The Influence of Social Interaction on Social Media, the Quality of Visual Content and Consumer Trust on Buying Interest in Erigo Products through Influencers in the Digital Era

Septiana Dewi[1], M. Zuhdi Sasongko[2], Ema Nurzainul Hakimah[3]

Universitas Nusantara PGRI Kediri Jl. KH Ahmad Dahlan No.74 Mojoroto, Kediri City, East Java, 64112, Indonesia

septianadewi932@gmail.com[1]*, Yudisasongko@yahoo.com[2], emahakimah@unpkediri.ac.id[3]

*corresponding author

Abstract

Research aim : *Knowing the influence of social interactions that occur on social media platforms that can affect consumer perception of erigo products, as well as how the quality of visual content presented by influencers can attract attention and form consumer trust in the digital era.*

Design/Methode/Approach : *This study uses a quantitative method. The sample in this study was 40 respondents who were selected using the purposive sampling technique, namely consumers who have known and used Erigo products. Data were collected through a questionnaire with a Likert scale and analyzed using multiple linear regression with the help of SPSSv23.*

Research Finding : *The results of the study showed that social interaction on social media did not have a significant effect on the interest in buying Erigo products through influencers with a significance value of 0.577. Meanwhile, the quality of visual content, and consumer trust significantly influenced the buying interest of Erigo products through influencers, with significance values of 0.000 and 0.003 respectively.*

Theoretical contribution/Originality : *To improve the understanding of social interaction on social media, the quality of visual content and consumer trust in the digital era, especially in marketing involving influencers.*

Practitionel/Policy implication : *The findings of this study Erigo need to pay attention to the quality of visual content and build positive social interactions on social media platforms to increase consumer trust and buying interest.*

Research limitation : *This study has a limited sample size of only 40 respondents and uses a non-probability sampling technique, so the results of the study may not be applicable in general to a larger population.*

Keywords : *social interaction on social media, visual content quality, influencers, buying interest, consumer trust.*

1. Introduction

Developments in the field of digital communication technology have given rise to a new type of communication to connect people in the digital era known as social media. At this time social media has become an important business tool for conducting social interactions and marketing products, social media has also become an important platform for

brands to interact with consumers. In addition, social media has the ability to allow everyone to communicate interactively anywhere and anytime. With the emergence of social media platforms such as TikTok, Instagram, and Facebook, there has been a change in consumer behavior, where consumers are spending more time on social media and interacting on existing platforms. The use of social media today has expanded in almost all aspects of human life. Indonesia is one of the countries with 191 million active social media users in January 2022, This number increased by 12.35% compared to the previous year of 170 million people [1]. The existence of interaction activities in social media allows users to view, process, and respond to shared content such as photos, videos, and texts [2]. Definition of social interaction on social media according to [3] namely the existence of interesting and entertaining content, active interaction between users, and ease of access and use of the platform. Based on previous research, it has been shown that intense social media interactions between each user can increase the number and strength of relationships to allow each individual to become more intimate. In addition, interactions on social media can help decision-making because trusted and trustworthy sources will greatly influence consumer behavior when compared to untrustworthy sources.

Creating creative content to attract customers in the marketing industry is very important, because in the field of online marketing, content is information that is conveyed to the audience through electronic media or messages [4]. The form of content can be images, graphics, videos, sounds, documents, and reports. In other words, all of this content can be managed in electronic form. The more customers interact with content about journeys made by their friends and acquaintances on social media like Instagram and TikTok, the more likely they are to build trustworthy relationships with similar and experienced sources that offer high-quality content. The quality of visual content is one of the key factors in attracting the attention of the audience in today's digital era. Engaging and high-quality visual content can increase user engagement, reinforce the message you want to convey, and influence purchase decisions. According to [5] shows that visual content has a direct effect on buying interest, especially among millennials and Z who are more responsive to visuals than text.

Consumer trust is the belief and knowledge that consumers have about a product or about products related to its various features and benefits. Trust forms the relationship between the seller and the buyer during the transaction. When a brand meets certain criteria, such as keeping promises, helping others, and building trust, customers trust the brand. Consumer confidence is one of the important factors that affect consumer decisions on the interest in buying a product. This trust includes consumers' confidence that the products or services offered will meet their expectations, both in terms of quality, price, and benefits obtained. The following elements that form consumer trust include integrity, competence, consistency and information disclosure provided by the company [6]. When consumers feel confident in a brand, they will be more likely to be open to making a purchase, even in larger quantities. But on the other hand, if this trust is low, consumers may hesitate and look for other brands. Therefore, companies need to build and maintain consumer trust through effective communication, good service, and maintaining quality products. Perhaps that way, consumer trust not only plays a role in increasing buying interest, but also in building long-term loyalty to the brand.

