influence.

Result and Discussion

WOM is influenced positively by perceived influence. This result indicates that someone who feels influenced by automotive influencers on YouTube will increase their attitude loyalty towards the Yamaha brand; in this study, attitude loyalty is realized through positive WOM. Influencer information is required when consumers have little experience with a product; this suggests that automotive influencers on YouTube social media are a source of information consumers require when they need more experience with Yamaha products. Consumers will be highly loyal to the Yamaha brand if they obtain the information they require from automotive influencers on YouTube and social media. Dependency relationships can be understood from a social exchange perspective because followers can reciprocate positive thoughts, feelings, and behaviors towards recommended brands when they benefit from relationships with brand supporters, such as product knowledge (Hollebeek, 2011). The results of this study are in line with the research of Sánchez-Fernández & Jiménez-Castillo (2021) and Casaló & Romero (2019)

Repurchase Intention is positively affected by Perceived Influence. This result indicates that someone who feels influenced by automotive influencers on YouTube will increase their behavioral loyalty to the Yamaha brand; behavioral loyalty is manifested in this study by Repurchase Intention. When consumers have little experience with a product, the brand recommended by the influencer becomes the first choice; this finding indicates that consumers have positive behavioral loyalty, making the Yamaha brand the first choice when they want to repurchase a motorcycle product. The results of this study are in line with the research of Jiménez-Castillo & Sánchez-Fernández (2019), Šerić & Gil-Saura (2012); (Mac-Kingsley & Kalu (2016); Hermawan & Semuel (2017) which state that the greater the persuasive power of digital influencers where it is considered a consistent source of information, the greater the individual’s interest in buying a product or brand.

Brand Trust is influenced positively by perceived influence. This means that someone influenced by automotive influencers on YouTube social media will have more trust in the Yamaha brand. In this study, brand trust refers to consumers’ belief that the Yamaha brand will consistently deliver on its product promises. As a result, when consumers obtain the information they require from automotive influencers on YouTube, they will have higher expectations and trust in Yamaha to deliver on its promises. The findings of this study are consistent with the findings of (Jun & Yi, 2020) study, which found that interactivity can have a direct and positive impact on brand attachment and trust. Followers will be more confident that the content reflects the influencer’s thoughts rather than being manipulated or edited by third-party intervention if they believe the influencer truly enjoys creating content without expecting external compensation. This is supported by Tatar & Eren-Erdömuş (2016) research, which found that people’s experience of brand trust in social media marketing increases with online interactivity.

WOM is positively affected by brand trust. As a result, someone who trusts the Yamaha brand will increase their attitudinal loyalty to the Yamaha brand. In this study, attitudinal loyalty is realized by positive WOM. Brand Trust is a consumer’s expectation that a brand will keep its promises. This shows that consumers believe and hope that Yamaha will deliver on its product promises. Consumers recommend products recommended by influencers to others. This finding indicates that consumers have positive attitude loyalty by providing positive feedback about the Yamaha brand to others based on the recommendations of the automotive influencers they follow. When consumers trust and expect the Yamaha brand to deliver on its promises, they will have positive attitudes and loyalty by giving positive responses about Yamaha products based on the recommendations of automotive influencers on YouTube
social media. The results of this study are in line with research by (Ebrahim, 2020), (King et al., 2014), and (Lien & Cao, 2014), which state that brand trust influences WOM.

Brand Trust has a positive impact on Repurchase Intention. This result means that someone who has trust in the Yamaha brand will increase their behavioral loyalty to the brand. Consumer expectations of a brand indicate that customers believe and hope that Yamaha will deliver on its product promises. Consumers demonstrate positive behavioral loyalty by making the Yamaha brand their first choice when purchasing motorcycle products in the future. As a result, when consumers have faith and hope in the Yamaha brand to deliver on its product promises, they will demonstrate positive behavioral loyalty by making Yamaha their first choice when purchasing a motorcycle in the future. The findings of this study are consistent with the findings of Saleem et al. (2017), Trivedi & Yadav (2020), Amaro & Duarte (2015) and Ashraf et al. (2014), Agag & El-Masry (2016); (Sullivan & Kim, 2018), who discovered that brand trust has a significant influence on customer attitudes and repurchase intentions.

