

The Effect of Social Media Marketing, Reputation and Brand Trust on Fast Food Purchase Intention among Final Year Teacher Education Students

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ABSTRACT

Fast food is increasingly the main choice of Malaysians compared to nutritious food, including students in final year students. This study aims to determine the factors influencing consumers' intention to purchase fast foods among final-year education students at Universiti Pendidikan Sultan Idris. A quantitative approach was used in this study with a sample number of 370 final-year education students using a simple random sampling technique. Data collection is carried out using a questionnaire instrument. Descriptive and inferential analysis were used to answer each research question. The effect that existed between the dependent variables and the independent variables in this study was assessed using multiple regression analysis. The findings of the study show that three independent variables are significant in the intention to purchase fast food, namely social media marketing ($\beta = 0.160$, $p < \alpha (0.05)$), reputation ($\beta = 0.132$, $p < \alpha (0.05)$) and brand trust ($\beta = 0.537$, $p < \alpha (0.05)$). The study also found a significant positive effect between social media marketing, reputation, and brand trust on the intention to purchase fast food among final-year education students at Universiti Pendidikan Sultan Idris. This study can explain the factors influencing consumers in purchasing fast foods among education final year students. The consumption of fast food should be reduced because it has serious adverse effects on the physical and mental health of individuals and induces chronic diseases.

Keywords: Social Media Marketing, Reputation, Brand Trust, Fast Food, Purchase Intention, Final Year Education Students

INTRODUCTION

The pattern of life nowadays has brought about a significant change in human lifestyle. According to Tunde et al. (2023) one of the significant changes is fast food becoming the main choice among individuals and university students. Fast food is known as a type of food that can be made and served quickly (Tunde et al., 2023). Fast food has grown in popularity in recent years, with a wide variety of franchises and restaurant chains operating around the world. The production of fast food that can be prepared quickly has become a major aspect of modern life today. Fast food is high in calories and fat. Excessive consumption of fast food can cause various health problems including obesity. Most fast food is made from unhealthy ingredients (Al-Saad, 2016). Jahan and Martin (2019), stated that fast food has high levels of energy, fat, salt, and sugar. However, fast food only contains small quantities of protein, vitamins, and minerals. Fast food is also rich in fat but has minimal fiber (Mardhiati & Setiawan, 2017).

According to Berita Harian (2023), the issue of obesity in Malaysia is not a new issue but it is becoming increasingly uncontrolled in Malaysia. Changing food patterns of Malaysian such as consuming fast food that is high in fat, sugar, and salt has become the norm in the community. The increase in obese Malaysians is increasing year by year. The risk of chronic diseases such as diabetes, heart disease, hypertension, and cancer

does not leave an impact on the eating habits of the community. Based on that, consumption of fast food in Asia continues to increase in all age groups. Priwahyuni (2016) has found that 59.50 percent of students consume fast food in their daily diet.

Social media marketing has become a platform to promote fast food products and persuade customers to buy. According to Sharma et al. (2022), the growing use of information and communication technology has made social media marketing one of the most important elements in recent times. The use of social media has changed the way businesses communicate with customers and consumers, especially the fast-food industry which uses social media as a marketing strategy (Aji et al., 2020).

Reputation is also an important factor that differentiates one company from another. Gligorijevic and Leong (2021) stated that reputation is one of the competitive advantages and fosters trust and confidence from consumers. Consumers tend to consider a company's reputation as an important factor in the process of evaluating trust in a company and in purchasing a product or service. The study of Nur Zulaikha et al. (2023) stated that the greater the reputation of a fast-food company, the greater the intention to purchase fast food.

Brand trust often receives attention in various fields such as psychology, sociology, economics, management, and marketing. Moslehpour et al. (2021) also stated that brand trust can reduce uncertainty about a product. Brand trust can increase purchase intention among customers. Therefore, brand trust is an important factor influencing fast food purchase intention.

According to the study of Tunde et al. (2023), fast-food consumption patterns among university students in Malaysia have become a matter of concern. Fast food consumption has raised serious public health concerns in Malaysia, especially among university students who are often involved in academic and social activities and may not have much time to prepare food. Therefore, students are easily influenced to buy fast food. At the university level, overweight and obesity problems are found among college students in 22 low-income and middle-income countries. The study showed that 22 percent of male students and 19.30 percent of female students have overweight or obesity problems.

