
The Influence of Content and Influencer Interaction on Followers' Trust in Social Media

Salbintan Fadilah Sari¹, Diana Fajarwati², Ika Baskara³, Muhammad Arief⁴

^{1,2,3,4} Universitas Esa Unggul, Jakarta, Indonesia

Article Information

Article History

Received, 5 June, 2025

Revised, 21 June, 2025

Accepted, 22 June, 2025

Published, 22 June, 2025

Corresponding Author:

Salbintan Fadilah Sari,
Universitas Esa Unggul,
Jakarta, Indonesia.

Email:

salbintansari28@gmail.com

ABSTRACT

Study This investigate connection between Informational Support, Emotional Support, Influencer Credibility, Trust and Emotional Brand Attachment in the Sometinc Community. Study This use scale Likert five points For measure support social, credibility influencers, trust, and engagement emotional brand. The sample consists of from 145 customers Somethic skincare in Jabodetabek. Validity tested, reliability with Cronbach's Alpha, and data analysis using Partial Least Squares (PLS). Study This show that credibility influencer influence trust in community Somethinc. Owner brand can leveraging credible influencers For increase awareness brand, spread review positive, and strengthening trust. With choose the right influencer, owner brand can increase trust to Somethinc in various platform. The purpose of article This is For understand How trust towards social media influence attachment emotional to A brand through influencers.

Keywords: Support Informational, Support Emotional, Influencer Credibility, Trust, Engagement Emotional Against Brands

INTRODUCTION

In today's *digital era*, *online social media platforms* such as Facebook, YouTube, Instagram, Twitter, and TikTok are increasingly popular. This has created an important new source of information for consumers, which can influence their purchasing decisions through social interactions on these *platforms* (Lin et al., 2018; Sheikh et al., 2019). According to a survey by Katadata Media Network (*Databoks*) in Indonesia (2024), the top social media applications in 2024 are WhatsApp (90.9%), Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%).

influencers are now recognized as an important channel for marketing products or services due to their ability to interact with customers, build trust, promote brands, and influence purchasing behavior (Klassen et al., 2018). “ *Influencer marketing* ” is a growing type of marketing, where brands collaborate with *influencers* to promote their business (Sokolova and Kefi, 2020). Due to the growing *trend* in purchasing through *online* and *offline channels*, many customers have been intensively utilizing various *internet sources* to search for information in recent years (Nosi et al., 2021).

Influencer potential is largely influenced by *trust* (Lindh & Lisichkova, 2018). Trust influences *Word of Mouth* (WOM) promotion, consumers are more likely to contribute positive WOM among *online travel communities*. (Lien & Cao, 2014).

Word-of-mouth *information* has a significant impact on perceived trustworthiness, similar to the quality of *information* available on a *website*, especially if *the information* is tailored to the individual needs of customers. (Ha, 2004) observed that a customer-centric approach can generate new customer growth (through word-of-mouth recommendations), retain existing customers, increase profitability, and strengthen customer loyalty. In addition, respondents who are satisfied with interactions on interactive *websites* tend to have higher levels of trust. According to Lou and Young, (2018) in the context of *influencer marketing*, they argue that *influencer* marketing content elements, such as perceived informative value and entertainment level of *posts* produced by *influencers*, have an impact on consumers' level of trust in advertising content (brand posts). This study emphasizes the perception of *influencer trustworthiness* in relation to *online trust*. *Online* trust is slightly different from *offline trust* (Bart et al., 2005).

Trust in the *Internet marketplace* also plays a very important role because it helps consumers overcome perceptions of uncertainty and risk, and encourages them to engage in trust-related behaviors, such as sharing *personal information* or making purchases (McKnight et al., 2002). Trust can be undermined if sellers engage in illegitimate business practices or if they are perceived as disregarding consumers' *privacy* and security (Chen, SC & Dhillon, 2002).

One of the main advantages of today's *online social environment* is the *facilitation of social support* where potential consumers can seek *information* about products, services, or brands through interactions on *social media*. Support This help they in make decision future purchases. Therefore that, role important from support *social* in trading *social* very much significant, because customer tend trust *information* obtained from Friend through *social media* platforms more than the *information* provided directly by business when they make decision purchase (Hu et al., 2016; Kelly et al., 2010). However, the authenticity user generated content Still in doubt Because lack of communication direct, expression face, and language body. This is cause development trust to business become a complex challenges (H. et al. (2020), 2020). Therefore, it is necessary study more carry on about How support social influence trust customer to business (Liang et al., 2011; Sheikh et al., 2019).

Focus from study This is intention believe, especially intention For do purchase from the intended party. Willing do purchase from a party Possible reflect readiness For take risk in various aspect: purchased goods Possible experience damage and the intended party can reject For replace it or return it; goods the Possible need future services, and the intended parties Possible No fulfil service the with good; or the intended party can gather information sensitive person about customer during transaction and then spread it to other parties

The variables related to the research of *information support, emotional support, influencer credibility, trust, and emotional brand attachment* have been previously acted upon. Where in *Informational support on social media sites* has a positive effect on *trust* and *Emotional support on social media sites* has a positive effect on *trust* (Freberg, Graham, McGaughey, & Freberg, 2011; Hair & Alamer, 2022; Lou & Yuan, 2019). *Influencer credibility on social media sites* has a positive effect on *brand trust* (Lindh & Lisichkova, 2018; De Veirman et al., 2017; Hanna et al., 2020; Lou & Yuan, 2019). *Trust* has a positive effect on *emotional brand attachment* (Japutra et al., 2014; Mostafa and Kasamani (2021), 2021; Yang et al., 2019). *Trust* mediates the relationship between (i) *information support*, (ii) *emotional support and emotional brand attachment* and *Trust* mediates the relationship between *influencer credibility and emotional brand attachment* (Berne-Manero & Marzo-Navarro, 2020; Trivedi and Sama, 2020)

To the best of the researcher's knowledge, no previous studies have explored the relationship between trust and *emotional brand attachment*. This relationship and the concept of *emotional brand attachment* are considered relatively new. Therefore, the purpose of this article is to understand how trust in *influencer credibility* affects *emotional brand attachment*. The majority of previous studies have mostly examined the trust *transfer process* from a single-channel perspective, namely trust from *online to offline* or *online to online contexts*. (Nosi et al. 2021,; Xiao et al., 2017). Previous studies have emphasized the influence of social support and *influencer credibility* on trust in multi-channels, while this study will discuss trust in *brands*.

