Influential Factors that Affect Decisions to Purchase Music Platform Subscriptions in Millennial And Gen-Z Communities in Batam City through Trust Mediation

Golan Hasan[1], Ervi Scorpianti[2]
Email Of Correspondency : golan.hasan@uib.ac.id, erviscorpianti@gmail.com
[1,2]Faculty of Bussines and Management,Universitas International Batam, Batam, Indonesia

Abstract

Advances in technology lead to a major transformation in the means of communication between users and companies. Likewise, the music industry is also experiencing technological innovation, where more and more consumers are subscribing to online music streaming services, both paid and free. The purpose of this study was to determine the effect of usefulness, entertainment, interaction, enjoyment and familiarity on purchase intention for music streaming platform subscriptions in millennial and gen-z communities in Batam City through trust mediation. The research method used in this study is a quantitative method with data from 348 respondents collected through questionnaires and processed through the Partial Least Square program. The results of this research indicate that familiarity and interaction have a significant influence on purchase intention through trust mediation.

Keywords: Purchase Intention, Usefulness, Entertainment, Interaction, and Enjoyment.

Introduction

Internet access in this digital era has expanded the interaction between users and also the exchange of information. Advances in technology have led to a major transformation in the means of communication between users and companies (Mainardes & Cardoso, 2019). Music industry has also experienced new technological innovations, which at this time more and more consumers are subscribing to paid or free online music streaming services. In this streaming service, consumers have access to a large music library for a fee or for free (Saboori-Deilami & Yeo, 2019). Moreover, music distribution via online streaming platforms is simpler than traditional recorded music (An et al., 2020). Based on the global music industry annual report (IFPI, 2021), in 2020 the global music market grew by 7.4% and this increase in revenue has occurred for the sixth year in a row. The increase is due to the continuous increase in revenue in paid streaming subscriptions. Based on a survey report conducted by APJII in the second quarter of 2020, it was said that there was an increase in the number of internet users which reached 196.71 million users with a percentage of 73.7%. Especially since the pandemic that occurred in Indonesia. This increase is also driving the growth of the digital music industry. This can be seen with the increase in users of the Spotify music streaming platform by 31% in the first quarter of 2020. So in this study, the authors want to analyze the factors that influence purchase intention of a music streaming platform subscription, which are 5 independent variables in this study, which consist of usefulness, entertainment, interaction, enjoyment, and familiarity mediated through the trust variable. It can be seen that in today's life, the influence of a media platform on personal life as well as professional life tends to increase. Companies or businesses also interact with their consumers on a daily basis through a media platform. The revolution of a media platform has changed the way companies engage with their consumers (Moslehpour et al., 2021). Trust has a very important role in increasing consumer purchase intentions (Hassan et al., 2018). There is also familiarity factor for a product that affects the purchase intention of consumers. Consumers are more likely to buy products that they are more familiar with. Through the experience felt by the customer, it can also affect consumer confidence in a product. In purchase

intention, enjoyment factor also has an indirect influence. When a person feels interested and happy during the buying process, then the person's level of trust will increase and affect purchase intention. The intended enjoyment refers to the extent of pleasure and interest that potential customers feel during shopping (Marza et al., 2019).

Literature Review

Purchase Intention

Purchase Intention indicates the possibility that a person or group of consumers will buy certain products in the future (Moslehpour et al., 2021). In this day and age, everything has to do with technology, where people prefer to make purchases online. Based on Martins et al. (2019), Purchase intention indicates the possibility for consumers to plan or purchase certain products and or services in the future. Previous research has proven that an increase in purchase intention reflects an increase in purchasing opportunities as well. If the customer has a positive purchase intention, then the positive relationship of the brand will encourage the purchase. Sometimes the influence obtained from family, friends, and also peer groups can also encourage a person's purchase intention (Garg & Joshi, 2018).