According to Mohammad Ali Abbod AL-Maliki (2020), the consumption of unhealthy food (fast food and soft drinks), the use of social media, and stress are the highest contributors to the issue of overweight and obesity among university students in Malaysia. This study clearly shows that students tend to buy fast food, which causes health problems. According to Ahmed Ali et al. (2023), fast food is a trend among university students and preschool children. The consumption of fast food among this group is uncontrolled. This issue of uncontrolled fast-food consumption can result in poor health status and increased body mass index, leading to obesity among university students. This clearly shows that the purchase of fast food among students is a hot issue that needs to be studied down to the grassroots level.

Studies on the consumption of fast food have been conducted on different age groups, college students, and working groups (Ates & Sungur, 2023). Research on education students is less focused on past studies. Education students are a valuable asset for Malaysia to produce an informed and balanced generation in terms of physical, spiritual, emotional, social, and intellectual in line with the National Education Philosophy in the future. Concerning that, education students need to be in a healthy state so that they can carry out their duties as best as possible and be ready to achieve this objective (Norfadlin et al., 2021). Therefore, this study focuses on education students to overcome the gap of previous studies that lack focus on education students. Based on the description above, this study was conducted to identify the factors influence the consumers in intention purchasing fast foods among education final year students at Universiti Pendidikan Sultan Idris.

LITERATURE REVIEW

Purchase Intention

According to Nursiana et al. (2021), purchase intention refers to the belief that the consumer's future attitude

can be translated into behavior. Purchase intention can also be defined as consumers' willingness to buy from fast food brands (Nur Zulaikha et al., 2023). Zhang et al. (2020) stated that purchase intention refers to consumers' attitudes toward purchasing behavior and their willingness to pay for goods or services. This study defines purchase intention as the probability and willingness of consumers to buy fast food products that are believed to benefit consumers.

Social Media Marketing

Social media marketing is known as a powerful tool capable of increasing sales and business brands (Jamil et al., 2021). According to Nur Zulaikha et al. (2023), social media marketing can be referred to as a tool to generate awareness, increase brand presence and recognition, build relationships with customers, and promote products and services. Kim and Ko (2012) described social media marketing as divided into five dimensions, namely the dimensions of interaction, entertainment, trends, word of mouth, and adaptation. Therefore, this study defines social media marketing as a tool to promote products and services on social media that consists of five dimensions: interaction, entertainment, trends, word of mouth, and adaptation.

Hanaysha (2022) conducted a study in Arabia aimed at identifying the effect of four dimensions of social media marketing on the intention of fast-food purchases. A study sample of 258 customers consisting of some fast-food cafes is used. The findings of the study show that the three dimensions of social media marketing informative, perceived relevance, and interactivity have a positive effect on consumer purchase intention. However, the study found that the dimension of entertainment on intention the purchase does not positive effect on consumer purchase intention.

The study of Nur Zulaikha et al. (2023) in Malaysia showed that media marketing social plays an important role in stimulating the intention to buy fast food among users. This study was conducted on Generation Z in Malaysia which involves a total of 212 respondents. The Stimulus-Organism Response Theory (SOR) as a theoretical support is used to link media marketing to purchase intention through trust and reputation in an industry context of fast food. The results of this study found social media marketing in forms of entertainment, interaction, trends, customization and word of mouth has a significant effect on the intention to buy fast food products.

Lamhoot et al. (2023) conducted a study in Jakarta that aims to identify the role of social media marketing activities on the intention to purchase among customers in fast food restaurants. The independent variable used in this study is social media marketing and the dependent variable used in this study is fast food purchase intention. The sample of this study involved 250 customers and data was collected from company social media followers. Research findings show that social media marketing has a significant effect on the intention to purchase fast food.

Specifically, social media marketing activities are effect which is significant to purchasing behavior among consumers. The results of this study also coincide with the study of Gautam and Sharma (2017) and the study of Aji et al. (2020) who found that social media marketing and purchase intention consumers is a relationship that provides value to the customer for making a buying decision. The results obtained show that there is a significant relationship between social media marketing and purchase intention fast food which leads to the development of the following hypothesis:

H1: Social media marketing significantly influences fast food purchase intention.

