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Disclosing Food Vloggers on YouTube: The Effects of Trust on Customer Engagement and Repurchase Intention

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ABSTRACT

Objective – The purpose of this study was to substantiate a variety of statements, including the following: To begin, consumer trust influences how customers interact with food vloggers. Second, the customer's personal connection to food vloggers influences their involvement with food vloggers. Thirdly, client interaction with food vloggers has an effect on repurchase likelihood. Fourth, customer trust has a direct effect on the likelihood of repurchase.
Methodology – This study applies Structural Equation Model (SEM) techniques using Partial Least Squares (PLS) approach. The study took place in Jakarta area for 5 months, from January to May of 2021. The method used for this study mainly retrieved using online questionnaires that consist of survey items represented of the variables used on this study including customer trust, customer engagement, and repurchase intention.
Findings – Decision-makers should place a greater emphasis on food and beverage influencer marketing, particularly with regard to food vloggers. This is because research indicates that influencer marketing can boost customer trust and engagement, resulting in increased repurchase intentions.
Novelty – Using criteria such as trust and consumer contact with vloggers, this study examines the proclivity of prior customer behavior to predict customers' chance of repurchase intention (video bloggers).
Keywords: *vloggers; repurchase intention; customer engagement; customer trust*

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I. INTRODUCTION

The tremendous growth of digital influencers is verified by companies rising their spending on this type of marketing activity (Wielki, 2020). According to Haenlein et al. (2020), influencer marketing industry is worth $10 billion in 2020. Recent marketing statistics suggest the growth of influencers as an implication of word-of-mouth campaigns, with businesses recognizing the power of influencers in impacting a purchasing behavior (Chopra et al., 2020). Vlogs are the most acknowledged e-WOM platform that online users regard as a highly credible among all other media platforms (Hsu et al., 2013). The frequency and duration of internet use are strongly associated to the intention towards online purchasing; this indicates that prolonged exposure could really enhance a buyer's acquaintance and understanding of what would be involved in making purchases through the Internet (Limayem & Cheung, 2011).

The advancement of online food delivery services may be associated with the change nature of urban consumers (Teck-Chai & Yat, 2019). The increased ease of accessing OFD services via their smartphones may have prompted buyers to abandon traditional offline food purchases in favor of OFD services, as consumers can now access a diverse range of food options with a single click (Teck-Chai & Yat, 2019). The buyers are not going directly to the store as they just can easily find out the F&B brands as well as

looking out to the menu without really knowing how the real products are. In F&B industry, vloggers are intended to share their own experience interactively to their followers.

In view of this gap, we intend to contribute to the literature by elucidating the significance of customer contact with food vloggers in influencing online repurchase behavior in the Food and Beverage business. Although customer involvement may have no direct effect on trust or behavioral intention in repeated online transactions with a food store, the author posits that it may nevertheless have a role through its potential to generate repurchase intention in response to the contextual scenario. The author believes in this study that customer trust may still have a significant effect on engagement with the influencer, which may affect repurchase intention for the product recommended by the influencer. The objectives of this study are to prove whether customer trust influences the customer engagement with food vloggers, personal relevance of customer towards food vloggers influences customer engagement with food vloggers, customer engagement with food vloggers influence repurchase intention, customer trust directly influences repurchase intention, and personal relevance directly influences repurchase intention.

II. LITERATURE REVIEW

Trust

Trust is a confident expectation that trusted parties will react in accordance with the trusting party's confident assumptions by demonstrating capabilities, credibility, and generosity (Fang et al., 2014). Influencers win consumer trust compared to other online sources as some has tried to keep away from the advertisements using a tool like ad blockers (Chopra et al., 2020). Competence, generosity, and integrity are the three attributes of trust (Di Battista et al., 2020; Mayer et al., 1995). Likewise, trust can indeed be identified as a customer's desire to perceive the risk of loss during the buying process; by this definition, trust can also be regarded as a type of behavioral intention (Gefen et al., 2003).

