

The Influence of Social Media Marketing on Brand Trust of Indonesian Frozen Food Products During Covid-19 Pandemic

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ABSTRACT

The Indonesian government has made a policy of work from home and social distancing when the Covid-19 Pandemic occurred until the middle of 2020. This led to the closing of food stall, and frozen food transforms into new products trend in this era. However, many consumers choose to cook at home instead of buying frozen food in anticipating the spread of the virus. Thus, many companies have decided to use social media to increase the consumer's trust as previous studies suggested. This study aims to analyze the effect of social media marketing on the brand trust of frozen food products in Indonesia during the Covid-19 pandemic. This research is a quantitative descriptive study involving 100 social media users who have made at least one-time purchase of Indonesian frozen food products in the Covid-19 pandemic. The data collection techniques employed were questionnaires in form of google form and interviews through google meetings. The data was then analyzed with a simple regression. The results of this study indicated that Social Media Marketing had a positive and significant impact on brand trust of frozen food products in Indonesia during the Covid-19 pandemic. It means that the more intense the use of social media marketing by a brand, the higher the trust that will be gained during the Covid-19 pandemic.

Keywords: *Social Media Marketing, Brand Trust, Frozen Food, Covid-19.*

1. INTRODUCTION

Social media marketing is proven to affect brand trust [1-3], but its influence needs to be retested since the world is now facing a shocking new phenomena. The Covid-19 pandemic is becoming a worldwide concern. This outbreak was first known to occur in the city of Wuhan, China. The World Health Organization (WHO) has declared a global pandemic of a new corona virus that causes a disease known as covid-19 that has spread to at least 177 countries and regions. This outbreak was first reported by the state of China in December 2019 [3].

In order to avoid the spread of more massive viruses, various strategic policies are designed and implemented by countries in various parts of the world and one of them

is a lockdown policy. In the Cambridge dictionary, lockdown is a situation where people are not allowed to enter or leave a building or area freely for reasons of emergency. However, the Indonesian government took a different step in handling the Covid-19 pandemic as conveyed by President Joko Widodo that Indonesia would not impose a lockdown policy [4]. The Government of Indonesia, through the Ministry of Health, has decided to implement Large Scale Social Restrictions (PSBB) in a number of areas in Indonesia to reduce the rate of transmission and spread of Covid-19. PSBB is a limitation of certain activities of residents in an area suspected of being infected with the corona virus to prevent the possibility of more widespread spread [5].

Thus, this policy has led to the closing of food stall, and frozen food transforms into new products trend in this era [7, 8]. However, many consumers choose to cook at home instead of buying frozen food in anticipating the spread of the virus. This change forces many food and beverage companies to use social media to increase the consumer’s trust [8]. Therefore, this paper aims to find out whether social media marketing affects the brand trust especially in culinary industry during the Covid-19 pandemic.

1.1. Social Media Marketing

Reference [9] stated that Social Media Marketing is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content”. Social media platforms include Facebook, WhatsApp, Instagram, Snapchat, Pinterest, LinkedIn, YouTube, Vine, Tumblr, and SlideShare, in which currently, Facebook is the “biggest kid” on the social media block [10]. Reference [11] added that social media is “all about creating and sharing information and ideas, whether it’s Wikipedia entries or Facebook updates about favorite football teams, fabulous cheesecakes, and what famous people wore to an awards show”.

In theory, social media marketing aims to engage the audience through promotions, contests, content, articles, video, etc. to get people talking to company and other people [12]. In other word, social media is an ideal platform for word of mouth marketing. Thus, [10] stated that a new type of word of mouth emerged is called “Social Media WOM” with these following characteristics shown in Table 1.

Table 1. Characteristics of Social Media WOM [10]

Traditional WOM	Social Media WOM
Local	Global
Voice	Text and video
Gated community	Viral
Trickle down	Circular
(Opinion leadership)	(Network effect)
Passive recipient	Interactive recipient
Marketer in charge (targeting)	Recipient in charge (shot gun)
Episodic feedback	Continuous feedback
Brand Stewardship	Brand alteration
Measurable impact	Diffused impact

1.2. Brand Trust

Brand acts as a media to lower the risk perceived by customer and it occurs along with the existence of the perceived risk. The perceived risk is greater if the unit price is higher, or the repercussions of a bad choice are more severe. Brand brings trust. However, the brand will lose this function once the buyer has no risk perceived. It will only serve as a name on a product. Thus, the purchase of durable goods is a long-term commitment [13].

Reference [14] stated that brand trust has two dimensions in which “the first dimension of brand trust (reliability) has a technical or competence-based nature, involving the ability and willingness to keep promises and satisfy consumers’ needs. The second dimension (intentions) comprises the attribution of good intentions to the brand in relation to the consumers’ interests and welfare”. Figure 1 shows the conceptual model proposed by [15] explaining the position of brand trust.