Reputation

According to Mustofa and Kurnia (2021), reputation refers to the general view of the quality and character of an institution or organization. Reputation can also be defined as the customer's view, perception, and evaluation of the quality and overall image of the fast-food brand (Nur Zulaikha et al., 2023). Gligorijevic and Leong (2021) describe reputation as the reputation of a brand that will differentiate one company from another.

Reputation as customers' general view and evaluation of fast-food brands.

The study by Sodom et al. (2022) conducted for Generation Z in Malaysia aims to study the indirect effect of publicity on purchase intention for fast food products, through trust and reputation variables. Sample a study of 170 Generation Z in Malaysia was collected through a survey method via questionnaire. The results of the study found that publicity has a positive effect on trust and purchase intention. This study also found trust and reputation have a positive effect on fast-food purchase intention.

The study of Nur Zulaikha et al. (2023) in Malaysia also studied the relationship between reputation and fast-food purchase intention. A study on Generation Z in Malaysia involving a total of 212 respondents found that there is an influence that significant relationship between reputation and the intention to purchase fast food products. This study found that the bigger the reputation of a fast-food company, the higher fast-food purchase intention among Generation Z.

The study of Nursiana et al., (2021) in Indonesia also has a view that the same reputation can create positive emotions in the minds of users and serves as one of the determinants for purchase intention. This research is the same as the study of Qalati et al. (2021) who stated that reputation has a significant effect on purchase intention. Based on these arguments, the following hypothesis is developed:

H2: Reputation significantly influences fast food purchase intention.

Brand Trust

Brand trust is defined as the level of customer confidence in the company's products, services, and capabilities (Xiao, 2018). Brand trust greatly affects brand loyalty (Lee et al., 2021). Nur Zulaikha et al. (2023) defined brand trust as a product or service that can satisfy the needs implemented in a brand. This study defines brand trust as the efficiency or credibility of a brand so that customers believe in the products and services offered.

Kee et al. (2023) conducted a study related to the influence of customer satisfaction, brand trust, and customer loyalty toward food purchase intentions among McDonald's restaurant customers in Malaysia. A total of 150 respondents participated in the study conducted above the line. The findings of the study show that there is a significant effect between the three independent variables namely customer satisfaction, brand trust, and customer loyalty to the dependent variable which refers to food purchase intention.

Studies from Indonesia (Moslehpour et al., 2021) and China (Zhu et al., 2020) stated brand trust can reduce uncertainty and has a significant effect on purchase intention. The findings of this study were supported by Qalati et al. (2021), who found a positive effect between brand trust with purchase intention. Based on these arguments, the hypothesis the following is developed:

H3: Brand trust significantly influences fast food purchase intention.

Theory of Consumer Sovereignty

This theory of Consumer Sovereignty can be linked to the context of studies related to fast food purchase intentions. The Consumer Sovereignty Theory was developed by William Harold Hutt in 1936. This economic theory states that the consumer is the only purpose for all producers. Therefore, consumer welfare needs to be taken care of as best as possible. This Theory of Consumer Sovereignty implies that the consumer knows what is best for him, and his preferences will decide the allocation of scarce resources in the economy. It assumes that the consumer can make the best decision in making a choice. This theory is directly linked to a study on the effect of social media marketing, reputation, and brand trust on fast food purchase intentions among final-year education students at UPSI. This is so because fast food operators will advertise their products, showing good brand reputation and trust to influence students' decisions because there are many food options that students can choose.

Figure 1 shows the research model based on the three research hypotheses that have been developed. The independent variables in this study consist of social media marketing, reputation, and brand trust. While the dependent variable in this study is the intention to purchase fast food.