The purpose of this study is because the credibility of an *influencer* is very influential in forming consumer trust in the brand promoted by the *influencer*. This credibility includes how strong the trust that the audience has in the brand or product recommended by *the influencer*. In other words, the trust that followers have in *the influencer* can be transferred to the brand used or recommended by the *influencer*, thus strengthening consumer trust in *the brand*.

LITERATURE REVIEW

Informational Support

Informational support can significantly affect *social commerce intentions*. The potential for this effect is based on the statement (Lal, 2017) which states that *information* positively and strongly affects consumer purchase intentions, because information support provides advice to individuals to make the right decisions. *Informational support* provided quickly and accurately increases the level of trust and makes it easier for consumers to see the benefits of social media (Rahayu et al., 2017). *Informational support* is one of the most important aspects in influencing purchasing decisions because without consumer *information*, consumers cannot make decisions (Hossain et al., 2020). *Informational support* provides individuals with useful *information* and guidance to help them overcome problems, which ultimately helps in making the right decisions (Liang et al., 2011). *Informational support* significantly affects social commerce intentions by providing positive and accurate information to consumers, strengthening trust, and facilitating the right decision making through social media.

Emotional Support

Liang et al., (2011) *Emotional support* in the form of mutual understanding and empathy helps consumers make better decisions. *Emotional support* involves individual interactions with attention, understanding, or empathy, which can generate new beliefs and ideas (Hossain et al., 2020). *Emotional support* is an important element of consumer desire and attention that influences their trust in social commerce ((Al-Tit et al., 2020). Unlike *informational support*, this aspect emphasizes that emotional support can help overcome perception problems and failures (Hajli, 2014). Emotional support is useful in encouraging consumers' desire to make purchasing decisions (Liang et al., 2011). *Emotional support* through mutual understanding and empathy helps consumers make better decisions, create trust, generate new ideas, and influence desire and trust in social commerce.

Influencer Credibility

Social media influencers refer to digital personalities who have a large following on one or more *social networks* (such as YouTube, Instagram, Facebook, or TikTok) and influence their followers through social media content. in various fields such as food and travel or beauty (Lou & Yuan, 2019). Through the perspective of trust *transfer*, an

influencer can transfer trust to *the brand* recommended or used by the influencer (Hanna et al., 2020). In line with that, Nosi et al. (2021) found that trust in social media *influencers* has a significant and positive effect on brand trust. *online*. The results of the study show that *credibility influencers* and attitudes toward *influencers* have a direct positive effect on followers' reactions to *influencers*. Specifically, perceived trustworthiness and attitudes toward an *influencer* strongly influence behavioral intentions to imitate and recommend that *influencer* (Cosenza et al., 2015; Ki and Kim, 2014). Social media *influencers*, digital figures with large followings on *platforms* such as YouTube, Instagram, Facebook, or TikTok, influence their followers in the areas of food, travel, and beauty, transferring trust to the brands they recommend or use, positively impacting brand trust *online*.

Trust

There are several ways to define trust, both *online* and *offline*. It can be said that trust is a state of psychological interaction between personal values, sense of humor, and attitudes. Consumers tend to trust *online information* shared by opinion leaders more (Metzger et al., 2010). In addition, they found that followers believe in *influencers' branded posts* positively affect their willingness to purchase (Lou & Yuan, 2019b). In the context of *online travel websites*, Agag and El-Masry (2017), highlighted that consumer trust in *online travel websites* depends on perceived ease of use, *website quality*, *website reputation*, and perceived usefulness. Trust is a psychological interaction between personal values, sense of humor, and attitudes, influencing how consumers trust information from *online opinion leaders, influencer posts*, as well as trust in *online travel websites* based on perceived ease of use, quality, reputation, and usefulness.

Emotional Brand Attachment

Emotional brand attachment is an important construct in the marketing literature because it reflects the strength of the bond a consumer has with *a brand*. (Theng So et al., 2013). *Information support* and *emotional support* received by customers from friends on social media also help build trust in sellers (Lin et al., 2018). Zhao et al., (2019), also argue that consumers are interested in seeking information about their products rather than *emotions*. *Influencer marketing* can also affect *emotional engagement* and follower retention (Berne-Manero & Marzo-Navarro, 2020). Over time, as the intensity of the relationship continues, satisfied consumers develop rational preferences as well as *emotional bonds*, which eventually create a strong *emotional relationship with the brand* (Albert et al., 2008; Batra et al., 2012). *Emotional brand attachment* strengthens consumers' relationships with brands through support from friends on social media, emotional responses to the brand, *influencer marketing*, and ongoing relationship development.

Relationship Between Variables

Relationship between Informational Support, Emotional Support and Trust

According to (Xiao et al., 2017), trust in the user community significantly influences trust in *offline retailers* such as *skincare stores*, thereby increasing *the transfer of trust* between channels. *Emotional support* can have positive effects when, for example, it increases higher job satisfaction through good job performance and personal efficacy (Mastraci et al., 2010).

Relevant, accurate, and efficient information can build trust on *social media*, while incorrect information can trigger negative responses from consumers (Hossain et al., 2020). It is important to understand the impact of *Emotional support* on trust in the context

of social media. *Emotional support* is an integral part of consumers' attention and desire, which contributes to their level of trust in *social commerce*. (Al-Tit et al., 2020) . In contrast to *informational support* , this aspect emphasizes that *emotional support* can help overcome perception problems and reduce damage (Hajli, 2014) . Hammouri & Abu-Shanab (2017) also argue that *emotional support* is a fundamental element in building trust. Thus, this study proposes the following *hypothesis* :

H1a. *Informational support* on social media sites has a positive effect on *Trust* .