Usefulness

In today's online environment, consumers have to deal with vast amounts of information on the internet, different devices, new search tools, and new strategies for obtaining information before making a purchase decision. Therefore, the usefulness of the information contained on the internet becomes a useful and trusted reference source in making online purchasing decisions (Ventre & Kolbe, 2020). Several previous studies have found that functional elements are important factors for consumer trust. Previous research on trust emphasized the role of features in technology and websites, such as ease of search, ease of navigation, and visual elements. Moreover, past research has also shown the impact of usability and ease of use on trust building (Pitardi & Marriott, 2021).

Entertainment

For a brand in the social media environment or online environment, trust is a very important requirement (Sohail et al., 2019). In the journal written by Sohail et al. (2019), Trust is defined as the psychologically positive expectations of consumers towards a brand. In general, consumers tend to perceive social media as more trustworthy, compared to traditional methods of promotion or marketing. In addition, enjoyment of a given advertisement is an important role in the overall attitude of consumers (Hasan, 2018). There are several previous studies that have examined the relationship between social media marketing and trust comprehensively.

Interaction

In a previous study, the features of social media marketing were identified into five divisions, such as interaction, entertainment, customization, trendy, and word of mouth. Interaction produces useful information in terms of consumer buying behavior. More precisely, social media helps any company or seller establish better communication with their customers and promote the company's products better (Moslehpour et al., 2021). Sohail et al. (2019) explains that basically interactions through social media can change the communication between brands and their customers. Social interactions generally consist of users using social media platforms associated with a brand to communicate with people who also use a particular brand or product to discuss their opinions on a brand or product. By doing social interaction, a brand can also create a theme that is inspired by its consumers. This can help customers to share their ideas. Such a relationship will increase the trust and loyalty of the users.

Enjoyment

Enjoyment is a value aspect that positively influences purchase intention in online content services. In addition, enjoyment also positively affects consumer usage intentions and also trust in an online service. Moreover, this enjoyment also plays a role in customer confidence in online payments. Consumers tend to believe in a product if they feel comfort or enjoy when using a product, which will be useful in building long-term bonds between consumers and a particular product. (Su et al., 2019).

Familiarity

Familiarity helps build trust in consumers. Consumers who are getting to know or are familiar with a product or brand will start to trust a product or brand because of all the information that can be trusted from time to time. Then there are also many experts who state that the familiarity of a product itself greatly affects consumer confidence in the product and also the intention to obtain a product. (Wu et al., 2019). Al-Adwan & Kokash (2019) defines familiarity as the current and or past use of a product, or knowledge that may be obtained through reading or instruction on a topic. Consumer familiarity with a particular online platform refers to how a consumer understands the procedures of a platform such as the features on the platform. More knowledge about a platform can reduce the user's sense of uncertainty in the platform environment. So when a user feels familiar with a platform, their trust in the environment will arise.

Trust

Trust is a very important driving factor and one that directly influences purchase intentions from customers. Moreover, trust is also a factor that helps positively in consumer transaction behavior (Hasan, 2017). In general, trust is the willingness of consumers to trust the actions and promises of the seller. Interpersonal relationships between consumers and a company can encourage consumers to do marketing by offering or recommending products from companies that affect the buying behavior of other prospective consumers (Moslehpour et al., 2021). According to Ye et al. (2019), in the literature, trust is generally divided into two forms, that is trust that arises or already exists before the interaction occurs or without experience and also trust based on knowledge that arises through interactions made with the seller.

Research Model

Based on the previous research model, the following is the research model that the author use for this research. This research model is based on the research model of Moslehpour et al. (2021), Su et al. (2019), Wu et al. (2019), dan Ventre & Kolbe (2020).
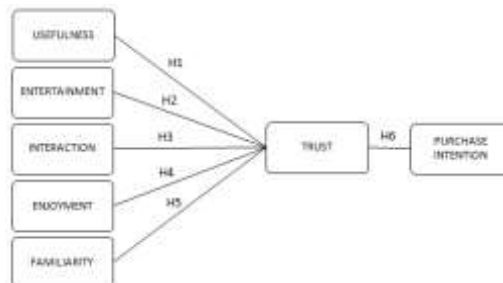

Figure 1. Research Model

Hypothesis Formulation

Based on the research model compiled above, the following are the hypotheses for this study:

