

# **The Impact Of Digital Content Marketing's Informativeness And Entertainment On Brand Trust (A Study On The Customers Of Gojek Indonesia)**

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## ***ABSTRACT***

This research examined the impact of digital content marketing's informativeness and entertainment on brand trust on the customers of Indonesian Unicorn, GOJEK. This research is descriptive research with both primary and secondary data of GOJEK Indonesia's customers. This research used non-probability sampling to obtain all samples, and a total of 210 samples of GOJEK customers were collected. The result of this research showed: (1) Digital content marketing's informativeness has a direct positive, and significant impact on customers' brand trust; (2) Digital content marketing's entertainment has a direct positive and significant influence on customers' brand trust. In concluding, both dimensions of digital content marketing have a significant positive influence on brand trust. The results support previous studies that show the positive relationship between digital content marketing's informativeness and entertainment and brand trust.

**Keywords: Digital Content Marketing, Informativeness, Entertainment, Brand Trust**

## **ABSTRAK**

Penelitian ini meneliti dampak informatif dan hiburan pemasaran konten digital terhadap kepercayaan merek. Penelitian ini mengeksplorasi dampaknya terhadap pelanggan Unicorn Indonesia, GOJEK. Penelitian ini merupakan penelitian deskriptif baik dengan data primer maupun sekunder, yang menggambarkan karakteristik pelanggan GOJEK Indonesia. Penelitian ini menggunakan non-probabilitas sampling untuk mendapatkan semua sampel dan total 210 sampel pelanggan GOJEK yang dikumpulkan. Hasil penelitian ini menunjukkan: (1) Informatif pemasaran konten digital memiliki dampak positif dan signifikan langsung pada kepercayaan merek pelanggan; (2) Hiburan pemasaran konten digital memiliki pengaruh positif dan signifikan langsung terhadap kepercayaan merek pelanggan. Hasil penelitian ini menunjukkan bagaimana kedua dimensi pemasaran konten digital memiliki pengaruh positif yang signifikan terhadap kepercayaan merek. Hasilnya mendukung studi sebelumnya yang menunjukkan hubungan positif antara informatif pemasaran konten digital dan hiburan dan kepercayaan merek.

**Kata Kunci: Pemasaran konten, Informasi, Hiburan, Kepercayaan Merek**

## INTRODUCTION

In recent years, there has been fast development of technology. This improvement has changed many things, including how people do business. Technology development has created a worldwide communication network of computers known as the internet. Many companies worldwide benefit from the internet as it establishes innovative systems for them to sell products and provide better services for their customers.

In Indonesia, many companies have improved and developed through the digital world and use the internet to offer products and services. One of the Indonesian companies that operate online is GOJEK. GOJEK continues to grow as a leading technology company with three main partners in serving its customers, namely drivers, merchants, and service providers (GOJEK Indonesia, 2020). Along with its partners, GOJEK continues to build a strong brand image as a fast service provider that keeps on improving its service and creating positive impact on society. However, despite its efforts to be a trusted service provider, a lot of news reported fraud by GOJEK partner. The fraud was done by a few of GOJEK drivers.

Marketing communications have been one of the most important marketing elements for a company to reach new potential customers and maintain the existing ones. Through developing marketing communications strategies, companies could achieve so much such as increasing consumer engagement and fostering consumers' brand trust. Many marketers have increasingly used digital marketing as one of their marketing activities. The use of digital marketing has been growing and changing these past few years. The term digital marketing itself has evolved. It used to represent the marketing of a product or service through digital channels. Now the digital marketing term describes the process of acquiring and building customers' preferences, promote brands, retain customers, and increase sales by using digital technology (Kannan and Li, 2016). The successful implementation of DCM by many big companies such as Coca-Cola, Rolex, and Nike has shown how DCM represents an important and growing vehicle in fostering several consumers' behavior towards the brand (Hollebeek and Macky, 2019).