H1b. *Emotional support* on social media sites has a positive effect on *Trust* .

The Relationship Between Influencer Credibility and Trust

Influencer credibility is how strong the trust and image of online content creators is to a particular audience, making them opinion leaders. Their posts have the ability to influence perceptions of brands, products, and potential consumers (Sokolova and Kefi, 2020) . In the context of trust *transfer* , the trust held by *influencers* can flow to *brands* that are recommended or used by the *influencer* (Hanna et al., 2020) . *Brands* usually look for an image of trust and sincerity in the *influencers* they choose to collaborate with (De Veirman et al., 2017) , because consumers tend to trust *influencers*. on social media as they trust their friends (Lou & Yuan, 2019) . Thus, this study proposes the following *hypothesis*:

H2. *Influencer credibility* on social media sites has a positive effect on *Trust* .

The Relationship Between Trust and Emotional Brand Attachment

Emotional brand attachment is a close relationship between consumers and *brands*, which is reflected in three dimensions, namely affection for *the brand*, passion for *the brand*, and identification with *the brand*. (Mostafa and Kasamani, 2021) . Japutra *et al.*, (2014) , found that trust is one of the main factors that influences *brand attachment* . In the context of the sharing economy, trust in companies such as Airbnb influences the level of consumer attachment to the company or *brand*. (Yang *et al.*, 2019) . Thus, this study proposes the following *hypothesis* :

H3. *Trust* has a positive effect on *emotional brand attachment* .

Trust Relationship To Multichannel

Trivedi and Sama, (2019) argue that in the context of *social media influencers* , the importance of building *trust* to form *brand admiration* among *influencer followers* . In addition, *influencer marketing* also has the potential to influence the level of *emotional attachment* and the level of memory of its followers (Berne-Manero & Marzo-Navarro, 2020) . Thus, this study proposes the following *hypothesis* :

H4. *Trust* mediates the relationship between (i) *information support* , (ii) *emotional support and emotional brand attachment*.

H5. *Trust* mediates the relationship between *influencer credibility and emotional brand attachment*

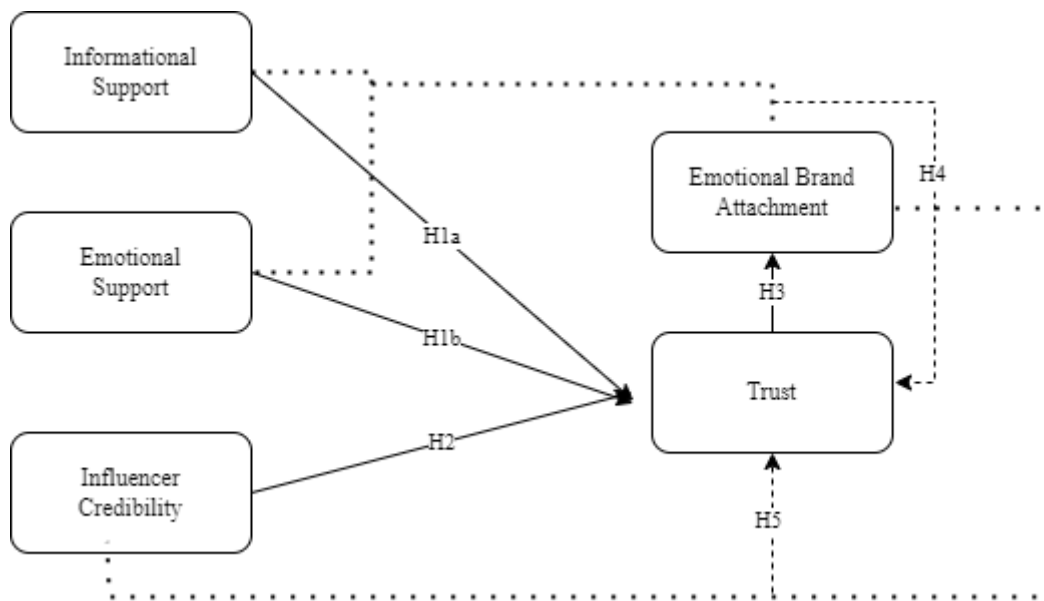


Figure 1. Research Model

RESEARCH METHODS

Study This to use scale *Likert* five -point scale that includes range from 1 (very much not) agree) to 5 (strongly agree). Concept support social explained as two variables reflective separate , namely *informational support* and *emotional support* . Items regarding *informational support* and *emotional support* taken from research conducted by (Lin et al., 2018) which consists of 9 questions . Assessment to *credibility influencer* adapted from the scale used in study (Sokolova & Kefi, 2020) , consisting of 5 items. In contrast, *Trust* is measured using a scale taken from research (Kim and Park (2013) and (Lin et al., 2018) , with 5 items. Furthermore, *Emotional Brand Attachment* to the brand is conceptualized as a formative second-order construct and measured by adapting the scale used in research (Mostafa and Kasamani, 2021) consisting of 10 items. The total measurement in this study is 29 statements. For more complete information, see Appendix 2 and Appendix 3.

The population of this study is *Somethinc skincare customers* in the Jabodetabek area whose total population cannot be ascertained, so it requires a sample collection technique using a *non-probability sampling method* that focuses on *purposive sampling techniques* with certain qualifications in order to be more suitable for the research objectives. The qualifications are *Somethinc customers* in the Jabodetabek area who are at least 17-50 years old and have purchased *Somethinc skincare* through the official *E-commerce website* or *then screening* questions are entered according to the qualifications in the questionnaire. In addition, it is given question about background behind they like type gender, age, education, and level expenditure For *Somethinc skincare* . Determination amount sample based on theory (Hair & Alamer, 2022) which states that 5 times the amount is needed statement so that found as many as 145 samples (5x29 statements).