H1 : The effect of enjoyment on trust.
H2 : The effect of entertainment on trust.
H3 : The effect of familiarity on trust.
H4 : The effect of interaction on trust.
H5: The effect of trust on purchase intention.
H6: The effect of usefulness on trust
H7: The effect of enjoyment on purchase intention mediated by trust
H8: The effect of entertainment on purchase intention mediated by trust
H9: The effect of familiarity on purchase intention mediated by trust
H10: The effect of interaction on purchase intention mediated by trust
H11: The effect of usefulness on purchase intention mediated by trust

Research Methods

The method used in this study is a quantitative method. Quantitative method is research conducted based on numerical data and calculations, which then the results will be used in making a decision. In general, the data generated from quantitative methods come from the results of data collected from questionnaires (Zaluchu, 2021). This research can be classified in the type of comparative causal research, where comparative causal research is a study that is focused on examining cause and effect relationships based on the observations results of the consequences (Zaluchu, 2020). In this research, the author will analyze the relationship between the variables usefulness, entertainment, interaction, enjoyment, familiarity as an independent variable, with purchase intention as the dependent variable and mediated by the trust variable. In this study, the target population that will be used in this study is Generation Z and the millennial generation, namely people with an age range of 18 years - 25 years, which can be found among students at Batam university. The object of this research is regarding the decision to purchase subscriptions on online music streaming platforms, which are widely used by most of the generation Z and millennials. So the people who will be the target for this research data are university students and high school students in Batam City. The number of samples to be collected in the study ranged from 30 to 350 samples. In this study, the author will collect data through a google form questionnaire, which will be distributed to generation Z and millennials in Batam City. In addition, the author also focuses on students who actively use music streaming platforms. The analytical method that will be used in this study is the partial least squares (PLS) method with the SmartPLS application to test the hypotheses contained in this study. In the PLS method, the validity and reliability of certain theoretical constructs will be tested (Mohd Thas Thaker et al., 2019).

Results and Discussion

Demographic Analysis of Respondents

Table 1. Demographic Analysis of Respondents

Category	Frequency	Percentage
Gender		
Male	132	37,9
Female	216	62,1
Age		
18 – 20 tahun	106	30,5
21 – 25 tahun	214	61,5
> 25 tahun	28	8
Level of Education		
SMA/Sederajat	264	75,9
D1-D3	6	1,7
S1	75	21,6
S2	3	0,9
Status		
Student	14	4
University Student	142	40,8
Worker	186	53,,4
Unemployment	6	1,7
Frequently used music streaming platform:		
Spotify	245	70,4
Youtube Music	64	18,4
Apple Music	23	6,6
Joox	13	3,7
Discord	2	0,6
Resso	1	0,3

Source : Primary data processed (2022)

Based on the results of the demographic analysis of the respondents in table 1, a total of 348 respondents were obtained, with 216 women and 132 men. The percentage of female respondents is 62.1%, while male

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respondents are 37.9%. As for the distribution of respondents based on age, respondents were dominated by the age of 21-25 years as many as 214 people with a percentage of 61.5%. So it can be said that the respondents who participated in filling out this questionnaire were dominated by people aged 21-25 years and also female respondents. For the grouping based on the last education category, it can be seen that the majority of the questionnaires are high school graduates with a total of 264 people with a percentage of 75.9%. For distribution based on status, this questionnaire is dominated by people who are currently working. Respondents in this questionnaire were dominated by users of the Spotify music streaming platform as many as 245 people with a percentage of 70.4%.

Common Method Bias (CMB)

Table 2. Common Method Bias

Total	Sums of Squared % of Variance	Cumulative (%)
8,277	27,590	27,590

Source : Primary data processed (2022)

To ensure that there is no Common Method Bias in the questionnaire data, the variance value in this test should not be greater than 50%. In this questionnaire data, the variance value of the Common Method Bias test is 27.590%, which means that this study does not have Common Method Bias, and the data obtained can be used for this study.