Perceived Influence significantly impacts WOM via Brand Trust, but the mediating effect of Brand Trust is partial mediation. Brand Trust can bridge the Influence of Perceived Influence on WOM. However, even without Brand Trust, consumers can increase positive WOM for a brand when they feel influenced by the influencers they follow. In line with the research results by (Makhnot, Shaari, and Salleh, 2017), who found that brand trust is the leading construction in building long-term relationships, so when consumers trust a particular brand, long-term loyalty is obtained by a company, especially the automotive industry because brand trust is believed to be the dominant factor driving loyalty in the automotive industry. When consumers feel influenced by automotive influencers they follow on YouTube, it will positively impact consumer attitude loyalty by providing positive WOM to others. Consumer trust in Yamaha has a role in increasing this attitude of loyalty. However, Yamaha still has to strengthen Brand Trust with their consumers because Brand Trust plays a vital role in strengthening the Perceived Influence on WOM.

Perceived Influence has an essential impact on Repurchase Intention through Brand Trust. The mediating impact of Brand Trust is partial mediation. Brand Trust can bridge the Influence of Perceived Influence on Repurchase Intention. However, consumers can still increase repurchase intention for a brand even without Brand Trust when they feel influenced by the influencers they follow. This study's results align with the research by Makhnot, Shaari, and Salleh (2017), which found that when customers trust a particular brand, a company will obtain long-term loyalty, especially in the automotive industry. Brand trust is the dominant factor driving loyalty in the automotive industry. So, when consumers feel influenced by the automotive influencers they follow on YouTube, it will positively impact consumer behavior loyalty in the form of Repurchase Intention for Yamaha motorcycle products. However, Yamaha still has to strengthen Brand Trust with their consumers because Brand Trust plays a vital role in strengthening the Perceived Influence on Repurchase Intention by the wishes of restaurant customers so that customer loyalty is maintained and increased.

Conclusions

Based on the findings of a study on Perceived Influence, Brand Trust, Word of Mouth, and Repurchase Intention on Yamaha motorcycle consumers on YouTube social media, it can be concluded that Perceived Influence felt by consumers when receiving influence from automotive influencers on YouTube social media can increase attitude loyalty and behavioral loyalty of Yamaha motorcycle consumers. This implies that the greater the sense of influence consumers feel when viewing content from YouTube automotive influencers, the greater the WOM and Repurchase Intention for Yamaha motorcycles. Furthermore, consumer trust in the Yamaha brand will increase attitude and behavior loyalty. This indicates that the higher the level of consumer confidence in Yamaha motorcycles, the higher their attitude toward giving positive responses to others as a form of WOM, and the higher their intention to repurchase Yamaha motorcycles. Brand Trust plays a partial mediating role in the influence of Perceived Influence on attitude and behavioral loyalty. This shows that Perceived Influence can influence WOM and Repurchase Intention even without Brand Trust. Nevertheless, Brand Trust remains a factor that Yamaha must pay attention to in building attitudinal and behavioral consumer loyalty. This study provides a theoretical contribution by bolstering previous theories and research, and it is hoped that these findings will serve as a resource for future studies. The limitations of this study are as follows: First, the research object used in this study is limited to a single type of automobile, namely motorcycles. Second, this study only focuses on one mediating variable, Brand Trust, when numerous factors can influence consumer attitudes and behaviors, such as research conducted by (Choi et al., 2017), which discovered that customer satisfaction and brand prestige can affect consumer attitudes and behaviors. Third, the limitations of respondents’ answers are still uneven, with men predominating, indicating that gender factors can influence the perception of automotive use in Indonesia. Furthermore, the results show that Generation Z and Millennial automotive users continue to outnumber other generations; however, this finding is limited because respondents' responses cannot represent the responses of all generations. Future research is expected to address the shortcomings in this study, and it is hoped that future research will expand research objects such as cars and other automotive products. Furthermore, research on other social media platforms such as Instagram, TikTok, and others is expected, considering the gender composition and generation of automotive users, as this can provide differences in perceptions of using social media and their perceptions of using automotive products.

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