

## **Pengaruh Stories Influencer Media Sosial Terhadap Minat Beli: Peran Brand Engagement dan Brand Trust sebagai Variabel Mediasi (Studi pada Instagram Stories @fadiljaidi sebagai Influencer Marketing)**

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**Abstrak:** Penelitian ini bertujuan untuk menguji Pengaruh Influencer Stories Media Sosial terhadap Purchase Intention: Brand Engagement dan Brand trust sebagai Variabel Mediasi (Studi dalam Instagram Stories @fadiljaidi sebagai Influencer Marketing). Penelitian ini berfokus pada konsumen Generasi Z yang menonton Instagram stories Fadil Jaidi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan Structural Equation Modeling (SEM-PLS) melalui SmartPLS versi 4.0, melibatkan 146 responden yang dipilih dengan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner online. Hasil penelitian menunjukkan bahwa Influencer Marketing berpengaruh positif terhadap Brand Engagement dan berpengaruh positif terhadap Brand Trust, Influencer Marketing berpengaruh negatif terhadap Purchase Intention, namun tidak berpengaruh signifikan terhadap Purchase Intention. Sebaliknya, Brand Engagement dan Brand Trust terbukti memediasi pengaruh Influencer Marketing terhadap Purchase Intention. Selain itu, Brand Reputation tidak memoderasi hubungan Brand Trust terhadap Purchase Intention. Penelitian ini menyimpulkan bahwa Influencer Marketing berpengaruh positif terhadap Brand Engagement dan Brand Trust, sedangkan persepsi atau penilaian tentang Purchase Intention tidak berpengaruh langsung. Brand Engagement dan Brand Trust sangat penting dalam mendorong Purchase intention, yang berarti kedua variabel ini memperkuat pengaruh tidak langsung Influencer Marketing terhadap Purchase Intention. Brand Reputation tidak memoderasi hubungan antara Brand Trust dan Purchase Intention. Hal ini menunjukkan bahwa Purchase Intention lebih dipengaruhi oleh tingkat Brand Trust langsung terhadap merek dibandingkan Brand Reputation secara umum. Merek disarankan untuk berkolaborasi dengan influencer seperti Fadil Jaidi di media sosial, khususnya Instagram Stories, karena Fadil memiliki personal branding yang dapat menarik kepercayaan terhadap produknya. Fadil dikenal karena kemampuannya memberikan pengalaman visual, misalnya dengan meningkatkan yang dipromosikan.

**Kata Kunci:** Influencer Marketing, Brand Engagement, Brand Trust, Purchase Intention, and Brand Reputation.

## ***The Effect Of Social Media Influencer Stories Toward Purchase Intention: The Role Of Brand Engagement And Brand Trust As A Mediating Variable (Study in Instagram Stories @fadiljaidi as Influencer Marketing)***

**Abstract:** This study comprehensively examines the impact of Social Media Influencer Stories on Purchase Intention, specifically analyzing the mediating roles of Brand Engagement and Brand Trust. The research context focuses on Instagram Stories by @fadiljaidi as a form of Influencer Marketing. The investigation targets Generation Z consumers who actively view Fadil Jaidi's content. Adopting a quantitative methodology, the study utilizes Structural Equation Modeling (SEM-PLS) with SmartPLS 4.0 to analyze data obtained from 146 respondents selected via purposive sampling through online questionnaires. The empirical findings reveal that Influencer Marketing exerts a positive and significant effect on both Brand Engagement and Brand Trust. However, the direct impact of Influencer Marketing on Purchase Intention was found to be negative and statistically insignificant. Conversely, the results demonstrate that Brand Engagement and Brand Trust significantly mediate the relationship, serving as essential bridges between Influencer Marketing and Purchase Intention. Additionally, the analysis indicates that Brand Reputation does not act as a moderator in the relationship between Brand Trust and Purchase Intention. This suggests that Purchase Intention is driven more by direct Brand Trust than by general Brand Reputation. Consequently, this study concludes that maximizing Purchase Intention requires strengthening the indirect pathways of engagement and trust rather than relying solely on direct promotion. Managerially, brands are advised to form strategic collaborations with influencers like Fadil Jaidi, particularly on Instagram Stories, as his strong personal branding and ability to provide engaging visual product experiences are proven to effectively cultivate the consumer trust needed to drive sales.