Pre-test will be applied on 30 Respondent For identify potential error in the instrument used in measure variable research . At the stage this , validity will tested use reference to *Kaiser Meyer Olkin (KMO)* and *Measure of Sampling Adequacy (MSA)* with condition that KMO and MSA values must be more big from 0.5 to every variables for analysis can continued . If there is indicators that are not reach the value that has been set , then must deleted from analysis advanced Because considered invalid (Hair & Alamer, 2022) . Next, reliability will be tested to assess the consistency and reliability of the

instruments used, using *the Cronbach's Alpha method* which generally requires an α value of at least 0.6 to be acceptable (Hair & Alamer, 2022) .

Research Data

Analysis Methods This apply approach quantitative with method For analyze the data, namely using the Structural Equation Model Partial Least Square (SEM-PLS), namely questionnaire research conducted online with using google form for collect data. Data analysis using 2 measurement models , namely the outer model and the inner model. Outer model measurements are carried out with validity test convergent using loading factor >0.70 and Average Variance Extracted (AVE) >0.50 . In addition , the validity test discriminant done with cross loading >0.70 . Testing reliability done with using Cronbach's Alpha and Composite Reliability, where the expected value is >0.70 . The inner model measurement was carried out with Adjusted R² used For measure how much big influence variable exogenous to endogenous variables . Furthermore , the influence variable tested through hypothesis with mark significant determined by p-value <0.05 (Hair et al., 2019)

RESEARCH RESULT

Respondents study This is individuals who have buy product *Something skincare* Good through *platform E-commerce* and also from member community *Something Skincare Brand* . Questionnaire distributed use *google form* has collected as many as 151 respondents who live in Jabodetabek . Of the total 151 respondents , 79.5% (120 people) are women , while 20.5% (31 people) were men . In the context age , majority Respondent aged 17-30 years , covering 57.6% (87 people), followed by respondents aged 31-50 years as much as 30.5% (46 people). Meanwhile that , 7.9% (12 people) of Respondent aged not enough of 17 years , 0.7% (1 person) is over 70 years old , and 3.3% (5 people) is over 50 years old . In the field of work , majority Respondent consists of from students / university students reaching 41.7% (63 people), followed by civil servants / private employees as much as 32.5% (49 people), as well entrepreneurs who contributed 16.6% (25 people) of the total respondents , 7.9% (12 people) of respondents as Mother House stairs , and 1.3% (2 people) of respondents who did not Work .

Table 1. Analysis Statistics Descriptive

<i>Variables</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>
<i>Informational Support</i>	4.092	4,000	1.128
<i>Emotional Support</i>	4.033	4,000	1,081
<i>Influencer Credibility</i>	4.078	4,000	1.158
<i>Trust</i>	4.092	4,000	1.116
<i>Emotional Brand Attachment</i>	4.157	5,000	1.103

Based on descriptive statistical analysis , can concluded that *Emotional Brand Attachment* hold the most important role in Questionnaire with the average value is 4,157. While the , *Informational Support, Trust, and Influencer Credibility* become a significant factor important with values (4,092), (4,092), (4,078). On the other hand , *Emotional Support* No so important Because has the lowest average (4.033).

Measurement Model Analysis (Outer Model)

Table 2. Results of Validation and Reliability Measurement Tests

Variables	Indicator	Loading Factor >0.70	Cronbach's Alpha >0.70	Composite Reliability >0.70	AVE >0.50
Informational Support	INS1	0.944	0.951	0.965	0.872
	INS2	0.928			
	INS3	0.932			
	INS4	0.931			
Emotional Support	EMS1	0.918	0.959	0.968	0.858
	EMS2	0.924			
	EMS3	0.933			
	EMS4	0.932			
	EMS5	0.924			
Influencer Credibility	INC1	0.933	0.958	0.968	0.857
	INC2	0.925			
	INC3	0.938			
	INC4	0.920			
	INC5	0.912			
Trust	TR1	0.929	0.958	0.968	0.857
	TR2	0.934			
	TR3	0.929			
	TR4	0.916			
	TR5	0.919			
Emotional Brand Attachment	EBA1	0.914	0.979	0.982	0.843
	EBA2	0.934			
	EBA3	0.928			
	EBA4	0.918			
	EBA5	0.918			
	EBA6	0.914			
	EBA7	0.922			
	EBA8	0.915			
	EB9	0.919			
	EBA10	0.898			

Outer Model Analysis test which includes validity tests, as well as construct reliability tests using *Cronbach's alpha* and *composite reliability*, show that all indicators in the SEM-PLS model meet the specified requirements. The *loading factor value* for each indicator in the construct consistently exceeds the weighted reference factor > 0.70, which indicates that the construct is valid for use in validating and describing the underlying indicators. With Thus, the results This SEM-PLS analysis can reliable For do testing hypothesis in study This .

In research this, every variable show mark *Average Variance Extracted (AVE)*>0.50 and the minimum size of the loading factor in order to be able to accepted of >0.70. The results of processing with SmartPLS documented in Figure 2 shows loading factor value for all indicator has exceed value >0.70. Therefore that, can concluded that study This has fulfil condition validity convergent. Value details *loading factor*, *Cronbach's alpha*, *composite reliability*, and AVE for every variable can found in a way complete in Appendix 5 part B. For test validity discriminant, used analysis *cross loading*.

Goodness Of Fit

Table 3. Goodness Of Fit

	<i>Saturated Model</i>	<i>Estimated Model</i>	Standard Value	Information
SRMR	0.028	0.030	< 0.08	<i>Good Fit</i>
d_ULS	0.334	0.399	> 0.90	<i>Good Fit</i>
d_G	1,917	2,090	> 0.90	<i>Good Fit</i>
Chi-Square	132,360	1389,426	> 0.90	<i>Good Fit</i>
NFI	0.839	0.831	> 0.90	Not <i>Good Fit</i>

RMS *Theta*

Rms <i>Theta</i>	0.161
------------------	-------

Based on results analysis of the model fit test on the model fit indicator, found that RMS *Theta* value by 0.161 more big of 0.102, and the NFI value is 0.839, which means not enough from 0.90, indicating that the model does not fulfil criteria suitability . However , the SRMR value of 0.028 is higher small of 0.08, so the model is considered appropriate . In addition , the value d_ULS (0.334), d_G (1.917) and *Chi-Square* (132.360) which are higher tall from existing standards show that *goodness of fit* model can considered Good .