Outer Model (Measurement Model Evaluation)
Outer Loading

Table 3. Outer Loading

Variable	Outer Loading	Remark
EN1 <- *Entertainment*	0.761	*Valid*
EN2 <- *Entertainment*	0.826	*Valid*
EN3 <- *Entertainment*	0.642	*Valid*
ENJ1 <- *Enjoyment*	0.76	*Valid*
ENJ2 <- *Enjoyment*	0.712	*Valid*
ENJ3 <- *Enjoyment*	0.75	*Valid*
ENJ4 <- *Enjoyment*	0.702	*Valid*
FAM1 <- *Familiarity*	0.725	*Valid*
FAM2 <- *Familiarity*	0.693	*Valid*
FAM3 <- *Familiarity*	0.699	*Valid*
FAM4 <- *Familiarity*	0.713	*Valid*
IN1 <- *Interaction*	0.788	*Valid*
IN2 <- *Interaction*	0.812	*Valid*
IN3 <- *Interaction*	0.697	*Valid*
PI1 <- *Purchase Intention*	0.775	*Valid*
PI2 <- *Purchase Intention*	0.761	*Valid*
PI3 <- *Purchase Intention*	0.65	*Valid*
PI4 <- *Purchase Intention*	0.734	*Valid*
TR1 <- *Trust*	0.719	*Valid*
TR2 <- *Trust*	0.772	*Valid*
TR3 <- *Trust*	0.732	*Valid*
TR4 <- *Trust*	0.746	*Valid*
US1 <- *Usefulness*	0.714	*Valid*
US2 <- *Usefulness*	0.749	*Valid*
US3 <- *Usefulness*	0.696	*Valid*
US4 <- *Usefulness*	0.689	*Valid*

Source : Primary data processed (2022)

The corresponding outer loadings value is the outer loadings value which is greater than 0.60. There are several indicators that the author deletes because the value is less than 0.60, namely the EN4 and IN4 indicators.

So, in the results of the outer loadings shown in table 3, it can be seen that the value of each indicator has met the outer loadings value standard.

Validity Test

Table 4. Validity Test Results

Variable	AVE	Remark
Entertainment	0,558	Valid
Interaction	0,589	Valid
Usefulness	0,507	Valid
Enjoyment	0,535	Valid
Familiarity	0,501	Valid
Trust	0,551	Valid
Purchase Intention	0,535	Valid

Source : Primary data processed (2022)

To state the validity of a variable, the AVE from a variable must be more than 0.5 and less than 1. Based on the results of the validity testing, each variable contained in this questionnaire has an AVE value above 0.5. So the variables in this research can be declared valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Composite Reliability	Remark
Entertainment	0,789	Reliable
Interaction	0,811	Reliable
Usefulness	0,805	Reliable
Enjoyment	0,822	Reliable
Familiarity	0,800	Reliable
Trust	0,831	Reliable
Purchase Intention	0,821	Reliable

Source : Primary data processed (2022)

For the reliability of a variable is to ensure that the composite reliability value of a variable is greater than 0.7. It can be seen from the resulting reliability test, all variables in this study can be declared reliable because the composite reliability value is above 0.7.

Inner Model (Structural Model Evaluation)
Direct Effect Test

Table 6. Direct Effect Test Result

	T Statistics	P Values	Remark
Enjoyment -> Trust	1.224	0.221	**H1:** Not Significant
Entertainment -> Trust	1.386	0.166	**H2:** Not Significant
Familiarity -> Trust	6.293	0	**H3:** Significantly Positive
Interaction -> Trust	2.165	0.03	**H4:** Significantly Positive
Trust -> Purchase Intention	15.505	0	**H5:** Significantly Positive
Usefulness -> Trust	1.445	0.149	**H6:** Not Significant

Source : Primary data processed (2022)

Hypothesis 1

Based on the results of hypothesis 1 which can be seen from table 6, the effect of the enjoyment on the trust has a T-statistics value of 1.224 and a P-value of 0.221. So it can be said that enjoyment does not have a significant effect on trust. This insignificant effect occurs because the enjoyment that is felt is driven from within oneself. Meanwhile, trust is formed from interactions between individuals, both real and virtual (Ye *et al*., 2019). Therefore in this case, music streaming platforms users just enjoy, have fun and find the streaming platform interesting, but it doesn't really affect their trust. The results of this study are supported by research from Ye *et al*. (2019) and Pitardi & Marriott (2021).