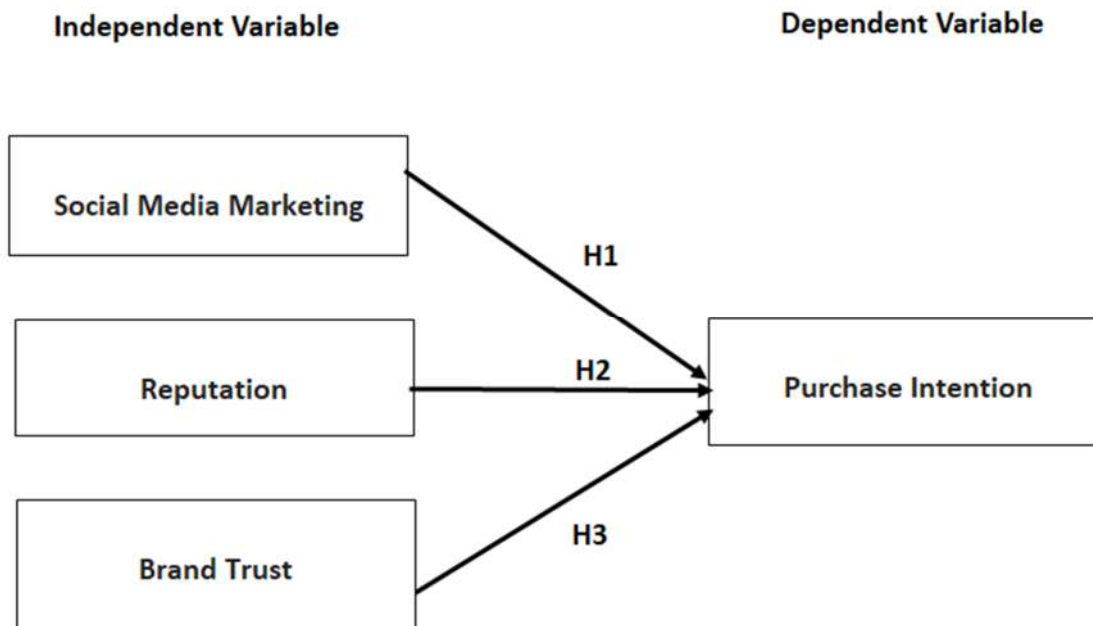


Figure 1: Research Model

METHODOLOGY

Sample

This study uses a quantitative approach and survey research through the use of closed questionnaire instruments. The population involved are final semester education students at UPSI, Perak, Malaysia. The total population is 370 final-semester education students. Based on Krejcie and Morgan's (1970) sampling table, a minimum of 335 final-semester education students from the total population were selected to be sampled in this study. However, the study sample involved in this study was 370 final semester education students. A simple random sampling technique was used in this study. Based on this simple random sampling technique, only a group of subjects (the sample) is selected for the study from a larger group (the population). Each individual is chosen by chance and each member of the population has an equal chance to be included in the sample (Chua Yan Piaw, 2021).

In this study, Google Form will be used to allow the questionnaire to be distributed to the students concerned, then the completed questionnaire will go through the analysis process using the Statistical Package for Social Science (SPSS) software.

Instrument

The questionnaire developed in this study contains 25 closed questions and is divided into five sections namely A, B, C, D, and E. Section A has four items related to the respondent's demographics consisting of gender, age, and race. Part B has 11 items related to social media marketing. Next, part C and part D each have three items related to reputation and brand trust. Part D has four items related to Purchase Intention. All the items used in parts B to E have been adapted and modified from the study of Nur Zulaikha et al. (2023). To measure the level of respondents' agreement with the items presented in the questionnaire, especially for part B to part E, a five-point likert scale (extreme) was used. A five-point likert scale (extreme) involves the use of extreme evaluation of each category such as 1 representing strongly disagree or 5 representing strongly agree. All items in this questionnaire were verified by experts appointed by the researcher consisting of three experts from

academic fields. The details of each item according to the variables of the study are shown in Table 1.