Structural Model Analysis (Inner Model)

Table 4. Test Results *R Square*

Variables	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Emotional Brand Attachment</i>	0.970	0.970
<i>Trust</i>	0.960	0.959

Results regarding *Adjusted R Square* (R^2) shows mark *Adjusted R^2* variable *trust* of 0.959 which means 95.9 % of the influence obtained from variable *informational support*, *emotional support* , and *influencer* credibility strong . *Adjusted R^2 emotional brand attachment* variable recorded of 0.970 which means by 97%. Its influence can explained in a way strong by the *trust* variable . From the value said , remaining about 4.1% of influence *trust* variable and 3% of influence *emotional brand attachment* variables explained by the variables other variables that have not been entered in study This .

Structural Model Analysis (Inner Model)

Structural Model (Measurement) Coefficient Influence Direct)

The results of the direct influence coefficient measurements can be seen in table 1 below: *Inner Model* test is carried out by hypothesis testing using the path coefficient value , where the level of significance is determined by the *t-value* which must be greater than 1.96. The hypothesis is tested through the results of the *bootstrapping analysis* of the path coefficient, and if the *t-value is > 1.96*, then the proposed hypothesis is accepted. Analysis results *bootstrapping on the path coefficient* can be seen in figure 3 below .

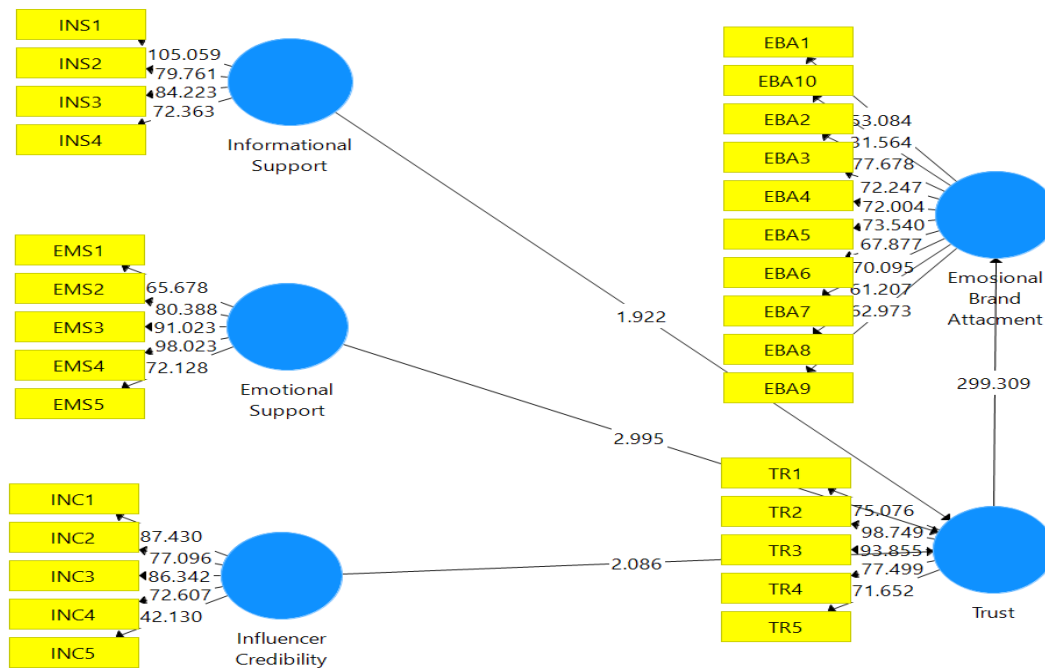


Figure 2. Inner Model Analysis Output Results

Figure 3 shows that mark *t-value* For every track in social model has tested and all own mark *t-value > 1.96*. For know whether hypothesis accepted or rejected , can be seen from mark significant *t-value* and *p-value* . On social significance 5%, if results *t-value > 1.96*, then social exogenous stated significant to endogenous social with significant test one side by 5%. Significance social can also be seen from mark *p-value < 0.05*. Based on results analysis in research this , it is stated that all over the hypothesis proposed accepted .

Table 5. Results of Direct Influence Path Coefficient Measurement

Hypothesis	Original Sample	t-values >1.96	p-values <0.05	Information
H1 a : <i>Informational support on social media sites influential positive towards trust .</i>	0.174	1,922	0.055	Invalid Data Test Result
H1 b : <i>Emotional support on social media sites influential positive towards trust .</i>	0.481	2,995	0.003	Valid Data Test Results
H 2 : <i>Influencer credibility on social media sites has a positive effect on trust .</i>	0.335	2,086	0.037	Valid Data Test Results

H 3 : <i>Trust</i> has a positive effect on <i>emotional brand attachment</i>	0.985	299,309	0,000	Valid Data Test Results
---	-------	---------	-------	-------------------------

Hypothesis first (H1a) with results analysis influence in a way direct variable *informational support* influential positive to variable *trust* of 0.174 (17.4%), while mark *t-value* of 1.922 and the *p-value* of 0.055, so H1a is not accepted . It means *informational support* No own connection significant to *brand trust* .

Analysis results For hypothesis second (H1b) shows that social *emotional support* influential positive to *trust* variable of 0.481 (48.1%). With mark *t-value* of 2,995 and the value *p-value* of 0.003, H1b is accepted . This means that *emotional support* own influence positive and significant to *brand trust* .

Hypothesis second (H2) with results analysis show that variable *influencer credibility* influential positive to *brand trust* of 0.335 (33.5%). With mark *t-value* as big as 2,086 and the value *p-value* of 0.037, H2 is accepted . This means that *influencer credibility* own influence positive and significant towards *trust* .

