

Effectiveness of digital music platforms' social media interaction on advertising trust using cognitive aspects

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Abstract

The COVID-19 pandemic-related economic crisis made many firms to switch their advertising strategy to digital media, with social media being one of the most popular choices due to its lower cost. As a business with rapid growth and being the most popular form of entertainment among internet users, digital music platforms is no exception. Regarding the current phenomenon, it is unknown at this time whether social media marketing is one of the numerous crucial variables causing this service's expansion. Therefore, this research seek to reveal the impact of social media interaction towards advertising trust of digital music platform through knowledge and affection as the cognitive aspects used. This research conducted on a quantitative method with data collection using questionnaires (Google Form), collected from 190 respondents in Jabodetabek whose having subscriptions for at least on one of digital music platform available in Indonesia. The data is analyzed using Partial Least Squares (PLS). The result shows that social media interaction has a significant impact towards advertising trust, both directly and indirectly through knowledge and affection. Among variables tested, the perception of affection is the lowest. It is desired that digital music platform services companies will look into this matter more.

Keywords: social media interaction, knowledge, affection, advertising trust, digital music platforms

Abstrak

Krisis ekonomi yang disebabkan oleh pandemi COVID-19 membuat banyak perusahaan mengalihkan strategi pemasarannya ke media digital, dengan media sosial menjadi salah satu pilihan paling populer karena biayanya yang lebih rendah. Sebagai bisnis yang berkembang pesat dan media hiburan paling populer di kalangan pengguna internet, layanan platform musik digital bukanlah pengecualian. Terkait dengan fenomena yang terjadi saat ini, belum diketahui apakah pemasaran melalui media sosial merupakan salah satu dari banyak variabel penting yang menyebabkan ekspansi layanan dimaksud. Oleh karena itu, penelitian ini berusaha mengungkap pengaruh interaksi media sosial terhadap kepercayaan iklan platform musik digital melalui pengetahuan dan afeksi sebagai aspek kognitif yang digunakan. Penelitian ini dilakukan dengan metode kuantitatif dan pengumpulan data menggunakan kuesioner (Google

Form), dikumpulkan dari 190 responden di Jabodetabek yang telah berlangganan setidaknya di salah satu platform musik digital tersedia di Indonesia. Data dianalisa menggunakan Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa interaksi media sosial berpengaruh signifikan terhadap kepercayaan iklan, baik secara langsung maupun tidak langsung melalui pengetahuan dan afeksi. Diantara variabel yang diuji, persepsi afeksi adalah yang paling rendah. Diharapkan perusahaan penyedia layanan platform musik digital dapat lebih memperhatikan hal tersebut.

Kata Kunci: *interaksi media sosial, pengetahuan, afeksi, kepercayaan terhadap iklan, platform musik digital*

Introduction

The COVID-19 pandemic since 2020 has profoundly impacted many aspects of life. The seemingly endless continuity creates uncertainty, so adjustments must be made. Various aspects of life have become one of them, and the dynamics of it have changed, known as the new normal life. A new normal life is one in which people constantly face the threat of COVID-19 (Muhyiddin, 2020). It has changed aspects of interaction, socializing, business activities, transactions/purchases/sales, educational activities, health, and overall human life (Gugus Tugas Percepatan Penanganan COVID-19, 2020).

On the other hand, it has led many countries to apply movement restrictions through lockdown (Schlosser et al., 2020), which has also changed many's lifestyles and has lost some aspects and even needs. There have been significant changes in media usage during the process, as evidenced by the fact that many individuals have reported increased media usage (J. Kim et al., 2021). People tend to look for media to meet their lack of entertainment needs. Even teens will seek entertainment as a form of effort to relieve the stress they are experiencing, for example (Hamidah & Putri, 2021).