Table 1: Questionnaire Items

Variable	Item	Source
Social Media Marketing	Using fast food' social media is fun.	Nur Zulaikha et al. (2023)
	Contents shown in fast food' social media seem interesting.	
	Fast food' social media enables information sharing with others.	
	Conversation or opinion exchange with others is possible through fast food' social media.	
	It is easy to deliver my opinion through fast food' social media.	
	Contents shown in fast food' social media is the newest information.	
	Using fast food' social media is very trendy.	
	Fast food social media offers customized information searches.	
	Fast food's' social media provides customized services such as "Choose your pizza topping" and "Make your burger".	
	I would like to pass along information on brands, product, or services from fast food' social media to my friends.	
	I would like to upload content from fast food' social media on my blog or microblog.	
Reputation	In general, I believe that fast food companies always fulfill the promises they makes to their customers.	Nur Zulaikha et al. (2023)
	Fast food' company has a good reputation.	
	I believe that the reputation of the fast-food company is better than other types of restaurants.	
Brand Trust	I trust fast food companies to serve the best food products.	Nur Zulaikha et al. (2023)
	You can always count on fast food's marketing claims.	
	Fast food product marketing claims are reliable.	
Purchase Intention	I intend to purchase fast food products.	Nur Zulaikha et al. (2023)
	I will purchase fast food shortly.	
	The likelihood that I will purchase fast food in the future is high.	
	If I had more money, I would purchase more fast-food products shortly.	

Reliability

Cronbach's alpha coefficient measures the internal consistency, or reliability, of a set of survey items.

In this study, internal consistency reliability was used using Cronbach's alpha value coefficient test through SPSS software. Cronbach's alpha value coefficient test is a method often used to assess reliability (Creswell 2012; Sekaran & Bougie 2010). The value of the alpha coefficient (α) ranges from 0 to 1 and a value close to 1 explains that the item being studied has high reliability (Gay & Airasian 2003). The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, 0.80 and above is better, and 0.90 and above is best.

The reliability test results show that all variables have Cronbach's alpha values between 0.784 to 0.892. This result shows that all these variables have acceptable reliability values. Therefore, all items in this instrument can be used. Findings of Cronbach's alpha values based on variables of the study can be referred to in Table 2.

Table 2: Cronbach's Alpha Score

Variable	Item	Cronbach's Alpha Score
Social Media Marketing	11	0.892
Reputation	3	0.853
Brand Trust	3	0.820
Purchase Intention	4	0.784

Statistical Analysis

This study applied two types of statistical analysis namely descriptive analysis and multiple regression analysis. Descriptive analysis was used to describe, present, and summarize respondent profile information. Among the values used in explaining the profile of respondents in this study are frequency and percentage values.

Multiple regression analysis is used in this study to determine the effect that exists linearly between the dependent variable and some independent variables and then predictions will be made linearly. A variable will be considered the best predictor if the variable has a higher standardized beta coefficient (β) value and a beta coefficient value at a significant level of $p < 0.05$ (Yogeswaran Vadivelu, 2014). In this study, the independent variables in this study consist of social media marketing, reputation, and brand trust. The dependent variable in this study is the intention to purchase fast food.

FINDINGS

Table 3 shows the analysis of the respondent's profile consisting of gender, age, race, and faculty. Most of the respondents involved in the study were female students, 62.70 percent (232 people), while only 37.30 percent (138 people) were male. The age range of the respondents involved is between 22 years to 27 years. The involvement of respondents aged 21 to 23 years recorded the highest number of 45.10 percent (167 people), followed by respondents aged 22 years which was 23.0% (26 people), and the least number of respondents were aged 24 to 26 years which was as many 40.00 percent (40 people) and the rest are 27 years old above with a record of 14.90 percent (55 people).

The distribution of respondents according to race shows that Malay respondents dominate this study with 54.60 percent (202 people), followed by Indians with 18.60 percent (69 people), then Chinese with 14.90 percent (55 people) and other races with a total of 11.90 percent (44 people).

Table 3: Respondent Profile Analysis

Profile Respondent	Category	Frequency	Percentage (%)
Gender	Male	138	37.30
	Female	232	62.70
Age	21 - 23 years	167	45.10
	24 - 26 years	148	40.00
	27 years above	55	14.90
Race	Malay	202	54.60
	Chinese	55	14.90
	Indian	69	18.60
	Other	44	11.90
Total		370	

Table 4 shows the regression analysis of the factors influencing consumers' intention to purchase fast foods. Multiple regression analysis was used to assess the effect of social media marketing, reputation, and brand trust on the intention to purchase fast food among final-year students at UPSI. Multiple regression analysis refers to a scientific approach that can be used to determine the effect that exists linearly between a dependent variable and some independent variables and then predictions are made linearly (Yogeswaran Vadivelu, 2014).