Hypothesis third (H3) with results analysis show that social *brand trust* is influential positive to *emotional brand attachment* of 0.985 (98.5%). With mark *t-value* of 299,309 and the value *p-value* of 0.000, H3 is accepted . This means that *brand trust* own influence positive and significant to *emotional brand attachment* .

Structural Model (Measurement) Coefficient Indirect Influence)

The results of the direct influence coefficient measurements can be seen in table 1 below:

Table 6. Results of Indirect Path Coefficient Measurement (Mediation)

Hypothesis	Original Sample	t-values >1.96	p-values <0.05	Information
H4 a : <i>Brand trust</i> mediates the relationship between (i) <i>information support</i> and <i>emotional brand attachment</i> .	0.171	1,922	0.055	Invalid Data Test Result
H4 b : <i>Brand trust</i> mediates the relationship between (ii) <i>emotional support</i> and <i>emotional brand attachment</i> .	0.474	3,005	0.003	Valid Data Test Results
H 5 : <i>Brand trust</i> mediates the relationship between <i>influencer credibility</i> and <i>emotional brand attachment</i> .	0.330	2,082	0.038	Valid Data Test Results

Hypothesis 4 (H4a) with results analysis influence No direct variable *information support* own influence positive to variable *emotional brand attachment* mediated by trust variables of 0.171 (17.1%), while mark *t-value* of 1,922 and the value *p-value* of 0.055, so H4a is not accepted . It means *information support* No own connection significant to *emotional brand attachment* mediated by *brand trust* .

Hypothesis 4 (H4b) with results analysis influence No direct variable *emotional support* own influence positive to variable *emotional brand attachment* mediated by trust variables of 0.474 (47.4%), while mark *t-value* of 3,005 and the value *p-value* of 0.003, so H4b is accepted . This means that *emotional support* own influence positive and significant to *emotional brand attachment* mediated by *brand trust* .

Hypothesis 5 (H5) with results analysis influence No direct variable *influencer credibility* own influence positive to variable *emotional brand attachment* mediated by trust variables of 0.330 (33%), while mark *t-value* of 2,082 and the value *p-value* of 0.038,

so H5 is accepted . This means that *emotional support* own influence positive and significant to *emotional brand attachment* mediated by trust .

DISCUSSION

In the results of the hypothesis test (H1a) for this study, *informational support* did not have a significant influence on *brand trust* . The results of this study are not in line with previous studies , previous studies have shown that good *Informational Support can increase brand trust* (leong et al., 2020) . This hypothesis is not proven. However, respondents gave a high rating to the information support of *the something community* , indicating that this element is still important even though it does not directly affect *Trust* . This means that although the information provided may be relevant, consumers may not feel that the information is strong enough to build trust in the brand. This could also indicate that other factors, such as *emotional support* or *influencer credibility* are more influential in building trust than just *the informational support* provided.

The results of the hypothesis test (H1b) in this study found that increasing *emotional support* in *the Something community* has a positive effect on *brand trust* , so *emotional support* H1b is accepted. This means that the emotional support of *the Something community* is very responsive and fast in answering respondents' questions or requests, which can create a sense of connectedness and comfort, which ultimately strengthens their trust in the *Something Brand* . The results of this study are not in line with previous studies which show that good *Emotional Support can increase Trust* (Leong et al., 2020) .

The results of the hypothesis test (H2) in this study stated that increasing *influencer credibility* has a positive effect on *trust* , so it was found that *influencer credibility* H2 was accepted. This means that the credibility of *influencers* in *the Something community* accurately answers customer questions about products and *influencer credibility* includes trust built through their consistency, honesty, and authority in discussing products. When consumers feel that *influencers* are trusted, their trust in *the Something Brand* recommended by *the influencer* also increases. The results of this study are consistent with research by (H. et al. (2020), 2020; Leite & Baptista, 2021) , which found that credibility *influencer* impact positive on trust brand .

The results of the hypothesis test (H3) in this study found that increasing *brand trust* has a positive effect on *emotional brand attachment* , so it was found that brand trust H3 was accepted. This means that *brand trust* in *the Something community* has a positive and significant effect on *emotional brand attachment* . When consumers feel confident in a brand, they are more likely to have a strong emotional connection with the brand. This can happen because of the sense of security and confidence obtained from the brand, which then strengthens their emotional bond. The results of this study are in line with the conclusions of the study (Levy and Hino (2016)) , which shows that community trust in the *Something brand* plays an important role in building emotional attachment to the brand. So, it can concluded that consumers who believe in the brand *Something* tend own attachment emotional with brand That .

The results of the hypothesis test (H4a) in this study found that the indirect effect of *informational support* did not have a significant effect on emotional brand attachment mediated by *brand trust* , so that H4a was not accepted because *t-value* his not enough from 1.96 and *p-value* his more of 0.05 . This means that information support does not have a significant relationship with *emotional brand attachment* mediated by *trust* . The results of this study indicate that although information support in the *Something community* has a positive impact, its influence is not significant enough to form an emotional

attachment through brand trust, so other factors may be more dominant in influencing emotional attachment to the brand (L. et al. (2020), 2023) .

The results of the hypothesis test (H4b) in this study found that the indirect effect of *emotional support* has a positive effect on *emotional brand attachment* mediated by *brand trust* , so H4b was accepted. This means that *emotional support* has a positive and significant effect on *emotional brand attachment* mediated by *brand trust* . When consumers feel emotionally supported, their trust increases and this trust strengthens consumers' emotions with *the brand* . The results of this study are in line with the conclusions of the study (Trivedi and Sama, 2020) , which shows that emotional support in the *Somethinc community* builds *emotional brand attachment* with *Somethinc brand trust*.