According to the Indonesian Internet Service Providers Association (APJII) report about Indonesia's Internet Profile 2022, Indonesia's internet penetration rate reached 77.02% from 2021 to 2022 and increased by 73.70% from 2019 to 2020 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022). The findings are consistent with a survey by Indonesian research firm Alvara entitled Trends in Indonesian Consumer Behavior During Pandemics. Eight types of entertainment are introduced in the Entertainment activities during the stay-at-home section, and social media is ranked high (Alvara Research Center, 2020). It should also be emphasized that another entertainment below the social media rankings is primarily electronic media (Figure 1).

Meanwhile, listening to music turned out to be one of the entertainment activities with a lot to do with stress/depression/mental health. Especially during pandemics, mental health problems are easier to occur. It emphasized how it has been proven and studied in various ways. Musical interventions can effectively reduce psychological stress-related symptoms in different settings (de Witte et al., 2020). It was also pointed out that there is a high need for measures to reduce stress, so listening to music would be more frequent.

As the habit of listening to music has changed, various platforms for listening to music digitally have become available. According to an online post published on May 4th, 2022, by Business of Apps, nine major music platforms are popularly

used worldwide. These include Spotify, Apple Music, Amazon Music, YouTube, Pandora, Soundcloud, Tidal, Tencent Music, and Gaana Music. The above names correspond to the company's total market share and subscriber data (Curry, 2022). Even during the COVID-19 pandemic, numbers are increasing rather than declining. That is supported by Global Music Reports 2022 presented by IFPI (International Federation of the Phonographic Industry), where 2021 marked the highest global record music market growth at 18.5%. Streaming was a significant driver of overall growth. It is the predominant form of revenue worldwide, accounting for 65.0% of recorded music revenue, up from 61.9% in 2020 (International Federation of the Phonographic Industry, 2022).

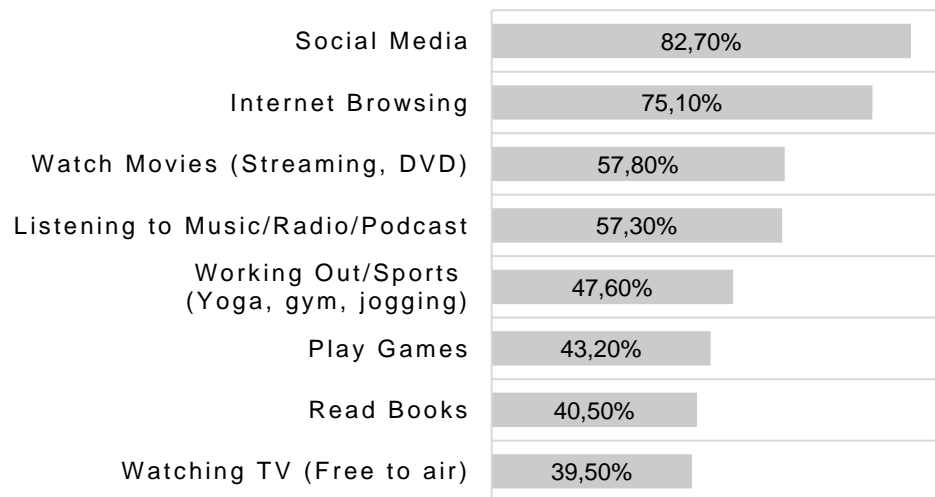


Figure 1. Entertainment Activities During Stay at Home

Source: Alvara Research Center (2020)

On the other hand, the COVID-19 pandemic had a particularly dramatic impact on businesses. They had to swiftly rearrange their procedures and activities to keep their business going (Seetharaman, 2020). It also brought about significant changes in how businesses interact with and manage customer relationships (Mangiò et al., 2021). Because of the pandemic's restrictions and limitations, businesses (as well as people) had to rely on technology more than ever before to survive (Ricchiardi, 2020). Thus, companies are increasingly turning to digital marketing as a high-potential promotional strategy, hoping it will be the best way out of the COVID-19 pandemic (Lestari & Saifuddin, 2020). The business and company are inseparable from any company, including digital music platform companies/businesses. Wherein Spotify, one of the digital music platforms that have succeeded in dominating social media through a campaign to market its brand, is one example (Jurberg, 2021).