According to [7] An *influencer* is someone who can influence the purchase decision of their target audience through their competence, status, credibility, reputation, or relationship with the audience through photo uploads, videos, and interactions on social media.

Influencers have the ability to influence their followers and almost all brands in Indonesia use social media *influencers* to advertise their products on social media. One of them is a business engaged in clothing, namely the Erigo brand. This strategy is to increase customer sensitivity to their products. The role of *influencers* on social media is starting to be brand ambassadors, paid promotions, to endorsements, all of which we can see every day. Social media *Influencers* are social media users with a large number of followers on their social media. *Influencers* are believed to be able to disseminate information on social media easily to the audience. Posts created by influencers can reach many other users anytime and anywhere [8]. *Influencers* today are essential to increase consumer interest and business profits. Influencers with a large following can influence consumer trust in a company's products. Consumer buying interest can be influenced by the extent of an influencer's credibility on social media. The results show that there is a lack of understanding of the research on various independent variables related to the influence of social media influencers and their content on consumer behavior [9].

Research on influencers is now growing along with the development of technology and social media. In previous research, according to [10] which highlights the role of influencers in influencing consumer buying interest behavior. The study lacked a study on how the quality of visual content can affect consumers' buying interest, especially among Generation Z and millennials who prefer visuals to text. By emphasizing the importance of visual content quality to grab the audience's attention, this important variable is often overlooked by previous research. Looking at the relationship between trust in influencers and the quality of visual content, we can see how the two interact and influence purchasing decisions, especially in the fashion industry like Erigo.

Based on the above explanation, this study aims to find out how the influence of social interaction that occurs on social media platforms can affect consumer perception of Erigo products, as well as how the quality of visual content presented by influencers can attract attention and form consumer trust. With this, companies can optimize their marketing strategies in the digital age to increase product appeal and sales.

1.1. Statement of Problem

From the problem statement in this study is the first, how social interaction on social media affects buying interest. Second, how the quality of visual content affects buying interest. Third, how consumer confidence affects buying interest.

1.2. Research Objectives

The purpose of this study is first, to determine the effect of social interaction on social media on the interest in buying Erigo products. Second, to determine the effect of visual content quality on the interest in buying Erigo products. And third, to determine the effect of consumer trust on the interest in buying Erigo products.

2. Method

The research method used in this study is quantitative. According to [11] that quantitative research methods are based on the philosophy of positivism and are used to investigate specific populations or samples.

The population in this study is consumers who are influenced by influencers when promoting Erigo products. This study uses a *non-probability sampling* technique with a

purposive sampling method, namely the researcher selects respondents with a specific purpose, namely respondents who are familiar with or have used Erigo products. According to [12] If the study will use analysis with multivariate (correlation or multiple regression), then the number of samples is determined by the number of variables (independent + dependent) multiplied by 10. Because in this study there are 4 variables, the sample in this study is 40 respondents who have bought Erigo products through influencers.

The types of data used in the study are primary data and secondary data, where primary data is obtained from questionnaires given to respondents using Likert scale measurements 1-5. Meanwhile, secondary data was collected from various sources (scientific journals, articles on the internet and books) related to the problems discussed in this study. This study uses multiple linear regression data analysis techniques, classical assumption tests, determination coefficients, and hypothesis tests with SPSSv23.

2.1. Validity Test

The correlation coefficient of 0.3120 was found when the r calculation obtained from the results of data processing (df) was subtracted by 2, with the research sample then 40-2 = 38.

Tabel 1. Validity Test Results

Variable	Question	Corrected Item – Total	R table	Information
Social Interaction	X1.1	0,671	0,312	Valid
On Social Media	X1.2	0,672	0,312	Valid
(X1)	X1.3	0,517	0,312	Valid
	X1.4	0,581	0,312	Valid
Visual Content	X2.1	0,719	0,312	Valid
Quality	X2.2	0,718	0,312	Valid
(X2)	X2.3	0,705	0,312	Valid
	X2.4	0,692	0,312	Valid
Consumer Trust	X3.1	0,649	0,312	Valid
(X3)	X3.2	0,512	0,312	Valid
	X3.3	0,570	0,312	Valid
	X3.4	0,763	0,312	Valid
Buying Interest in	Y1	0,826	0,312	Valid
Erigo Products	Y2	0,829	0,312	Valid
(Y)	Y3	0,763	0,312	Valid
	Y4	0,852	0,312	Valid

Source: Output SPSSv23, 2024

Based on the calculation above, all items in the questionnaire have values greater than the standard value of the r table, so all of these research instruments are valid.