The results of the hypothesis test (H5) in this study found that the indirect effect of *influencer credibility* has an effect on *emotional brand attachment* mediated by *brand trust* , so H5 was accepted. This means that *Somethinc brand trust* also mediates the relationship between *influencer credibility* and emotional brand attachment. The results of this study are in line with the conclusions of the study (Trivedi and Sama, 2020) , which asks that *Somethinc brand trust* must first be built by social media *influencers* to create admiration for the *Somethinc brand* among their followers. Therefore, the results support.

CONCLUSION

The results of this study indicate that of the five hypotheses proposed, three of them proved significant as expected, while the other two hypotheses did not receive significant support as expected at the beginning of the study. The results revealed that information support did not have a significant effect on brand trust in the *Somethinc community* (H1a), although this element remained important according to respondents' assessments. In contrast, emotional support had a positive effect on brand trust, so that hypothesis (H1b) was accepted, indicating high responsiveness in handling requests from respondents. Hypothesis (H2) was accepted Because credibility *influencer* in a way positive influence trust brand , shows effectiveness in answer question about product. Hypothesis (H3) is also accepted , indicating that trust brand impact positive and significant to attachment emotional on the brand . However , hypothesis (H4a) does not accepted Because support information No Enough significant For influence attachment emotional through trust brand , although the impact positive . On the other hand , hypothesis (H4b) is accepted , indicating that support emotional in a way significant influence attachment emotional through trust brand . Finally , hypothesis (H5) is accepted , indicating that credibility *influencer* influence attachment emotional about the brand in a way No direct through trust brand , with trust brand functioning as a mediator.

Limitations and Suggestions

Study This own a number of necessary limitations be noted and repaired . First , the size sample study This is a small social (n = 151) and is limited to respondents who only follow *community Somethinc* . Thus, the results of this study do not fully represent the national or international population. Second, outside the variables in this study, additional variables such as *brand loyalty*, *purchase intention* or *customer engagement* can be considered in the future , thus providing a more comprehensive view of the impact of *influencers* . Third, ensure that each variable has a strong theoretical basis, a comprehensive and up-to-date review must be conducted to ensure that the selected variables are relevant and supported by previous research. Fourth, this thesis focuses on the Jabodetabek area, further research can be conducted in other areas in Indonesia or abroad to evaluate how cultural differences affect interaction and trust in *Influencers*. Fifth, future research can expand its focus to other *brands*, such as technology or *fashion* to

explore whether the same results apply in different contexts. Sixth, choose an analysis method that is appropriate to the characteristics of the data and variables used, the use of appropriate statistical methods will help ensure that the variables are adequately tested and relevant to the research hypothesis.

Managerial Implications

Findings This own implications important managerial for *Something* social and brand. Companies need to utilise traditional media platforms and digital for to spread information about product them and weave Work The same with influencers who have reputation good . With choose Influencers who have credibility high , the company can strengthen attachment emotional customer to brand , which ultimately potential increase loyalty and intention buy consumers . In addition , the Company must ensure that The content delivered by Influencers is informative and supportive need emotional consumers and management need regularly monitor social satisfaction customers and do repair sustainable For maintain community *Something* .

REFERENCES

- (2016), L. and H. (2016). *International Journal of Bank Marketing* .
- (2020), H. et al. (2020). Predicting the antecedents of trust in social commerce – A hybrid structural equation modeling with neural network approach. *Journal of Business Research* , 110 (December 2018), 24–40. <https://doi.org/10.1016/j.jbusres.2019.11.056>
- (2020), L. et al. (2023). The effects of social support and social media influencers' credibility on emotional brand attachment: The mediating role of trust in multichannel. *Social Sciences and Humanities Open* , 8 (1), 100727. <https://doi.org/10.1016/j.ssaho.2023.100727>
- (Al-Tit et al., 2020). (2020). The driving factors of the social commerce intention of Saudi Arabia's online communities. *International Journal of Engineering Business Management* , 12 , 1–8. <https://doi.org/10.1177/1847979019899746>
- (Algharabat & Rana, 2021; Sheikh et al., 2019; Sohaib, 2021). (2005). *Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale* . 69 (October), 133–152.
- (Berne-Manero & Marzo-Navarro, 2020). (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability (Switzerland)* , 12 (11). <https://doi.org/10.3390/su12114392>
- (Freberg, Graham, McGaughey, & Freberg, 2011). (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review* , 37 (1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- (Hair & Alamer, 2022). (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics* , 1 (3). <https://doi.org/10.1016/j.rmal.2022.100027>
- (Hair et al., 2019). (1989). Multivariate Data Analysis. *Technometrics* , 31 (3), 393. <https://doi.org/10.2307/3556165>
- (Hossain et al., 2020). (2020). A mediation and moderation model of social support, relationship quality and social commerce intention. *Sustainability (Switzerland)* , 12 (23), 1–13. <https://doi.org/10.3390/su12239889>
- (Klassen et al., 2018).. (2018). What people “like”: Analysis of social media strategies used by food industry brands, lifestyle brands, and health promotion organizations on Facebook and Instagram. *Journal of Medical Internet Research* , 20 (6), 1–9. <https://doi.org/10.2196/10227>
- (Liang et al., 2011). (2011). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce* , 16 (2), 69–90. <https://doi.org/10.2753/JEC1086-4415160204>
- (Lindh & Lisichkova, 2017). (2018). Rationality versus emotionality among online shoppers: The mediating role of experts as enhancing influencer effect on purchasing intent. *Journal of Customer Behavior* , 16 (4), 333–351. <https://doi.org/10.1362/147539217x15144729108135>

