



Brand Trust As A Moderating Variable Of The Influence Of Instagram Vloggers On Food Branding

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ABSTRACT

This research is quantitative with an explanatory approach, which utilizes primary source research to validate existing hypotheses . The data used in this study are primary data obtained from 250 Instagram users. The data in this study were analyzed using the Smart PLS 4.0 analysis tool. The result in this article show In this study, there are two hypotheses used. The hypothesis in this study is that the Instagram Vlogger variable can have a positive relationship direction and a significant influence on Food Branding. To find out the results can be seen in the first row of the third table. The first row of the third table in this study shows that the Instagram Vloggers variable can have a positive relationship direction and a significant influence on Food Branding because the P-Values are positive and below the 0.05 significance level, namely 0.000. The results mentioned by the researcher in the previous row are in line with a number of previous studies as follows (Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022). These results mean that the increasing number of Instagram Vloggers about a product can make the product more known to the public and ultimately can increase the Food Branding of a product. The next hypothesis can be interpreted that the Brand Trust variable can also strengthen the influence of the Instagram Vloggers variable on Food Branding because the P-Values also tend to be positive and are also far below the 0.05 significance level, namely 0.000. More significant than direct testing. Based on this, the first and second hypotheses in this study can be accepted and proven.

INTRODUCTION

Vlogs are a form of video communication. They are created in the form of monologues, recorded as creatively as possible with a camera and then edited simply (Nurjanah 2021). Typically, after vloggers record their vlogs, they share them on social media platforms, such as Instagram. Often, Vloggers' content on Instagram contains information and reviews of a brand they are currently using. This information and reviews can influence purchasing decisions. Promoting products and brands through vlogs by well-known and professional Vloggers has become a popular marketing strategy for entrepreneurs today (Eribka 2017).

When vlogging, vloggers must of course prepare their content first. One type of content often featured by vloggers is culinary content. Vloggers who create this type of content are known as food vloggers. Popular food vloggers are usually paid and invited by restaurants or eateries to help promote their establishments and menus (Lupiyoadi 2014). This is because food stalls or restaurants typically experience an increase in visitors and customers after being promoted by vloggers. However, some food vloggers choose not to visit the restaurants or eateries that invite them. This is done so that the resulting vlog videos can be more objective in assessing a restaurant and its menu (Thamrin 2013).

The vlogger instrument used in this study was Instagram. Since its launch in 2010, Instagram has grown rapidly (Kotler 2017). By using its photo and video posting service, Instagram has become more than just a fun platform; it has also been utilized by many businesses to market their products (Kotler 2019). And now, many online shops are using Instagram to promote their products or services (Keller 2016).

To date, it's impossible to count how many online shops use Instagram as a promotional tool for their products. However, like other social media platforms, Instagram also has its advantages when it comes to promotion. Here's an explanation. The advantages of Instagram as a promotional tool are (Nowo 2025): 1. Free: To use Instagram, you don't need to spend money because you only need to download the application or open the site. Unlike when you use a website for promotion, which of course requires renting a domain with varying costs. Therefore, for beginner online shops, it's better to choose social media like Instagram rather than using a website. 2. Many Users: As previously explained, since Instagram was launched years ago, its user base has continued to grow. This is certainly beneficial for online businesses to market their products through Instagram. 3. Easy to Operate: Because of its ease of use, Instagram has quickly attracted public interest. Posting photos or videos, liking and commenting on posts, following, and even searching for relevant hashtags can all be done very easily. 4. Connections with Other Social Media: Instagram does have connections with several other social media platforms, making it easier for businesses. This means you no longer need to spend a lot of time posting on other social media platforms. 5. Easy Promotion: Since you're already using Instagram, you can easily promote your business in a variety of easy ways. These include utilizing endorsement services, hashtags, Instagram ads, and paid promotions. 6. Main Media: Instagram excels when it comes to posting photos and videos. This social media platform offers high-quality photos and displays, making it a perfect promotional tool that typically relies on product photos.

Based on the explanation above, researchers believe that Instagram Vlogger can have a positive and significant influence on Food Branding. The term brand comes from the word brand which means "to band" which is an activity often carried out by cattle farmers in America by marking their livestock to facilitate identification of ownership before being sold to the market (Philip 2013). Kotler argues that "a brand is a name, term, sign, symbol, or design or group of sellers and to differentiate the goods or services of one seller or group of sellers and to differentiate them from those competitors." Meanwhile, de Chernationy and McDonald argue that "a brand is an identifiable product, service, person or place, augmented in such a way that

the buyer or user perceives relevant, unique sustainable added values which match their needs most closely (Kotler 2016).