2.2. Reliability Test

Tabel 2. Reliability Test Results

Variable	Cronbach's Alpha > 0,6	Information
Social Interaction On Social Media	0,796	Reliabel
Visual Content Quality	0,861	Reliabel
Consumer Trust	0,800	Reliabel
Buying Interest in Erigo Products	0,920	Reliabel

Source: Output SPSSv23, 2024

The results of the study show that the variables used are reliable, because according to [13], Cronbach's Alpha value is acceptable if it is greater than 0.6. An alpha value closer to 1 indicates that internal consistency is more reliable.

3. Results and Discussion
3.1. Descriptive Statistical Test

Tabel 3. Descriptive statistical test results

Variable	Mean	Std. Deviasi	Category
Social Interaction on Social Media (X1)	3,85	2,960	Tall
Quality of Visual Content (X2)	4,11	2,670	Tall
Consumer Trust (X3)	3,97	2,757	Tall
Buying Interest (Y)	4,08	3,118	Tall

Source: Data processed by researchers, 2025

Based on the results of the descriptive statistical test, the average value of social interaction on social media (X1) showed at 3.85 with a standard deviation of 2.960, which shows that the level of interaction between consumers and influencers on social media, such as through comments, likes, and shares, is quite high and has been perceived well and positively by consumers when shopping for Erigo products. This shows that the digital generation is very responsive to social communication on online platforms.
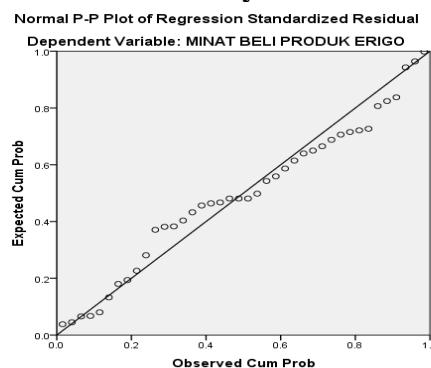
The visual content quality variable (X2) with an average value of 4.11 and a standard deviation of 2.670 is also in the high category, which reflects the quality of photos, videos, and content designs published by influencers, judged effective and positive by consumers. Attractive visuals can increase the appeal of Erigo products and positively influence consumer perception of the brand, and ultimately increase buying interest.

The consumer confidence variable (X3) has an average of 3.97 and a standard deviation of 2.757, which falls into the high category. This shows that consumer trust in the credibility and honesty of influencers is very important in building loyalty and buying interest in Erigo's products.

The buying interest variable (Y) has an average value of 4.08 with a standard deviation of 3.118, which is also in the high category, this shows that the interest in buying Erigo products through influencers is quite strong, driven by social interaction, quality of visual content, and trust in influencers.

3.2. Normality Test

Tabel 4. Normality Test Results

Source: Output SPSSv23, 2024

From the results of the image above, it can be seen that the data points are scattered following a diagonal line pattern and are located around the line. This may indicate that the residuals generated in this analysis are normally distributed.

3.3. Multicollinearity Test

Tabel 5. Multicollinearity Test Results

Coefficientsª

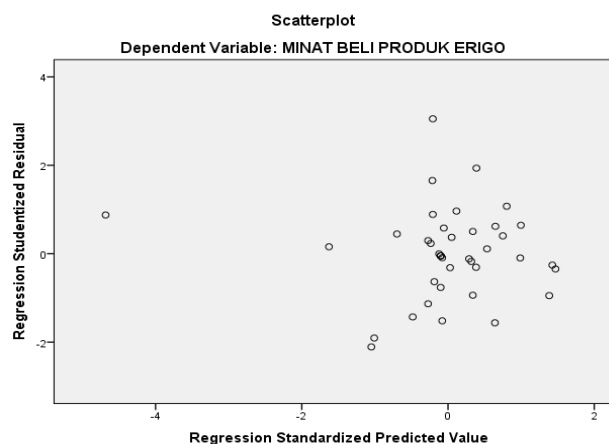| Type		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SOCIAL INTERACTION ON SOCIAL MEDIA	.507	**1.974**
	VISUAL CONTENT QUALITY	.281	**3.561**
	CONSUMER TRUST	.309	**3.234**