- (Mastraci et al., 2010). (2018). *Emotional Labor: Why and How to Teach It Emotional Labor: Why and How to Teach It* . 6803 (2010). <https://doi.org/10.1080/15236803.2010.12001590>
- (Rahayu et al., 2017). (2017). The Influence of Support and Social Relations on Product Purchase Intentions in Social Commerce. *Journal of Information Systems* , 13 (1), 21. <https://doi.org/10.21609/jsi.v13i1.507>
- (Theng So et al., 2013). (2013). Corporate branding, emotional attachment and brand loyalty: The case of luxury fashion branding. *Journal of Fashion Marketing and Management* , 17 (4), 403–423. <https://doi.org/10.1108/JFMM-03-2013-0032>
- Agag and El-Masry (2017). (2017). Why Do Consumers Trust Online Travel Websites? Drivers and Outcomes of Consumer Trust toward Online Travel Websites. *Journal of Travel Research* , 56 (3), 347–369. <https://doi.org/10.1177/0047287516643185>
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business Research* , 61 (10), 1062–1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing* , 76 (2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Chen, S.C. and Dhillon, G. (2003). (2002). Costs of secondary parasitism in the facultative hyperparasitoid *Pachycrepoideus dubius*: Does host size matter? *Entomologia Experimentalis et Applicata* , 103 (3), 239–248. <https://doi.org/10.1023/A>
- Cosenza et al., 2015; Ki and Kim, 2019. (2014). *Credibility in the blogosphere : A study of measurement and influence of wine blogs as an information source* . <https://doi.org/10.1002/cb>
- De Veirman et al, 2017. (nd). *No主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析* Title . 32 , 7823–7830.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising* , 36 (5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Ha, H.Y. (2004). Factors influencing consumer perceptions of brand trust online. *Journal of Product & Brand Management* , 13 (5), 329–342. <https://doi.org/10.1108/10610420410554412>
- Hajli, MN (2014). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change* , 87 , 17–27. <https://doi.org/10.1016/j.techfore.2014.05.012>
- Hammouri & Abu-Shanab (2017). (2017). The antecedents of trust in social commerce (Review). *ICIT 2017 - 8th International Conference on Information Technology, Proceedings* , 648–652. <https://doi.org/10.1109/ICITECH.2017.8079921>
- Hanna et al., 2020. (2020). 'You really are a great big sister' – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing in fluenecer marketing. *Journal of Marketing Management* , 00 (00), 1–20. <https://doi.org/10.1080/0267257X.2019.1708781>
- Hu, X., Huang, Q., Zhong, X., Davison, R. M., & Zhao, D. (2016). The influence of peer characteristics and technical features of a social shopping website on a consumer's purchase intention. *International Journal of Information Management* , 36 (6), 1218–1230. <https://doi.org/10.1016/j.ijinfomgt.2016.08.005>
- Japutra, A., Ekinci, Y., & Simkin, L. (2014). Exploring brand attachment, its determinants and outcomes. *Journal of Strategic Marketing* , 22 (7), 616–630. <https://doi.org/10.1080/0965254X.2014.914062>
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising* , 10 (2), 16–27. <https://doi.org/10.1080/15252019.2010.10722167>
- Kim and Park (2013). (2014). Prehistoric schistosomiasis parasite found in the Middle East. *The Lancet Infectious Diseases* , 14 (7), 553–554. [https://doi.org/10.1016/S1473-3099\(14\)70794-7](https://doi.org/10.1016/S1473-3099(14)70794-7)
- Lal, PLal, P. (2017). (2017). Analyzing determinants influencing an individual's intention to use social commerce websites. *Future Business Journal* , 3 (1), 70–85. <https://doi.org/10.1016/j.fbj.2017.02.001>

- Leite, F.P., & Baptista, P.D.P. (2021). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice* , 00 (00), 1–17. <https://doi.org/10.1080/10696679.2021.1935275>
- Lien & Cao, 2014. (2014). Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior* , 41 , 104–111. <https://doi.org/10.1016/j.chb.2014.08.013>
- Lin et al., 2018. (2018). Understanding Chinese consumer engagement in social commerce: The roles of social support and swift guanxi. *Internet Research* , 28 (1), 2–22. <https://doi.org/10.1108/IntR-11-2016-0349>
- Lou & Yuan, 2019. (2019a). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media Influencer Marketing: How Message Value and Credibility Affect Consumer. *Lou & Yuan, 2019* , 0 (0), 1–16. <https://doi.org/10.1080/15252019.2018.1533501>
- Lou & Yuan, 2019. (2019b). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising* , 19 (1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lou and Young (2018). (2018). Composites with carbon nanotubes and graphene: An outlook. *Science* , 362 (6414), 547–553. <https://doi.org/10.1126/science.aat7439>
- McKnight, D.H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research* , 13 (3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Metzger et al., 2010. (2010). Social and heuristic approaches to credibility evaluation online. *Journal of Communication* , 60 (3), 413–439. <https://doi.org/10.1111/j.1460-2466.2010.01488.x>
- Mostafa and Kasamani (2021). (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics* , 33 (4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Nosi et al. (2021). (2021). *The influence of online and offline brand trust on consumer purchasing intention* . August . <https://doi.org/10.1108/EMJB-01-2021-0002>
- Sheikh et al., 2019. (2019). Impact of social commerce constructs and social support on social commerce intentions. *Information Technology and People* , 32 (1), 68–93. <https://doi.org/10.1108/ITP-04-2018-0195>
- Sokolova and Kefi, 2020. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services* , 53 (September 2018). <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Trivedi and Sama, (2019). (2020). The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective. *Journal of Internet Commerce* , 19 (1), 103–124. <https://doi.org/10.1080/15332861.2019.1700741>
- Xiao, L., Mi, C., Zhang, Y., & Ma, J. (2017). *Examining Consumers' Behavioral Intention in O2O Commerce from a Relational Perspective: an Exploratory Study* .
- Yang, S. B., Lee, K., Lee, H., & Koo, C. (2019). In Airbnb we trust: Understanding consumers' trust-attachment building mechanisms in the sharing economy. *International Journal of Hospitality Management* , 83 (October 2018), 198–209. <https://doi.org/10.1016/j.ijhm.2018.10.016>
- Zhao et al., (2019). (2019). The effects of trust on consumers' continuous purchase intentions in C2C social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services* , 50 (April), 42–49. <https://doi.org/10.1016/j.jretconser.2019.04.014>