**Keywords:** Influencer Marketing, Brand Engagement, Brand Trust, Purchase Intention, and Brand Reputation.

## **INTRODUCTION**

A marketing strategy that is currently growing rapidly is influencer marketing, where individuals with large followers and significant influence on social media collaborate to promote specific products. Influencers can use Instagram to advertise products based on criteria such as having many followers and high insight into the audience. Data published by Meta itself indicates that advertising on Instagram reached 1.74 million users in January 2025. (DataReportal, 2025). One of the Instagram features used as a medium for closer interaction is Instagram Stories, provide a thorough honest review and links that can direct to the purchase page, thus increasing the effectiveness of online marketing. One influencer who actively uses Instagram Stories as a marketing strategy is @fadiljaidi, a public figure with 13,7 million followers on Instagram. The videos made by Fadil Jaidi contain elements of humor and are interactive with followers as an identity in Instagram stories, thus creating brand trust. This is a characteristic that Fadil Jaidi has that is different from other influencers. Fadil not only increases product visibility but also builds strong relationships with his followers.

Previous research results from Lim et al. (2017) observed that social media influencers were found to have an insignificant relationship with attitude and purchase intention. The research found that posts from social media influencers who were not perceived to be directly knowledgeable about a product had no impact on purchase intentions. Not everyone can become an influencer. Niloy et al. (2023) found that influencer marketing has no significant influence on purchase intention. The role of brand engagement and brand trust as mediating variables in the relationship between influencer marketing and purchase intention is very important. Consumers will feel engaged with Instagram stories promotional content if they have higher trust in the promoted content. Once trust is established, they are likely to show purchase intention as a form of reaction to the stimulus from the influencer. Previous research only examined the direct relationship between influencer marketing and purchase intention without considering the psychological mechanisms that determine the outcome. By including brand engagement, brand trust as mediators, and brand reputation as a moderator, this study is able to explain the consumer internalization process more deeply and accurately.

Applying the SOR theory to explain the stimulus from influencers can result in purchase intention. The theory of Stimulus-Organism-Response (SOR) theory, which explains the relationship between the three components: stimulus (S), organism (O), and response (R). The stimulus is the influencer. In this research, brand engagement and brand trust are the organism. Based on several opinions, according to the experts above can be concluded that trust in the effect stimulus provided by the influencer which then ends with a create as a purchase intention and response from the consumer. The successful use of influencers depends not only on the number of followers but also on the brand engagement and brand trust built to gain the trust of consumers, which is important to attract those who have never tried the product and maintain the trust of those who have purchased and will continue to purchase. Consumers make informed decisions from sources with high quality and reviews. The trending way is to collaborate with someone who influences social media, such as an Instagram social media influencer.

## **LITERATURE REVIEW**

### **Influencer Marketing**

Influencer marketing is a marketing method that involves the collaboration among brands and individuals who wield impact and popularity on social media or within specific industries (Chopra et al., 2021). Customers are highly active on social media platforms and follow influencers, so it is advised to utilize these influencers to engage customers and create intentions to purchase their products. (Ao et al., 2023). Influencer marketing operates through social media influencers (SMIs) who act as opinion leaders (Casaló et al., 2020) who exert influence over potential buyers through social media content (Hayes et al., 2015). Influencer marketing the primary method for promotional strategy and reaching the specific audience for many brands (Audrezet et al., 2019).