Customer Engagement

Customer Engagement (CE) has always been in practice for quite some time, but companies can only justify their efforts if they can quantify the value derived from customer engagement. CE is a consumer behavior way of responding to a company, going beyond what is necessary for the core economic transaction (Van Doorn et al., 2010). It is also described as a psychological normally results from immersive, co-creative customer relationships with such a central agent or object in center point relational exchanges (Brodie et al., 2011). It also offers firms a good sense of the focal involvement objects by which customers interact and how these may lead to a high or negative customer experience (Naumann et al., 2020).

There are four main perspectives on CE, according to Harmeling et al. (2017): intrinsic motivations, psychological mind states, customer activities, and firm contributions. According to the definition of customer engagement as intrinsic motivation, consumers are motivated by a desire to interact and collaborate with other 'community members' (Algesheimer et al., 2005) or engage in "an online brand community" (Baldus et al., 2015). CE as a psychological mind state implies that consumers include important brands as part of their self-concept when it comes to purchasing decisions (Sprott et al. 2009) or feel 'internal emotion' from brand attachments (Paruthi & Kaur 2017). Besides, it has been proposed that customer engagement is a type of activity, such as a 'collection of experiences' (Calder et al. 2009), 'intentions to give online recommendations' (Hopp & Gallicano, 2016), or to include 'activities related to specific consumer/brand interactions' (Hollebeek et al., 2014). Lastly, Pansari and Kumar (2017) define CES as "the mechanics of a customer's value addition to the firm, either through direct or/and indirect contribution." According to Pansari and Kumar (2017), CE is defined as the mechanics of a customer's value addition to the firm, whether through direct or indirect contribution. In addition, customers can also make indirect contributions in a variety of ways in addition to making direct contributions to the cause (Kumar, 2013). One such widely used strategy is to encourage customers to refer their friends and family.

Referrals are essential because they have the potential to lower the firm's acquisition costs while also bringing in additional revenue in the future.

Repurchase Intention

Prior to explain about repurchase intention, it will begin explaining from the bigger point of view, which is the purchase intention in general. Purchase intention can be regarded as one of the aspects of consumer cognitive behavior that describes how a person intends to purchase a specific brand of product (Ling et al., 2010). In other words, it is defined as a reliable indicator of the probability that consumers will intend or be interested in purchasing a specific product or service in the foreseeable future (Wu, Yeh, & Hsiao, 2011). Along with the emergence of digital development, it has brought the consumer behavior into different level as in customers are now able to buy things online. According to Pavlou (2003), online purchase intention is defined as the situation in which a customer is willing and seeks to participate in an online transaction. When it comes to customer online purchase intention in the digital world, the power of a consumer's intention to perform the specific purchasing behavior through the internet will be ascertained by the digital-shopping environment (Salisbury et al., 2001).

Repurchase intention is considered as a next step after a purchase intention in which can be interpreted as a form of customer loyalty as well. Repurchase intention indicates an individual's willingness to make another purchase from the same company, based on his or her previous experience (Hellier, 2003). According to Hume et al. (2007), the consumer's verdict to engage in activities with a provider and the form of certain activity taking place is referred to as repurchase intention. Similarly, when consumers have previously purchased a product or service, it is called as repurchase intention. In simple word, repurchase intention is a post-purchase act (Arlanda & Suroso, 2018). As electronic commerce has developed massively and even become increasingly internationally competitive over the last half century, how to maintain existing customers to make repeated purchases (hereafter referred to as repurchase) has become a more major concern for online retailers than it has ever been (Nasir, 2015).

Customer Trust on Customer Engagement

Customer engagement (CE) is considered as a technique of designing, establishing, and optimizing relationships with customers, and it is recognized as a key strategy for achieving long-term competitive advantage (Agyei et al., 2020). Likewise, CE is being investigated as a tool in improving the explanatory value of buyer behavior, which comprises commitment and referrals (Brodie et al., 2011; Islam et al., 2017). According to another source, reasonably high return on investment, more educated content, greater engagement with the relevant targeted users, and close actual consumer interactions are all contributing to the massive trend of influencer marketing (Chopra et al, 2020). In response to the importance of CE, studies have attempted for ample research to develop in order to better understand the drivers of CE. Past studies have highlighted the significant influence of trust on engagement (Agyei et al., 2020; Syahputra & Murwatiningsih, 2019). Therefore, this study will examine the influence of trust on customer engagement specifically on food vloggers. Thus, hypothesis one is:

H1: Customer trust (CT) on food vlogger has positive influence on customer engagement (CE).