Hypothesis 2

For hypothesis 2, it is also shown that entertainment does not have a direct effect on trust, with T-statistics values of 1.386 and P-values of 0.166. Based on motivation theory, entertainment is one of the factors that influence intrinsic motivation in oneself and it can also increase trust. In the music streaming platform, users do not feel that there is a striking attractiveness of the music streaming platform used, both from the features, appearance, and content in the music streaming platform. The results of this study are contrary to the results of the study Moslehpour *et al*. (2021), Kim (2019), and Lou & Yuan (2019).

Hypothesis 3

Based on the results of hypothesis 3, it can be said that the familiarity has a significant and positive effect on the trust. With a T-statistics value of 6.293 and a P-value of 0.000. Users on streaming platforms who are familiar with a platform, both from the interface and features on the platform are said to start trusting a platform. The reason is because of the accumulated experience of trust gained during the period of use (Wu *et al*., 2019). These results are supported by research from Legendre *et al*. (2019) and Wu *et al.* (2019).

Hypothesis 4

It can be seen from the results of hypothesis 4, the effect of interaction on trust produces a T-statistics value of 2.165 and a P-value of 0.030. This means that the interaction variable has a significant and positive effect on the trust variable. The interaction carried out by a platform will make users feel that they get useful information related to the platform. Interaction itself is an important factor of trust (Moslehpour *et al*., 2021). The results here are supported by research from *Moslehpour et al*. (2021) and Esenyel & Girgen (2019).

Hypothesis 5

From the results of hypothesis 5, the resulting T-statistics on the effect of trust on purchase intention is 15.505 and the P-values are 0.000. This means that the trust variable has a significant and positive effect on the purchase intention variable. The greater the user's trust in the music streaming platform, the more users will continue to use the platform (Ye *et al.*, 2019). In this way, users of music streaming platforms also tend to be loyal customers, and have greater purchase intentions (Mainardes & Cardoso, 2019). The results of this study are supported by research from Ye *et al.* (2019) and Mainardes & Cardoso (2019).

Hypothesis 6

Hypothesis 6 shows that the T-statistics on the effect of usefulness on trust is 1.455 and the P-values are 0.149. Thus, it can be interpreted that the usefulness variable does not have a significant effect on the trust variable. The terms of trust in the application lead more to the user's risk awareness. In terms of payments, most users certainly have no experience in using it the first time, although they may already know the usefulness of the paid platform or application in general. So it is very clear that users will find it difficult to trust a paid application or platform, considering whether it is worth buying (Tang *et al*., 2020). The results of this hypothesis are also supported by research from Pitardi & Marriott (2021), Eneizan *et al*. (2020), and Tang *et al*. (2020).

Indirect Effect Test

Table 7. Indirect Effect Test Result

	T Statistics	P Values	Remark
Enjoyment -> Trust -> Purchase Intention	1.197	0.231	**H7:** Not Significant
Entertainment -> Trust -> Purchase Intention	1.397	0.163	**H8:** Not Significant
Familiarity -> Trust -> Purchase Intention	4.99	0	**H9:** Significantly Positive
Interaction -> Trust -> Purchase Intention	2.199	0.028	**H10:** Significantly Positive
Usefulness -> Trust -> Purchase Intention	1.458	0.145	**H11:** Not Significant

Source : Primary data processed (2022)

Hypothesis 7

Based on hypothesis 7 in table 7, it can be seen that enjoyment has no significant effect on purchase intention through the trust mediation variable. With its T-statistics value of 1.197 and its P-values of 0.231. The enjoyment factor cannot have an effect on purchase intention, because trust itself is something that affects the

purchase intention of the user. While the enjoyment variable itself does not have a significant effect on trust. The results of this study are contrary to Masri *et al.* (2021).