### **Brand Engagement**

Brand engagement is a strategic method to create, develop, and enrich customer relationships and



achieve business performance (Liu, 2021). Brand engagement results in behavioral effect (Vivek et al., 2012). The behavioral results in previous studies include word-of-mouth activity referrals, recommendations, and online interactions (Kumar et al., 2010). France et al., (2016) determined that consumer engagement serves as an indicator of consumer behavior. Brand engagement usually involves the interactive behavior of customers after the acquisition. This engagement is particularly significant in social media communication, where interactions on social media naturally form meaningful relationships.

### **Brand Trust**

Trust has been described because the starting point in building a successful relationship among brands and customers (Vivek et al., 2012). Accept as true with impact the individual's willingness to exchange information and content with others (Sijoria et al., 2018). Salsabila et al., (2022), stated that brand trust has a significant impact on brand loyalty, and the greater people trust a brand, the greater probable of success for that business. If consumers trust a brand of their previous experience, they may be greater willing to make another purchase. Constructing brand trust on social media may additionally a substantial competitive edge (Kemeç et al., 2021). Brand trust positively affects loyalty (Lee et al., 2024). According to Lopes et al., (2022), brand trust has a favorable impact on brand loyalty and encourages consumers to display confidence in the brand while also building long-term relationships.

### **Purchase Intention**

Purchase intention is a process that usually relates to consumer perceptions, behavior, and attitudes (Harris et al., 2015). Purchase intention can change due to source trustworthiness and information usefulness. Purchase intentions are a very important metric in marketing. Purchase intention may be described as the tendency or choice of consumers to purchase a product at any time (Mirabi et al., 2015) or the form of planning that is consciously made to purchase a product. Intentions can reflect information about the knowledge levels of the consumer's mind. Having an idea of the intentions of a customer can help design the marketing activities to reach the target consumer and produce the desired results, which is greater customer involvement.

### **Brand Reputation**

Rust et al. (2021) define brand reputation as a common impression shaped in the minds, emotions, and conversations of all stakeholders regarding a brand. Brand reputation is an important aspect of branding and financial success. A good reputation also helps a brand achieve financial success by brands with a good reputation. Shafiq et al. (2023) argue that brand reputation depends on customers' perceptions based on the brand's communication with consumers. Coutinho et al. (2023) brand represents the opinions and perceptions of the customers, and a strong brand is always at the forefront of the customer's mind. Consumer attention to positive comments enhances brand reputation and influences purchase intentions. Liu (2021) stated that brands with a good reputation and high brand equity are more likely to trigger effective customer engagement.