According to Trademark Law No. 15 of 2001, Article 1, paragraph 1, a brand is "a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that have distinguishing power and are used in the trading of goods or services." This definition is similar to the definition of the American Marketing Association version which emphasizes the role of the brand as an identifier and differentiator (Fournier 1998). Based on these two definitions, technically if a marketer creates a new name, logo or symbol for a new product, then he has created a brand (Setiawan 2021).

Several previous studies (Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022) show that the Vlogger variable can have a positive relationship and a significant influence on Food Branding. Unlike the studies ((Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022), this article adds the Brand Trust variable as a moderating variable.

LITERATURE REVIEW

Brand Trust

For individuals, the process of creating brand trust is based on their experience with the brand. Experience with the brand will be a source for consumers to create a sense of trust in the brand and this experience will influence consumer evaluation in consuming, using or satisfaction directly and indirect contact with the brand (Maria 2017). According to (Adrian, J.A., & zeplin 2017) expressed the meaning of brand trust as "Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perception that the brand is reliable and responsible for the interests and welfare of the consumer" or if interpreted brand trust is a feeling of security that customers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of customers.

Ballester also explained that brand trust is the expectation of a brand's reliability and goodwill. Trust is built on the expectation that another party will act according to the customer's needs and desires. When someone trusts another party, they are confident that their expectations will be met and there will be no more disappointment. Consumer trust in a brand can only be achieved if marketers can create and maintain a positive emotional connection with consumers. This positive emotional connection must be built over a long period of time but must be done consistently and persistently (Rahmani and Bursan 2022). Companies must not forget the fact that trust stems from consumers' expectations that the brand's promise will be fulfilled. When their expectations are not met, trust will diminish, or even disappear. Once consumer trust is lost, it will be difficult for companies to rebuild it (Bernika and Ekawanto 2023).

Instagram Vloggers

Vlogs are a form of video communication. They are created in the form of monologues, recorded as creatively as possible with a camera and then edited simply (Latifah 2022). Typically, after vloggers record their vlogs, they share them on social media platforms, such as Instagram. Often, Vloggers' content on Instagram contains information and reviews of the brands they use. This information and reviews can influence purchasing decisions. Promoting products and brands through vlogs by well-known and professional Vloggers has become a popular marketing strategy for entrepreneurs today (Saputri 2019). When creating a vlog, Vloggers must prepare their content beforehand. One type of content often featured by Vloggers is culinary content.

Vloggers who create this content are known as food vloggers. Popular food vloggers are usually paid and invited by certain restaurants or eateries to help promote their establishments and menus (Subandi 2022). This is because food stalls or restaurants typically experience an increase in visitors and customers after being promoted by vloggers. However, some food

vloggers choose not to visit the restaurants or eateries that invite them. This is done so that the resulting vlog videos can be more objective in assessing a restaurant and its menu (Jesllyn 2021).

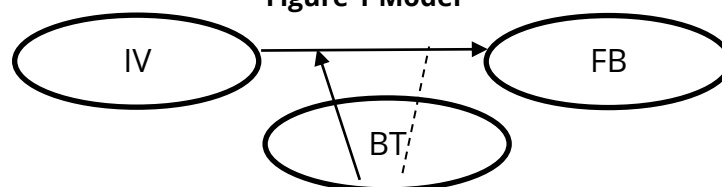
Vlogging, or video blogging, is a blogging activity that uses audiovisual media (Kuncoro 2018). Vloggers record their activities using a camera and then share them on social media platforms, such as YouTube. A vlogger who frequently shares their videos on YouTube is usually called a YouTube Vlogger. The content of a YouTube Vlogger's videos usually consists of information and reviews about a product they are currently using. This information and reviews have a significant influence on the public's decision to purchase a product. Businesses can leverage this to market their products to potential consumers through endorsements, which are endorsements or suggestions given to a product or service by someone well-known among the public (Puspanidra 2018). The difference is that in this study, the vlog variable was created by creators using the Instagram application. Therefore, the variable used in this study is called Instagram Vlogger.

Food Branding

The term brand comes from the word brand which means "to band", which is an activity often carried out by cattle farmers in America by marking their livestock to make it easier to identify ownership before selling them to the market. Kotler argues that "a brand is a name, term, sign, symbol, or design for a seller or group of sellers and to differentiate the goods or services of one seller or group of sellers and to differentiate them from those of competitors." Meanwhile, de Chernationy and McDonald argue that "a brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique, sustainable added values which match their needs most closely. According to Trademark Law No. 15 of 2001 article 1 paragraph 1, a brand is "a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that have distinguishing power and are used in the trading of goods or services." This definition has similarities with the definition of the American Marketing Association version which emphasizes the role of America as an identifier and differentiator. Based on these two definitions, technically if a marketer creates a new name, logo or symbol for a new product, then he has created a brand (Devi, Hamid, and Maszudi 2023).