The term Digital Content Marketing (DCM) has been defined and researched by many. Rowley (2008) defines DCM as the management process where an organization identifies, analyzes, and satisfies customers which leading to a profit gain

by using the digital content and distributing it through digital channels. Many marketers use DCM to market their product or service to give the customers more useful information about the product.

Despite the importance and many benefits of using DCM, there are limited literature discussing this certain topic of DCM. According to Milhinhos (2015), future research on the topic of the use of DCM tactics is needed as currently there is only limited research on this topic. Furthermore, the research and measurement on how DCM has impacted consumers was only found in the product sector, and only a handful in the service sector. Moreover, research concerning DCM in Indonesia is still very limited.

To conclude, this study is important because, according to prior research, there is still an inconsistency of whether DCM has a significant influence on brand trust. Furthermore, the literature and research covering this topic in Indonesia is also still limited. Based on the background information stated above, this study is conducted under the title "*The Impact of Digital Content Marketing's Informativeness and Entertainment on Brand Trust (A Study on the Customers of GOJEK Indonesia).*"

## LITERATURE REVIEW

### Marketing Communications

Marketing communications have been used by every company one way or another, as it is a critical component of effective marketing. Chitty et al. (2018) explain the nature of marketing communication. Marketing is a process that consists of the marketing mix strategies that are developed to transfer value through the exchange to their customers. Furthermore, communication is a process that conveys shared meaning between individuals or organisations. Therefore, marketing communications is defined as collecting all the elements in an organisation's marketing mix that facilitate exchange by establishing shared meaning with their customers or clients (Chitty et al., 2018).

In this developed era, companies have used and realized the benefits and importance of using digital marketing as their marketing activities. Companies have used traditional advertising media for many years, but nowadays, it is found that digital media are less costly, less cluttered, and potentially more effective (Chitty et al., 2018). By utilizing features of digital media, digital marketing has grown more popular among marketers. Chaffey (2013) defines digital marketing as the use of technologies to help

organisation's marketing activities to improve customer knowledge by matching their needs.

### Digital Content Marketing

Expanding the study done by Rowley (2014) concerning the characteristic of digital content in the business-to-business market, Vinerean (2017) elaborate on three characteristics of digital content in the business-to-consumer market.

Danli (2018) identifies two dimensions of Digital Content Marketing. The dimensions are:

1. *Information.* DCM informs the company's potential customers of the available products or services. This aims to the greater satisfaction with their purchases.
2. *Entertainment.* The value of entertainment relies on its ability to satisfy escape, diversion, aesthetics, or emotional release.

### Brand Trust

According to Delgado-Ballester (2011), brand trust can be defined as the feeling of security held by the consumers in their interaction with the brand. It is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer. Trust has always been an important brand attribute because it is about what consumer believes in a company. Therefore, brand trust is the major key to brand development.

Delgado-Ballester (2011) explains the two dimensions of brand trust. The dimensions are:

1. *Reliability.* The reliability dimension of brand trust has a technical nature. It concerns the consumer's perception that the brand could fulfil and satisfy their needs.
2. *Intentionality.* The intentionality dimension of brand trust reflects on the consumers' emotional security. This dimension describes a belief that goes beyond the available evidence to make the consumers feel that the brand will be responsible and caring despite future problem or other circumstances.

The environment in which a company operates, whether it is offline or online, could have an impact on the brand. According to Bowen and Bowen

(2015), for a company that operates online, the challenge is to foster the end-user experience.

### Hypothesis

H<sub>1</sub>: Digital content marketing's informativeness has a significant positive impact on customer's brand trust.

H<sub>2</sub>: Digital content marketing's entertainment has a significant positive impact on customer's brand trust.