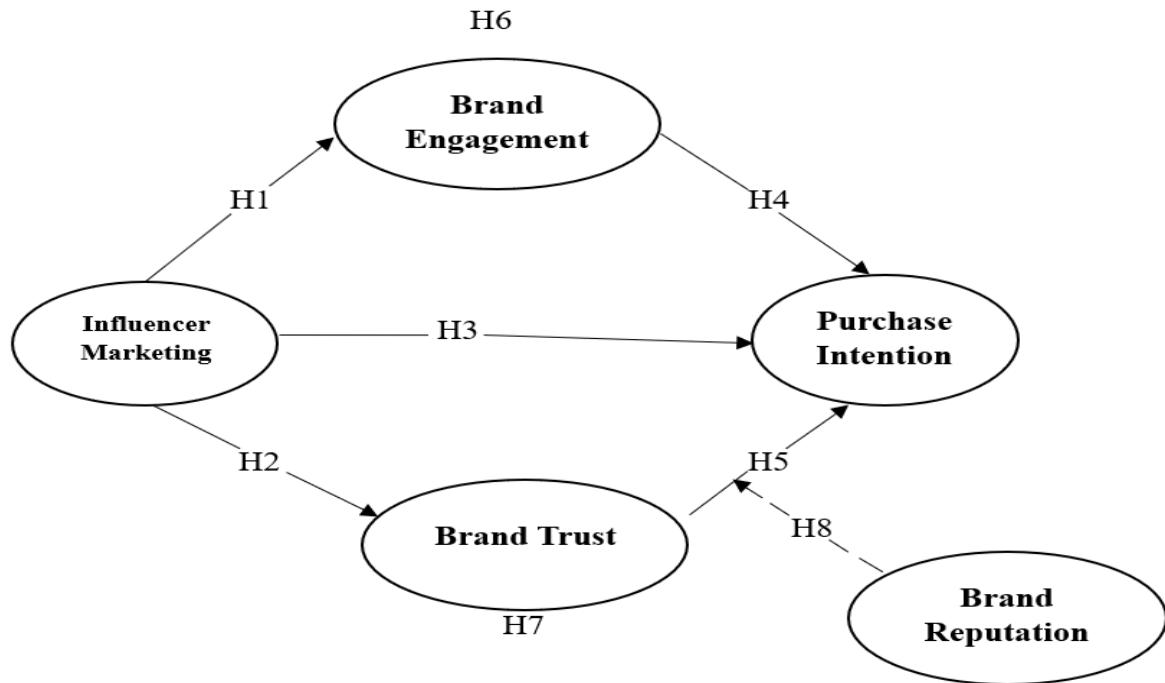


Figure 2. 1 Research Model

## METHOD

This study uses quantitative research. The objects in this study are independent variables, dependent variables, mediation, and moderation. The independent variable in this study is influencer marketing. The mediation variables in this study are brand engagement and brand trust. The dependent variable in this study is the purchase intention. Finally, the moderation variable in this study is brand reputation. The research was conducted in Central Java, Indonesia, in June 2025. The target population consists of Generation Z aged 17 – 28 years and who know Fadil Jaidi, followers on Instagram, and who watch the Instagram Stories product promotion from Fadil Jaidi. In terms of statistical efficiency, the SEM method will be used to examine the simultaneous relationships. Ghazali (2020) observed that the recommended sample size for using SEM is a ratio of 5 to 10 observations for each parameter used. With 20 indicators and 5 path coefficients. A total of 146 questionnaires were distributed to ensure the final sample meets the required threshold of approximately 150 valid responses.

This primary data can be interpreted as data obtained by researchers from the first source in the research conducted by collecting, independently (Suliyanto, 2018), while the data used in this study is sources were collected directly from Generation Z followers of the Instagram account @fadiljaidi, respondents' answers related to questions asked by researchers through questionnaires about influencer marketing, brand engagement, brand trust, purchase intention, and brand reputation variables. Secondary in this study are sourced from previous research journals, scientific books, academic articles, and other sources relevant to influencer marketing, brand engagement, brand trust, purchase intention, and brand reputation.

The analysis technique used in this study is Structural Equation Modeling (SEM), is a statistical method used to analyze complex relationships between latent variables and their indicators. PLS is one of the SEM (Structural Equation Modeling) methods, which is one of the analysis techniques to analyze the relationship between latent variables and their indicators. This research uses the PLS (Partial Least Squares) analysis method. The analysis includes measurement model evaluation (convergent validity, discriminant validity, and composite reliability) and structural model evaluation (F-Square, R-Square, and path coefficients). Hypotheses are tested using the bootstrapping method with a 95% confidence level, while

moderation effects are examined through specific indirect effects and interaction terms, respectively. This analytical approach enables the study to comprehensively evaluate both the indirect effects of vlogger influencer marketing on purchase intention.

## **RESULT AND DISCUSSION**

### **Result**

This section presents the results of the data analysis from 146 respondents who are followers of the Instagram account @fadiljaidi. Based on gender characteristics, the majority of respondents are female, totaling 127 individuals (86.71%). Regarding age, the 23–25 age group dominates the sample with a percentage of 60% (91 respondents). Before testing the hypotheses, the research instrument was declared valid and reliable through outer model testing, with Average Variance Extracted (AVE) values above 0.5 and Composite Reliability values above 0.7.

The results of the structural model (inner model) testing show an Adjusted R<sup>2</sup> value for the Purchase Intention variable of 0.7386. This indicates that the research model has a strong predictive level. A summary of the hypothesis testing results using path analysis based on the latest data is presented in Table 1.