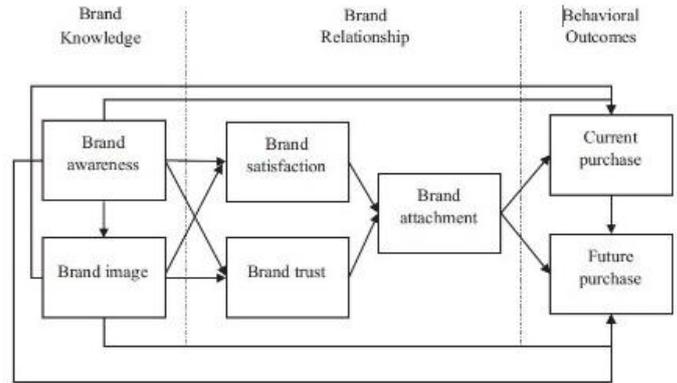


Figure 1. Conceptual Model of Brand (adapted from [15])

1.3. The effect of Covid-19 Pandemic in food and beverage industries in Indonesia

The state of global pandemic of Covid-19 has affected the food and beverage industries in many countries including Indonesia. The closure of food stalls as the result of the government regulation has transformed frozen food into a new product of business [7, [7]. However, consumers still feel at risk since they are not sure whether the food product offered is trustworthy. This phenomena force many food and beverage companies to use social media to increase the consumer’s trust [8]. Brand trust is needed to reduce the risk perceived by customer so that the higher revenue could be gained.

Previous research proved that social media marketing affected brand trust in a prior to Pandemic condition in some industries [1, 2]. However, since there is an emergence of Covid-19 pandemic, further research in this area needs to be done in order to see whether social media marketing still affect the brand trust during the pandemic. Thus, the hypothesis of this study will be:

H1: Social media marketing has a positive effect on brand trust

2. METHODS

This research is a quantitative descriptive study involving 100 social media users who have made at least one-time purchase of Indonesian frozen food products in

the Covid-19 pandemic. The data collection techniques employed were questionnaires in form of google form and interviews through google meetings. The data was then analyzed with a simple regression using SPSS 23.

3. RESULTS AND DISCUSSION

The result of the data analysis is shown on Table 2. Table 2 shows the magnitude of the correlation or relationship (R) value that is equal to 0.315. From the output, it is obtained a coefficient of determination (R square) of 0.099 which implies that the effect of the variable *social media marketing* to *brand trust* during pandemic Covid-19 is by 9.9%.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.315 ^a	.099	.090	3.75779

Predictors: (Constant), Social Media Marketing

Table 3 shows the calculated F value = 10,774 with a significance level of $0,000 < 0.05$. The regression model can be used to predict participation variables or in other words, *social media marketing* has an effect on *brand trust during Covid-19*.

Table 3. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	152.142	1	152.142	10.774	.001 ^b
Residual	1383.858	98	14.121		
Total	1536.000	99			

Dependent Variable: Brand Trust

Predictors: (Constant), Social Media Marketing

Table 4 shows the constant value (a) of 12.644 while the value of *social media marketing* (b / regression coefficient) of 0.343. So that it can be explained that the constant of 10,774 implies that the consistent value of the *brand trust* variable is equal to 14,056. Meanwhile the *social media marketing* coefficient regression that is 0.343 tells for each addition of 1% *digital marketing* value, the value of *brand trust* will increase by 0.347. The regression coefficient is considered positive, so it can be said that the direction of the influence of *social media marketing* on the *brand trust* is also positive.

Table 4. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.644	3.965		3.189	.002
Social Media Marketing	.343	.105	.315	3.282	.001

Dependent Variable: Brand Trust

From table 4, it can be seen that the significance value is $0,000 < 0.05$. Thus, it can be concluded that *social media marketing* affects the *brand trust*. From table 3 it can also be seen that the T-value is $3,282 > T\text{-table } 1,984$.

Thus, it can be concluded that the *social media marketing* variable affects *brand trust*.

Therefore, the model of the influence of *social media marketing* on *brand trust* can be drawn as Figure 2.

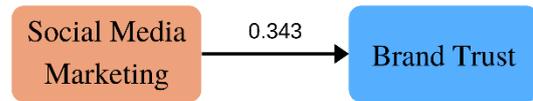


Figure 2. The model of the influence of *social media marketing* on *brand trust*

This study finds that in the F&B industry, social media marketing has a positive and significant effect on customer in trusting the *frozen food* products. Even though the Covid-19 could make customer feel at risk, but when the product is being frozen and promoted in social media, they immediately trust the brand.

This study supports the previous study [1-3] which revealed that social media marketing still affected the brand trust both in prior and during Pandemic Covid-19 condition in Indonesia and in this case, in the F&B Industry.

4. CONCLUSION

Social Media Marketing had a positive and significant impact on brand trust of frozen food products in Indonesia during the Covid-19 pandemic. It means that the more intense the use of social media marketing by a brand, the higher the trust that will be gained during the Covid-19 pandemic.

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