Customer Trust on Repurchase Intention

Understanding customers is essential in influencing subsequent plans in today's global environment. The customer's sense of satisfaction is inextricably linked to their sense of trust in the company. Customers will have high expectations of the value they will receive if they have faith in the service or company's quality (Syahputra & Murwatiningsih, 2019). Several studies have empirically demonstrated that vastly increased trustworthiness boosts purchasing intentions (e.g., Zaid, 2020; Wijaya & Astuti, 2018). As a result, trust has been recognized as a key determinant of both initial and repeated online purchases (Fang et al., 2014). Therefore, this study's second hypothesis is:

H2: Customer trust (CT) on food vlogger has positive influence on repurchase intention (RI).

Customer Engagement on Repurchase Intention

A number of researchers have focused on the relationship between customer satisfaction and repurchase intention (Tufahati et al., 2021; Ibzan et al., 2016), but today studies have shown that higher customer satisfaction alone does not necessarily result in the higher repurchase (Curtis et al., 2011). There may be several mediators linking to the relationship in repurchase situation. For instance, an analysis of adjusted expectations has recurrently been used in reference to the new paradigm of post-consumption (Ha et al., 2010). CE is defined as a psychological process by which potential users for a service brand develop loyalty, as well as a technique by which loyalty can be sustained for repeat purchase customers (Bowden, 2009). Thus, the third hypothesis is:

H3: Customer engagement (CE) on food vlogger's content review positively influences repurchase intention (RI).

III. METHODOLOGY

The study took place in Indonesia, especially in the Greater Jakarta area for 5 months period of time (January-May 2021). The samples were obtained randomly without any limitation of their job status. The respondents are being asked to fill in the questionnaire includes statements that they required to respond, which intended to investigate the relationship between the exogeneous and the endogenous variables. This study involved respondents who have experienced on watching food reviews made by food vloggers on social media such as Instagram and YouTube since this intended to investigate the relationship between customer engagement to certain influencers and repurchase intention made by them. It is important to do a study on the food and beverage industry in Indonesia due to its contribution to the nation's GDP in recent years (Ragimun & Widodo, 2019).

The questionnaire designed to use a 5-point Likert scale contains ranked-ordered level strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5) where the third point in the middle represents neutrality. The odd-number Likert scale was purposefully used in this study to allow respondents to express a neutral opinion between disagreement on one side and agreement on the other (Chyung, 2017). The reason to use a five-point scale was to make sure that respondents will not lose interest due to shorter scales tend to be quick to use (Taherdoost, 2019). The questionnaire was distributed through social media platforms such as Instagram, WhatsApp, and Twitter using Microsoft Google Forms for the online survey platform.

The population of this study largely comes from college students, both undergraduates and graduates with an age range between 18–25 years old, which then divided into some areas in the inside and outside Greater Jakarta Area. In addition to the type of population, they supposed to have related knowledge to the food vlogger's reviews on some social media platforms as the questionnaire has included some filter questions to obtain the exact respondents. Following the collection of the population of interest related to the subject of this research, the next step is to select a statistically representative sample of individuals drawn from it, which is known as a sampling (Majid, 2018). The method used to collect the sample in this study was nonprobability sampling, which means that all respondents in the population have the same unspecified chance of being chosen in the subgroup. A research study's sample size should have sufficient power and significance to enable the researchers to be convinced that the study findings cannot be ascribed to random variations in the population of interest (Majid, 2018). A sample size of 5-10 subjects per variable is required to calculate the sample size (Hair et al, 2021). The maximum number of 10 is being used in this study, then it needs to be multiplied by the number of measurement items, which the author used 15 items. Obtained on the calculation, the suitable sample size for this study should satisfy 150 respondents (10x15).