Table 1. Hypothesis Testing Results (Path Coefficients)

Hypothesis	Path Coefficient ( $\beta$ )	T-Statistics	P-Values	Decision
Influencer Marketing -> Brand Engagement	0,4757	14.955,00	0.000	Accepted
Influencer Marketing -> Brand Trust	0,5472	23.626,00	0.000	Accepted
Influencer Marketing -> Purchase Intention	-0.032	0,23	0,517	Rejected
Brand Engagement -> Purchase Intention	0,2597	4.648,00	0.000	Accepted
Brand Trust -> Purchase Intention	0,2271	3.340,00	0.000	Accepted
IM -> BE -> Purchase Intention	0,1785	3.321,00	0.001	Accepted
IM -> BT -> Purchase Intention	0,1778	4.392,00	0.000	Accepted
BR x BT -> Purchase Intention	0,069	1.352,00	0.122	Rejected

The results confirm that six hypotheses are accepted and two are rejected. Influencer marketing has no significant direct effect on purchase intention ( $P= 0.517$ ). However, its influence is significantly channeled through brand engagement ( $\beta = 0.1785, P = 0.001$ ) and brand trust ( $\beta = 0.1778, P = 0.000$ ). Additionally, brand reputation does not act as a moderating variable between brand trust and purchase intention ( $P = 0.122$ ).

### **Discussion**

The findings of this study provide empirical support for the Stimulus-Organism-Response (SOR) theory in the context of digital marketing. The content provided by Fadil Jaidi serves as a stimulus that effectively triggers internal psychological states—namely brand engagement and brand trust—which ultimately drive the behavioral response of purchase intention. Influencer marketing significantly impacts both brand engagement ( $\beta = 0.4757$ ) and brand trust ( $\beta = 0.5472$ ). This suggests that the influencer's personality and the utility of the information provided are vital.

Descriptive analysis showed that the highest score in influencer marketing was for providing useful brand information (95%). This confirms that authenticity and honesty in reviews are fundamental to building trust among followers<sup>15</sup>. The rejection of the direct relationship between influencer marketing and purchase intention (H3), with a coefficient of -0.032 and  $P = 0.517$ , highlights that social media promotions do not immediately translate into sales. Instead, the process is fully mediated. Brand engagement ( $\beta = 0.2597$ ,  $P = 0.000$ ) and brand trust ( $\beta = 0.2271$ ,  $P = 0.000$ ) are essential precursors to purchase intention. This implies that consumers must first feel emotionally connected and confident in the brand's reliability before they develop an intent to buy. Furthermore, the moderation of brand reputation was rejected ( $P = 0.122$ ). This indicates that once a consumer trusts the brand through an influencer's recommendation, the brand's general public reputation becomes secondary to the personal trust established via the influencer. For practitioners, this emphasizes the importance of selecting influencers like Fadil Jaidi who can build strong, trust-based relationships with their audience, as these internal mechanisms are the true drivers of marketing success on platforms like Instagram Stories.

## CONCLUSION

This research concludes that influencer marketing activities on Instagram Stories significantly enhance both brand engagement and brand trust among Generation Z followers. A key finding of this study is that influencer marketing does not have a direct significant impact on purchase intention, indicating that the presence of an influencer alone is insufficient to trigger immediate buying behavior. Instead, the influence of such marketing efforts is fully mediated by the consumer's psychological state—specifically their emotional and cognitive engagement with the brand and their trust in the brand's reliability. Furthermore, the study reveals that brand reputation does not act as a moderating factor between brand trust and purchase intention, suggesting that the authentic connection and trust built through the influencer's personal recommendation are more critical to driving purchase intention than the brand's broader public standing. Overall, the effectiveness of influencer marketing on Instagram Stories depends on the influencer's ability to act as a credible intermediary that fosters deep engagement and solidifies consumer trust.

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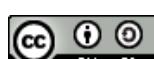
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