Hypothesis 8

Hypothesis 8 shows that the influence of entertainment on purchase intention through trust has a T-statistics value of 1.397 and a P-value of 0.163. So it can be said that the entertainment variable has no significant effect on the purchase intention variable through the mediation of the trust variable. As explained in hypothesis 2, users of the music streaming platform in this study did not feel there was anything special that made the music streaming platform different from other platforms. The entertainment factor itself does not have a significant effect on trust and in the absence of trust, there is no purchase intention from users. These results do not support the results of the study Moslehpour *et al.* (2021).

Hypothesis 9

From the results of hypothesis 9, the results of T-statistics for the effect of familiarity on purchase intention through trust mediation are 4.990 and the P-values are 0.000. So that the familiarity variable has a significant influence on purchase intention through the trust variable. In this case, the more users know the music streaming platform, the more users will trust a music platform and will have the intention to buy. The increasing level of familiarity followed by reduced ambiguity on the platform, will make users understand the platform better. Users who are familiar with a music streaming platform will be able to find the information they want. So they will feel trust in the platform as a clear source of information. That is the basis of the user's purchase intention (Al-Adwan & Kokash, 2019). These results are supported by research from Legendre *et al.* (2019) and Al-Adwan & Kokash (2019).

Hypothesis 10

Hypothesis 10 shows that interaction has a significant effect on purchase intention through trust as a mediation, with the resulting T-statistics value of 2.199 and P-values of 0.028. By increasing users' trust in the platform, the purchase intention of users for the music streaming platform will also increase. Moreover, by increasing the interaction level of the platform, a music streaming platform can engage users for a long period of time and it will increase the user's trust in the platform. These results are supported by research from Moslehpour *et al.* (2021).

Hypothesis 11

From the results of hypothesis 11, it can be said that usefulness does not have a significant effect on purchase intention through trust mediation, because the T-statistics value generated is 1.458 and the P-value is 0.145. This is related to what has been explained in hypothesis 6, even though the user already knows the usefulness of the platform, it does not affect the trust because the trust is related to the user's own risk. So it is very clear that usefulness cannot affect the purchase intention of users, because the usefulness factor itself cannot affect the user's trust. This result is contrary to the research Ventre & Kolbe, (2020).

Table 8. R Squared

Variabel	Sample Mean (M)
Purchase Intention	0.405
Trust	0.47

Source : Primary data processed (2022)

Based on the R Square results shown in the Sample Mean in table 8, it can be explained that the purchase intention variable can be explained by 40.5% by the influencing variables in this study. Then for the trust variable, it can be explained by 47% by the influencing variables in this study. While for the remaining 53%, it is explained by other variables that not included in this research model. The R Square value of the purchase intention and trust variables are 0.405 and 0.470 respectively. R Square value that greater than 0.25 indicates the model is in the weak category.

Table 9. Quality Index

Communalities	R Square	GoF	Remark
0,540	0.438	0.486	Strong

Source : Primary data processed (2022)

The results of the GoF calculation for this research model are by calculating the roots of communalities multiplied by R Square which produces a value of 0.583. Weak GoF is a larger GoF value equal to 0.10, then moderate GoF is a larger value equal to 0.25 and a GoF value that can be categorized as strong is a larger GoF value equal to 0.36. So based on the results of the GoF of this study which is 0.583, it can be said that the GoF in this study is categorized as strong GoF.

Conclusions

The results of the research conducted in this study indicate that familiarity and interaction have a significant direct effect on trust. Meanwhile, enjoyment, entertainment, and usefulness variables do not have a significant effect on trust. Then based on the results, the trust variable is said to have an influence on purchase intention. Furthermore, enjoyment, entertainment, and usefulness have no effect on purchase intention through the trust mediation variable. However, purchase intention can be influenced by familiarity and interaction variables through trust mediation. These results were obtained through 348 respondent data obtained through google form and processed through the Partial Least Square (Smart PLS) program. The limitations of this study are that the respondents who participated in this studysss were only from the millennial generation and gen Z in the city of Batam and the survey conducted in this study was only conducted through the google form. In addition, the author's recommendations for future researchers who will conduct research on the same topic, can expand the scope of research and not only focus on an area or generation. Then further researchers can also add other independent variables that can affect the purchase intention variable.

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