This study applies Structural Equation Model (SEM) techniques using Partial Least Squares (PLS) approach. This approach focuses on the analysis of variance. SEM is a second-generation multivariate data analysis method that is commonly used in marketing research as it can measure conceptually supported linear and additive causal models. SEM is ideal for addressing business research problems as it can use

unmeasurable, difficult-to-measure latent variables. PLS–SEM is a good choice for this research, as it is ideal for research in which the goal is to forecast key target constructs as well as constructs measured by numerous indicators while also being excellent for studies with smaller sample sizes (i.e. less than 500 participants) (Hair et al., 2021).

IV. RESULTS AND DISCUSSION

The Cronbach's Alpha value would be interpreted as excellent reliability if the value lies between 0.90 and above, high reliability if the value lies between 0.70-0.90, moderate reliability if the value lies between 0.50-0.70 and low reliability if the value lies between 0.50 and below. The results of Cronbach's Alpha's value in Table 1 lie between 0.70 and 0.90 can be considered to have a high reliability.

To pass the requirement of Composite Reliability, the value simply has to be exceeded the required minimum value of 0.70. The value of variable X1 (Customer Trust), X2 (Personal Relevance), Y (Customer Engagement), and Z (Repurchase Intention) are 0.890, 0871, 0.888, and 0.917, respectively. Therefore, the result of composite reliability values indicates that the observed variables are all reliable and can be further examined.

According to Hair et al. (2021), the values of the AVE have to be above 0.50 so that it is adequate for convergent validity. In accordance with the rules, it has shown in Table 1 that the values performed from all variables including CT, CE, and RI are all above the required minimum value of AVE.

Table 1. Assessment of the Measurement Model

Construct	Items	Loadings	Alpha	CR	AVE
Customer Trust	CT1	0.741	0.836	0.890	0.671
	CT2	0.796			
	CT3	0.860			
	CT4	0.871			
Customer Engagement	CE1	0.744	0.843	0.888	0.615
	CE2	0.806			
	CE3	0.854			
	CE4	0.760			
	CE5	0.751			
Repurchase Intention	RI1	0.899	0.865	0.917	0.787
	RI2	0.854			
	RI3	0.908			

The profile of the respondents is grouped into four age ranges: 18-25, 26-30, 31-40, and above 40. The majority of the respondents' age lies between 18-25 years old (87%). The second major respondents' age between 26-30 years old (11%). The rest of respondents' age lies between 31-40 and above (2%). From the total of 270 respondents, 195 respondents are women, comprising 72% of the total.

Multicollinearity test was conducted to identify whether high correlation is presence or not among exogenous variables. Multicollinearity must be managed to avoid because this can contribute to a number of issues, including a subsequent increase for standard errors in the regression direct consequence as well as a disruption in assessing the relevance of exogeneous variables in explaining their influence on the endogenous variable. Hair et al. (2011) asserted that to identify multicollinearity, variance inflation factor (VIF) is used and the VIF value must be <6 to indicate that multicollinearity is problem-free. Otherwise, if the VIF is >5, it is suggested to eliminate the variable.

Table 2. Collinearity Statistics

Items	CT1	CT2	CT3	CT4	CE1	CE2	CE3	CE4	CE5	RI1	RI2	RI3
VIF	1.554	1.670	2.233	2.254	1.577	2.086	2.268	1.722	1.669	2.437	1.953	2.517

As Table 2 shows, all the VIF values in are smaller than 6 which can be translated that there must be no existence of multicollinearity between the exogenous variables. Hence, the result of the and VIF values statistically indicate that multicollinearity is not an issue for all exogenous variables. It also can be suggested that the correlation between exogenous variables will not engender instability in the following regression analysis.

