The Effects of Social Media Marketing, Trust, and Brand Image on Consumers’ Purchase Intention of GO-JEK in Indonesia

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ABSTRACT

The aim of this research is to examine the interaction among social media marketing, trust, brand image, and purchase intention variables among consumers of Go-JEK Indonesia. A causal research design is used in this research to identify a cause-and-effect relationship between each construct. A survey of 350 respondents through online questionnaire distributed to social media users in Indonesia who had previously used GO-JEK services. Furthermore, SEM methods was conducted to analyze the data in this study. Social media marketing, trust, and brand image have significant influence on consumers’ purchase intention. The two dimensions of social media marketing that have the most direct influence on purchase intention of GO-JEK’s consumers are entertainment and word of mouth. The findings of this research suggest some practical directions for companies to be addressed in using social media marketing.