The results of the study in Table 4 showed that social media marketing, reputation, and brand trust contribute as much as 57.80 percent ($R^2 = 0.5780$) to the intention to purchase fast food among final-year students at UPSI. Table 4 also shows the F-statistic value ($F = 160.547$) and the significant p-value (0.000) which is smaller than the alpha value of 0.05. Based on this finding, it can be explained that the variance of the dependent variable and the independent variable can be explained through the use of this regression model.

Referring to the regression analysis in Table 3, the intention to purchase fast food is affected by all independent variables, namely social media marketing, reputation, and brand trust ($p < 0.05$). A multiple regression equation can be built based on the data that has been obtained. The following is a regression equation that can be built in this study.

$$Y = 0.789 + 0.173 (X_1) + 0.127 (X_2) + 0.533(X_3)$$

Where,

Y is Intention to Purchase Fast food

X_1 is Social Media Marketing

X_2 is Reputation

X_3 is Brand Trust

The results of this study show that if one unit of social media marketing increases, then the intention to purchase fast food also increases which is 0.173. Next, if one unit of reputation increases, then the intention to purchase fast food will increase by 0.127. Meanwhile, an increase of one unit of brand trust will increase by 0.533 in the intention to purchase fast food. The results of this finding simultaneously support the effect of

social media marketing, reputation, and brand trust on the intention to purchase fast food among final-year teacher education students at UPSI.

Table 4: Multiple Regression Analysis

Dependent Variable	Independent Variable	Unstandardized Coefficients (Beta)	Standardized Coefficients (Beta)	t	Sig.
Intention to Purchase Fast Food (Y)	Constant	0.789		4.804	0.000
	Social Media Marketing (X ₁)	0.173	0.160	2.930	0.004
	Reputation (X ₂)	0.127	0.132	2.251	0.025
	Brand Trust (X ₃)	0.533	0.537	10.442	0.001
R²	0.578				
F	160.547				
Sig. F	0.000				

DISCUSSION AND CONCLUSION

In general, this study provides a comprehensive understanding of the factors influencing consumers' intention to purchase fast foods among final-year education students at UPSI. From this study, it was found that social media marketing, reputation, and brand trust showed a positive and significant effect on the intention to purchase fast food. The results of these findings show that all research hypotheses (H1, H2, and H3) cannot be rejected in this study.

Among social media marketing, reputation, and brand trust that are used as independent variables in this study, brand trust shows a dominant effect on the intention to purchase fast food among final-year education students. Therefore, the effect of brand trust in the intention to purchase fast food needs to be focused on among students.

The study of Salhab et al. (2023) stated that social media marketing plays an important role in stimulating purchase intention among consumers. This age of advanced technology cannot deny the ability of social media to affect consumer buying intentions. According to him, social media has provided a platform for individuals to share their usage patterns, product choices, opinions, and experiences with others.

The study of Nur Zulaikha et al. (2023) on Generation Z in Malaysia found that there is an effect between reputation and fast-food purchase intention. This finding implies that more consumers have a tendency to buy fast-food products when they trust and acknowledge the reputation of a fast-food brand. Reputation can create positive emotions in the minds of consumers and serves as one of the determinants for purchase intention.

The higher the customer's trust in a brand, the higher the customer's intention to buy a product or service. The response and results of this study are supported by a study from Moslehpour et al. (2021) which states that brand trust can reduce uncertainty and has a significant effect on purchase intention. The significant effect between brand trust and purchase intention shows that products that have been trusted among customers will be the main choice of customers.

Therefore, taking or buying fast food among students is not a new issue. However, this issue is becoming more and more heated due to the existence of other influences that affect the intention to purchase fast food. This study provides various contributions and information to those who are indirectly involved in overcoming the effect of social media marketing, reputation, and brand trust on the intention to purchase fast food among

students. The efforts of various parties such as students, universities, and higher education parties need to be carried out to overcome this problem. The increase in obesity and weight problems due to the consumption of fast food among students in Malaysia is a serious issue. Students are the hope of the country in the future. Students need to control themselves from consuming fast food excessively so that the health of students is guaranteed. The consumption of fast food should be reduced because it has serious adverse effects on the physical and mental health of individuals and induces chronic diseases.

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