a. Dependent Variable: INTEREST IN BUYING ERIGO PRODUCTS

Source: Output SPSSv23, 2024

From the table of the results of the multicollinearity test above, it is known that the VIF value of the three variables < 10, this shows that there is no significant relationship between the independent variables in this analysis or the assumption of multicollinearity has been fulfilled.

3.4. Heteroscedasticity Test

Tabel 6. Heteroscedasticity Test Results

Sumber: Output SPSSv23, 2024

Based on the heteroscedasticity test figure, this random distribution of points indicates that the variance of the residual does not depend on the predicted value, which is one of the important conditions in regression analysis to ensure that the model used is reliable.

3.5. Multiple Linear Regression Analysis

Tabel 7. Multiple Linear Regression Analysis Results

Coefficientsª

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.052	1.472		-.715	**.479**
	SOCIAL INTERACTION ON SOCIAL MEDIA	-.061	.108	-.058	-.563	**.577**
	VISUAL CONTENT QUALITY	.648	.161	.555	4.021	**.000**
	CONSUMER TRUST	.483	.149	.427	3.250	**.003**

a. Dependent Variable: INTEREST IN BUYING ERIGO PRODUCTS

Source: Output SPSSv23, 2024

Based on the table above the results of the analysis that has been carried out, a regression equation is obtained that can be expressed as follows :

$$Y = -1{,}052 - 0{,}061\ X_1 + 0{,}648\ X_2 + 0{,}483\ X_3$$

Then it can be interpreted as :

a. A constant value of -1.052 means that this indicates that social interaction on social media, the quality of visual content and consumer trust have not changed or are equal to 0, then the value of Erigo's product purchase interest is -1.052.

b. The value of the regression coefficient of social interaction on social media of -0.061 shows that the lower the social interaction on social media, the lower the value of Erigo's product buying interest of -0.061.

c. The value of the Visual Content Quality coefficient of 0.648 shows that the value of visual content quality increases by 1 unit assuming other variables are fixed, it will increase the value of Erigo product buying interest by 0.648.

d. The value of the Consumer Confidence coefficient of 0.483 shows that the value of consumer confidence increases by 1 unit assuming other variables are fixed, it will increase the value of Erigo product buying interest by 0.483.

3.6. Test t (influence partially / individually)

Tabel 8. Test Results t

Coefficients^a

Type		T	Sig.
1	(Constant)	-.715	.479
	SOCIAL INTERACTION ON SOCIAL MEDIA	-.563	.577
	VISUAL CONTENT QUALITY	4.021	.000
	CONSUMER TRUST	3.250	.003

a. Dependent Variable: INTEREST IN BUYING ERIGO PRODUCTS

Source: Output SPSSv23, 2024

Based on the data presented in the table above, the results of the partial hypothesis testing using the t-test can be explained in detail as follows :

a. The value of sig. the social interaction variable on social media (X1) of $0.577 > 0.05$ means that H0 is accepted. Which means that the variable of social interaction on social media does not have a significant effect on the buying interest of Erigo products.

b. The value of sig. for the visual content quality variable (X2) of $0.000 <$ of Alpha (0.05) means H0 is rejected. Which means that the visual content quality variable has a significant effect on the buying interest of Erigo products.

c. The value of sig. the consumer confidence variable (X3) is $0.003 <$ from Alpha (0.05), which is 0.003, meaning that H0 is rejected. Which means that the visual content quality variable has a significant effect on the buying interest of Erigo products.

3.7. Determination Coefficient Test (R²)

Tabel 9. Determination Coefficient Test Results (R²)

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899^a	.808	.792	1.423

a. Predictors: (Constant), CONSUMER TRUST, SOCIAL INTERACTION ON SOCIAL MEDIA, QUALITY OF VISUAL CONTENT

b. Dependent Variable: INTEREST IN BUYING ERIGO PRODUCTS

Source: Output SPSSv23, 2024

Based on the results of the table above, it shows that the R Square (R^2) value is 0.808 which can be concluded that Social Interaction on Social Media (X1), Visual Content Quality (X2) and Consumer Trust (X3) have an influence of 80.8% while the remaining 19.2% is influenced by other variables that are not studied by the researcher.