Brands can have six levels of meaning according to Kotler in Tjiptono, namely (Rorlen et al. 2023): 1) Attributes: A brand conveys certain attributes, for example, Mercedes implies durable, expensive quality, high resale value, fast and so on. 2) Benefits: A brand is not just a collection of attributes, because what consumers buy is benefits rather than attributes. Attributes are translated into functional and emotional benefits. 3) Values: Brand values also state the values of the producer: for example, Mercedes means high performance, safety, prestige, and so on. 4) Culture: Brands may also reflect a certain culture. Mercedes reflects German culture, which is neatly organized, efficient and high-quality personality. 5) Personality: Brands can also project a certain personality. If the brand concerns a person, field or object, what will be imagined? Mercedes gives the impression of a good leader (person). A quality lion (animal), or a magnificent palace (object). 6) Users The brand gives an impression of the type of consumer who buys or uses its products. For example, we would be surprised if we saw a 19-year-old secretary driving a Mercedes, we tend to assume that the driver is a middle-aged top executive.

Figure 1 Model



Noted:

IV: Instagram Vloggers

FB: Food Branding

BT: Brand Trust

The first image above shows that this study aims to analyze the influence of Instagram Vloggers on food branding. This study aligns with several previous studies, including those by (Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022). Unlike (Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022), this article adds Brand Trust as a moderating variable. This research is quantitative with an explanatory approach, which utilizes primary source research to validate existing hypotheses (Sugiyono 2019) & (Jonathan Sarwono 2016). The data used in this study are primary data obtained from 250 Instagram users (Abdurahman 2016) & (Hasan 2002). The data in this study were analyzed using the Smart PLS 4.0 analysis tool with the following hypothesis.

RESULTS

Background Analysis

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Validity Test

Based on the research methodology outlined above, the analytical tool used to test the validity of the data in this article is 250 Instagram users across Indonesia. (Sarstedt et al. 2014):

Table 1 Validity Test

Variable	Question Item	Loading Factor
Instagram Vloggers (X)	Instagram Vloggers Can Boost Food Branding	0.865
	Instagram Vloggers Can Make Products More Known to the Public	0.877
	Instagram Vloggers Can Increase Product Demand	0.898
	Instagram Vloggers Can Help Products Grow	0.911
Food Branding (Y)	Food Branding Can Be Influenced by Instagram Vloggers	0.922
	Food Branding Can Be Enhanced by Increasing	0.931

	Consumer Trust in the Product	
	Food Branding Can Be Enhanced by Increasing Product Content	0.944
	Food Branding Can Be Enhanced by Increasing Product Recognition	0.929
Brand Trust (Z)	Brand Trust Can Influence Food Branding	0.987
	Brand Trust Can Strengthen the Influence of Instagram Vloggers on Food Branding	0.983

Valid > 0.70

Reliability Test

The next stage is the reliability test, which shifts the object from the validity test. This stage focuses on the variables used in this study, including Instagram Vloggers, Brand Trust, and Food Branding (Ghozali 2016):

Table 2 Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Instagram Vloggers	0.887	0.835	Reliable
Food Branding	0.978	0.925	Reliablle
Brand Trust	0.997	0.945	Reliablle

Reliable > 0.70

DISCUSSION

Path Coefisien

The final and mandatory step in this research is the Path Coefficient step. This step serves to determine whether each hypothesis used in this study can be proven or not. Based on this, the following are the Path Coefficient results in this article (Hair 2010):

Table 3 Path Coefisien

Direct Influence	Variable	P-Values	Noted
	IV-> FB	0.005	Accepted
Indirect Influence	BT* IV-> FB	0.000	Accepted

Accepted & Significant Level < 0.05

In this study, there are two hypotheses used. The hypothesis in this study is that the Instagram Vlogger variable can have a positive relationship direction and a significant influence on Food Branding. To find out the results can be seen in the first row of the third table. The first row of the third table in this study shows that the Instagram Vloggers variable can have a positive relationship direction and a significant influence on Food Branding because the P-Values are positive and below the 0.05 significance level, namely 0.000. The results mentioned by the researcher in the previous row are in line with a number of previous studies as follows (Hansvirgo et al. 2023); (Liling et al. 2022) & (Novindina Ayutiani 2022).

These results mean that the increasing number of Instagram Vloggers about a product can make the product more known to the public and ultimately can increase the Food Branding of a product. The next hypothesis can be interpreted that the Brand Trust variable can also strengthen the influence of the Instagram Vloggers variable on Food Branding because the P-Values also tend to be positive and are also far below the 0.05 significance level, namely 0.000. More significant than direct testing. Based on this, the first and second hypotheses in this study can be accepted and proven.

CONCLUSION

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