Table 3. Regression Test

	R	R^2	Adjusted R^2
CE	0.712	0.507	0.503
RI	0.640	0.410	0.403

In Table 3, we can see a strong linear relationship when the R^2 value is more than 0.5, it means that 49.3% of customer engagement can be described by other factors than trust. In Table 3, the R^2 value of customer engagement as a dependent variable is 0.507, indicating that 50.7% of the engagement factor can be explained by trust as the independent variable. The rest, 49.3%, was influenced by other factors excluded from the model. The R^2 value of repurchase intention at 0.410 indicates that 41.0% of the intention factor can be represented by both engagement and trust.

Table 4. Path Estimates

Hypothesis	Path Estimates	*t* statistics	*p* values
H1: CT →CE	0.303	4.832	0.000
H2: CT →RI	0.185	3.121	0.002
H3: CE → RI	0.411	6.297	0.000

Next, we performed a bootstrapping analysis, specifying 5,000 subsamples and a 95% significance level, to obtain each path coefficient's standard error and *p* value (see Table 4). From the hypotheses, they show that trust affects customer engagement (β = 0.303, t = 4.832) and it also positively affects repurchase intention (β = 0.185, t = 3.121). Therefore, hypotheses 1 and 2 are supported. Customer engagement positively affects repurchase intention (β = 0.411, t = 6.297), thus we can confirm hypothesis 3 is significant. The framework model of the research can be seen in Figure 1.

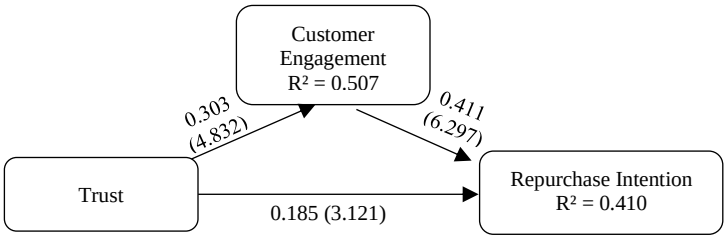

Figure 1. Indirect Effect of Trust on Repurchase Intention through Customer Engagement

V. CONCLUSION

It can be concluded that customer engagement in a positive connection and consumer trust in a positive relationship have a considerable impact on repurchase intention. To encourage repurchase intention, the

author advises that management should first manage a pool of food vloggers who are trustworthy in terms of content and personal image to promote their products. In general, customers will place a higher premium on the food vlogger's branding than on the material itself. Businesses must be able to manage their influencer marketing strategy by concentrating their efforts on Key Opinion Leaders (KOL). They can thus contribute to the organization obtaining a competitive position based on customer retention.

The result in which customer engagement does affect repurchase intention is actually in line with the finding of a prior research relevant to this research topic. According to Ho (2020), a high level of customer interaction can assist businesses in establishing strong customer equity and incentivizing consumer groups to repurchase. While the term 'consumer engagement' in this study refers to engagement with influencers, the outcome is still consistent. Furthermore, customer trust has a considerable impact on repurchase intention. Even though this research is focused on customer trust in a supplier, the mechanism remains the same: buyers must be satisfied with their first purchase experience in order to foster trust.

The outcome of consumer trust to repurchase intention is considerable, which is consistent with Islam and Rahman's (2016) study. Accordingly, businesses should provide content that gives accurate, relevant, and timely information to customers in order to earn their trust. Throughout this study's analysis, the rapid advancement of digital technology has had an impact on the growth of online food delivery services and the necessity for e-WOM in the form of influencer reviews. Businesses must be adaptive in this environment, recognizing the benefits of digital marketing and online selling. As customers no longer rely solely on official stores, we cannot remain to use certain traditional methods of marketing. Brands can leverage influencers/key opinion leaders to promote their products in order to increase brand awareness and loyalty. Engaging influencers to assist businesses in developing a positive brand image and gaining customer trust. The selection of influencers also becomes a critical step to prioritize, since the influencer they invite to collaborate will serve as the 'face of the product/business.'

The limitation of this study is that it utilizes only two exogenous factors and one mediating variable, which do not adequately represent the components or contributors to repurchase intention. Future research should work on enhancing a model to identify the factors that comprise repurchase intention and consumer engagement, in order to fully understand and support the research findings.

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