3.7. Discussion

The Effect of Social Interaction on Social Media on Buying Interest in Erigo Products

From the findings obtained from the above research, it can be concluded that the average value of social interaction on social media (X1) shows at 3.85 with a standard deviation of 2.960 which shows that the level of interaction between consumers and influencers on social media, such as through comments, likes, and shares, is quite high in influencing the purchase decision of Erigo products. This shows that the digital generation is very responsive to social communication on online platforms. However, social interaction on social media does not have a significant influence on the purchase interest of Erigo products. This assessment is based on the value of the regression coefficient of -0.061 and the significance value of sig. by 0.577 which is greater than 0.05. This means that social interaction on social media has no significant effect on the increase in interest in buying Erigo products.

The results of this study contradict previous theories and research [14] which showed that social interaction variables have a significant effect on buying interest. It is suspected that consumers pay less attention to social interactions on social media because they focus more on the reputation of a well-known brand. The big name of Erigo that has been recognized in various circles gives confidence for consumers to continue to choose the product, without having to consider the social interaction that occurs on social media platforms. As explained in [15] in his research that when consumers have a positive perception of a brand, both in terms of quality, reliability, value, and reputation, they tend to be more inclined to choose products or services related to that brand. In this study, the Erigo brand was attractive and prominent compared to other brands, consumers were more likely to choose products or services from Erigo when they had a positive perception of the brand.

The Effect of Visual Content Quality on Erigo Product Buying Interest

From the results of the research that has been conducted, it can be concluded that the visual content quality variable (X2) has an average value of 4.11 and a standard deviation of 2.670, which shows that the quality of photos, videos, and content designs published by influencers is in the high category. Eye-catching visuals increase the appeal of Erigo's products, influence consumer perception of the brand, and ultimately increase buying interest. The resulting t-test of visual content quality variables had a significant influence on the purchase interest of Erigo products, with a regression coefficient value of 0.648 and a significance value of 0.000, which is smaller than 0.05. The quality of engaging and informative visual content can create a positive impression that encourages consumers to make a purchase. The results of this study are supported by research conducted by [16] which shows that visual content quality variables have a significant effect on buying interest.

The Influence of Consumer Trust on Buying Interest in Erigo Products

From the results of the research that has been conducted, it can be indicated that the consumer confidence variable (X3) has an average of 3.97 and a standard deviation of 2.757, which is included in the high category. This shows that consumer trust in the credibility and honesty of influencers is very important in building loyalty and buying interest in Erigo's products. And also the variable of consumer confidence has a significant influence partially

on the buying interest of Erigo products. Evidence of this finding can be seen in the value of the regression coefficient of 0.483 and the significance value of 0.003, which is smaller than 0.05. Trust can be built through positive experiences, testimonials, and a good brand reputation. The results of this study are supported by research conducted by [17]which shows that consumer confidence variables have a significant effect on buying interest.

4. Conclusion

Based on the results of the discussion above, it can be concluded that the first is that the results of consumer assessment from the respondent's answer description stated that the variables of social interaction on social media were perceived to have been done well by the company and had a positive impact on buying interest, but the results of the t-test showed that social interaction on social media did not have a significant influence on the interest in buying Erigo products. Furthermore, secondly, the results of the respondent's answer description stated that the visual content quality variable had been done well and had a positive impact on buying interest, and the results of the t-test showed that the quality of visual content had a significant influence on the purchase interest of Erigo products. And third, the results of the respondent's answer description stated that the visual content quality variable had been done well and had a positive impact on buying interest, and the results of the t-test showed that consumer confidence had a significant influence partially on the purchase interest of Erigo products.

Based on the results of the Determination Coefficient (R²) test which shows a value of 0.808, which means that Social Interaction on Social Media (X1), Visual Content Quality (X2) and Consumer Trust (X3) have an influence of 80.8% on the interest in buying Erigo products. So the researcher provides several suggestions that can be used as input for further research, namely the first, social interaction on social media, shows that social interaction on social media does not have a significant influence on the interest in buying Erigo products. Thus, for further researchers, it is advisable to explore more deeply other factors that might strengthen the relationship between social interaction and buying interest. Furthermore, the second, the quality of visual content, shows a significant influence on the interest in buying Erigo products. For further researchers, they can explore more deeply what visual elements play the most role in attracting consumer attention and can also add differences in the social media platforms used to see how visual influence works in each media. The third, consumer trust, shows a significant influence on the interest in buying Erigo products. So for further researchers, to identify the most dominant dimensions of trust and can also consider consumer demographic factors that might influence the level of trust in influencers. And finally, considering that 19.2% of purchase interest is influenced by other variables that are not studied. It is recommended for further researchers to conduct further research to identify other factors that can influence purchase interest, such as product price, customer reviews or testimonials, promotional strategies and so on.