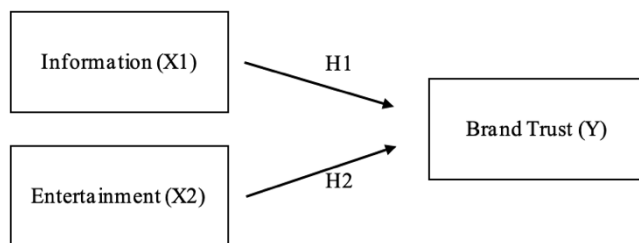


Figure 1 Hypothesis model

### RESEARCH METHOD

This is an explanatory research with a quantitative approach. According to Sekaran and Bougie (2016), explanatory research aims to explain the position of the variables that have been chosen to be studied and to study the influence of one variable on another variable. The current study aims to explore the influence of GOJEK's Digital Content Marketing strategy on fostering customer's brand trust. The population of this study is the customers of GOJEK Indonesia.

The sampling criteria for this study are:

1. Gojek customers that follows Gojek's social media account.
2. Customers that have used Gojek's services in the past and recently.

To determine the sample size, this study used Roscoe's rules of thumb that states the sample size are obtained by multiplying the number of measured items by 10. The number of items measured in this research is 21. Thus, the sample size for this study is 210.

The type of data that are used to complete this study are:

1. Primary Data
2. Secondary Data

To gather the primary and secondary data for this research, several data collection methods were used. The data collection methods are:

1. Questionnaire
2. Documentation

## RESEARCH RESULTS AND DISCUSSION

**Table 1 Multiple Linear Regression Test**

Variable	Coefficient Beta	Standard Error
Constant	19.754	2.191
Informativeness (X1)	.322	.112
Entertainment (X2)	.314	.103

Source: *Processed Data (2020)*

it can be seen that the value of multiple linear regression constant is **19.754**, with regression coefficient values of Informativeness variable is **0.322**, and the regression coefficient value of Entertainment variable is **0.314**.

The significance of the linear regression equation from the data contains the implication of:

- Constant on 19.754 means when Informativeness and Entertainment do not exist ( $X_1$  and  $X_2 = 0$ ), the Brand Trust is 19.754.
- Regression coefficient of  $X_1$  (Informativeness) is 0.322, which means that each addition of one point in Informativeness will improve Brand Trust to 0.322 times.
- Regression coefficient of  $X_2$  (Entertainment) is 0.314, which means that each addition of one point in Entertainment will improve Brand Trust to 0.339 times.

**Table 2 Multiple Linear Regression Test**

F count	F significant
18.869	.000

Source: *Processed Data (2020)*

Based on the data above, the F- count 18.869 and significant 0.000. F-table at the level of  $\alpha = 0.05$ ,  $df_1 =$  (number of variables independent = 2), and  $df_2$  ( $n-k-1 = 210-2-1 = 207$ ), then the value of F-table is 3.886. It means  $F\text{-count} > F\text{-table}$  ( $18.869 > 3.886$ ) and  $\text{sig} < 0.05$  ( $0.000 < 0.05$ ), then **hypothesis is accepted**. In this case, it can be said that Informativeness and Entertainment jointly have a significant impact on Brand Trust so that the two independent variables can be used to estimate or predict Brand Trust to be used as a whole.

**Table 3 T-Test**

Variable	T count	Significant	Explanation
Informativeness (X1)	2.876	0.004	Significant
Entertainment (X2)	3.063	0.002	Significant

### 1. t-Test of Informativeness

Based on Table 4.12, the t-count is 2.876 at the significant table of 0.004. It means that the value of t-count is 2.876 at the level of probability of 0.05 (95%) t-table results in 1.652. From the results of the above calculation, it is known:

- t-count is equal to  $2.876 > t\text{-table}$  ( $2.876 > 1.652$ ) and  $\text{sig} < 0.05$  ( $0.004 < 0.05$ ); it means that  $H_0$  is rejected and  $H_1$  is **accepted**.

**It implicates that Informativeness (X1) has a significant impact on Brand Trust on the customers of GOJEK Indonesia.**<sup>[1]</sup>

### 2. t-Test of Entertainment

Based on Table 4.12, the t-count is 3.063 at the significant table of 0.002. It means that the value of t-count is 3.063 at the level of probability of 0.05 (95%) t-table results in 1.652. From the results of the above calculation, it is known:

- t-count is equal to  $3.063 > t\text{-table}$  ( $3.063 > 1.652$ ) and  $\text{sig} < 0.05$  ( $0.002 < 0.05$ ); it means that  $H_0$  is rejected and  $H_1$  is **accepted**.

**Table 4 R Square Test**

R	R Square
.393	.154

From the table summary model, it can be seen that the value of R is 0.393, while  $R^2$  is 0.154. The test of the coefficient of determination is obtained from the calculations of multiple linear regression, and then the value is 0.154 or 15.40%. The significance of the value has the implication that Informativeness and Entertainment to Brand Trust is 15.40%, and the remaining 84.6% influenced by other variables outside the model included in this study.

## **The Influence of Informativeness (X1) on Brand Trust (Y)**

The first hypothesis states that Informativeness has a positive impact on Brand Trust. The relationship between IN (X1) and BT (Y) shows that t-count is 2.876 with the level of probability (significant) of 0.004, when compared to t-table at  $\alpha = 0.05$ , means  $t\text{-count} > t\text{-table}$  and  $\text{sig} < 0.05$  (**2.876 > 1.652 and 0.004 < 0.05**). It means that the Informativeness variable has a direct (positive) and significant impact on the Brand Trust variable. Thus, the first hypothesis statement is "**accepted.**"

This result shows that DCM's Informativeness could influence the level of Brand Trust that a customer have towards a brand. GOJEK Indonesia's customer find that the brand's DCM deliver timely and useful information that are effective to increase brand trust. Optimizing the informativeness aspect in a marketing content will increase the level of customer brand trust.

## **The Influence of of Entertainment (X2) on Brand Trust (Y)**

The second hypothesis states that Entertainment has a positive impact on Brand Trust. The relationship between EN (X1) and BT (Y) shows that t-count is 2.876 with the level of probability (significant) is 0.004, when compared to t-table at  $\alpha = 0.05$ , means  $t\text{-count} > t\text{-table}$  and  $\text{sig} < 0.05$  (**3.063 > 1.652 and 0.002 < 0.05**). It means that the Entertainment variable has a direct (positive) and significant impact on the Brand Trust variable. Thus, the second hypothesis statement is "**accepted.**"

This result shows that DCM's Entertainment could influence the level of Brand Trust that a customer have towards a brand. This study show that GOJEK Indonesia's DCM is not boring and is more entertaining than the other form of marketing. Optimizing the entertainment aspect in a marketing content will also increase the level of customer brand trust.

## **CONCLUSION & SUGGESTIONS**

### **Conclusions**

Based on the data analysis and discussion, the conclusions drawn from this study are as follows:

1. Informativeness activities in digital content marketing GOJEK Indonesia have a positive and significant impact on Brand Trust.
2. Entertainment activities in digital content marketing GOJEK Indonesia have a positive and significant impact on Brand Trust.

### **Recommendations**

Based on the results obtained from this study, several things need to be examined both for the GOJEK Indonesia as an object of study and recommendations for further research.

1. For GOJEK Indonesia
  - Brand trust is essential in maintaining customer relationship. Therefore, GOJEK Indonesia should pay more attention to the informativeness of their digital content marketing, as it has a positive impact on brand trust.
  - GOJEK Indonesia should also pay attention to the entertainment aspect of its digital content marketing. Making digital content marketing fun and entertaining have a positive impact on brand trust.
  - GOJEK Indonesia should optimize digital content marketing's informativeness and entertainment in increasing customers' brand trust towards GOJEK Indonesia. It is due to the significant positive impact of the two variables on brand trust.
2. For the Further Research
  - There are other variables that affected brand trust that is not elaborated in this research.

Other variables that could be used as a measurement of digital content marketing should be added to the model of measuring digital content marketing's influence on brand trust.

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