References

[1] Mahdi MI (2022). Pengguna Media Sosial di Indonesia Capai 191 Juta pada 2022, DataIndonesia.id. 2022. https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-capai-191-juta-pada-2022.

[2] Onofrei, G., et al. 2022. Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors 2022. https://www.sciencedirect.com/science/article/abs/pii/S0148296321009450.

[3] Imani RP. Fenomena Pemasaran Konten Media Sosial, Word of Mouth, Customer

Experience Dan Etnosentrisme Terhadap Keputusan Pembelian Konsumen Kedai Kopi Kenangan Di Dki Jakarta. Bab Ii Kaji Pustaka 21 2020;12:6–25.

[4]   Sherlina, Aristhya IP. Pengaruh Kualitas Konten Stunting Di Instagram @Rembang Kab Dan Tingkat Keterdedahan Terhadap Perubahan Perilaku Followers. J Ilm SULTAN AGUNG 2024:68–79.

[5]   Akbari DA, Jastacia B, Setiawan E, Widya Ningsih D. The Marketing Power of TikTok: A Content Analysis in Higher Education. Binus Bus Rev 2022;13:159–70. https://doi.org/10.21512/bbr.v13i2.8014.

[6]   Khamdan Rifa'i. Kepuasan Konsumen. 2023.

[7]   Risanti XD. Di zaman globalisasi sekarang, media sosial sedang ramai dengan keberadaan. 2021.

[8]   Herviani V, Hadi P, Nobelson. Analisis Pengaruh Brand Trust, E-WOM, dan Social Media Influencer Terhadap Keputusan Pembelian Lipstik Pixy. J Ekon Dan Bisnis 2020;10(02):1351–63.

[9]   Wilopo YP. Pengaruh kredibilitas influencer media sosial instagram terhadap minat beli konsumen doubletree by hilton surabaya. J Hosp Dan Manaj Jasa, 9(2), Artic 2 2021.

[10]   Martínez-López FJ, Anaya-Sánchez R, Esteban-Millat I, Torrez-Meruvia H, D'Alessandro S, Miles M. Influencer marketing: brand control, commercial orientation and post credibility. J Mark Manag 2020;36:1805–31. https://doi.org/10.1080/0267257X.2020.1806906.

[11]   Tampubolon M. Metode Penelitian Metode Penelitian. 2023.

[12]   Sugiyono. Metodologi Penelitian Kuantitatif, Kualitatif dan R & D. 2020.

[13]   Ghozali I. Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Univ Diponegoro 2018. https://kepakaran.apps.undip.ac.id/lecturers/profile/aQZPRaRwooGs/publications/google-scholar?page=30.

[14]   Agustini MP, Komariah K, Mulia F. Analisis Interaksi Sosial Konten Marketing Dan Influencer Marketing Terhadap Minat Beli Produk Kosmetik (Survey Pada Konsumen Produk Dear Me Beauty Di Kota Sukabumi). Manag Stud Entrep J 2022;3:1601–10.

[15]   Tutupoho FD, Abadi F. Peran Media Sosial Tiktok dan Kredibilitas Influencer Terhadap Keputusan Pembelian Melalui Ekuitas Merek Pada Produk Erigo. Profit J Manajemen, Bisnis Dan Akunt 2024;3:178–93. https://doi.org/10.58192/profit.v3i2.2106.

[16]   Choirunnisa NA, Walyoto S. Pengaruh konten post dan testimoni di sosial media Instagram terhadap minat beli konsumen pada produk industri otomotif. J Econ Bus Res 2023;2:1–13. https://doi.org/10.22515/juebir.v2i1.7296.

[17]   Oktaviani S, Putri AD, Handayani MA. Terhadap Minat Beli Secara Online (Studi Kasus Pada Toko Online Lazada). SMART Strateg Manag Account through Res Technol 2022;2:37–45.