Digital marketing itself is a marketing activity that uses internet-connected devices with a variety of strategies and digital media to enable businesses to stay in touch with consumers through online communication channels (Chakti, 2019). Websites, blogs, social media (WhatsApp, Line, Facebook, Twitter, Instagram, and Tiktok), interactive audio-video, interactive audio, and display advertisement are examples of digital marketing access. Since almost everyone has social media, social media marketing is the most accessible and most

desirable strategy to implement. That allows businesses to reach their marketing goals at a relatively low cost (Ajina, 2019). It is supported by the actual data where 91% of marketing organizations use social media as part of their mix, working with digital advertising as the industry's most used channel (Hillier, 2021; Salesforce, 2021).

Based on the above phenomenon, social media marketing as an alternative to advertising is in line with the increase in the number of digital music platform services users. However, it is not yet known whether it is one of the essential factors that support the increase in the number of users on digital music platform services. Therefore, this research seeks to reveal the matter. It aims to analyze the impact of social media interaction on advertising trust in digital music platforms through knowledge and affection as the cognitive aspects used.

Previous research (Zhang et al., 2021) discovered that social media interaction positively influences consumer knowledge and affection for the category of luxury brands. It has focused on investigating how it builds interactive alliances on social media. On the other hand, a difference in the impact of knowledge on trust was found. One research found that knowledge significantly negatively impacts advertising trust (Karbownik et al., 2019), while another indicates that knowledge positively impacts trust (Liu et al., 2021).

Furthermore, to contribute to the state of knowledge and trust, this study draws insights from social media interaction, which acts as the antecedents. This study also aims to analyze whether social media interactions positively impact the trust in advertising behind the increase in digital music platform growth. Whereby, knowledge and affection become the mediating/intervening variables. The digital music platforms this study covers have subscription plans in Indonesia (Spotify, Apple Music, YouTube Music). Social media networks featuring advertisements from digital music platforms were chosen as the study's focus (Facebook, Instagram, Twitter). The conceptual frameworks of this study is shown in Figure 2.

Social media has become culturally significant. It has become the central platform for many people to do many things, such as accessing information, sharing content and elements of their lives with others, and learning about the outside world. It enables unlimited social interaction and provides marketers with various channels to reach and engage consumers. Additionally, it has developed into a crucial marketing and communication medium for businesses (Appel et al., 2020). Hence, social media has become widely used, demonstrating its effectiveness as a medium for businesses and consumers to share knowledge. In addition, it may assess user-shared material and modify operational and business plans accordingly (Neeley & Leonardi, 2018; Papa et al., 2018). In this study, the interaction aspect of Social Media Marketing is emphasized. Previous research found that consumer interactions with brands on social media can significantly increase brand awareness and brand familiarity (Mehruallah & Rohail, 2018), so the hypothesis obtained:

H1: Social Media Interaction has a positive impact on consumer Knowledge of digital music platform

Social media's rapid development has revolutionized how firms interact with customers and supported interactive marketing (Huang et al., 2018). The

platforms were increasing and centered around interaction. Consumers' interactions with their favorite companies on social media influence their engagement through cognitive, affective, and behavioral mechanisms (Hinson et al., 2019; C. L. Wang, 2021). Meanwhile, customer affection (which comes under the affective component) has characteristics in the form of passion connected to something deep. It is also defined as a strong emotional attachment to a product or brand that an individual will immediately sense or evaluate overall, determining whether it has a good, negative, or even mixed value based on their feelings (Dewi et al., 2021; Schiffman & Wisenblit, 2015).

On the other hand, it discovered that interactions between customers on social media could simultaneously affect their affection. Taking into account the significant influence makes customers aware of the companies from their inception and sparks curiosity to finding out more about them (Zhang et al., 2021). Therefore, the emotional link to consumer affection that results from the growing and focused interaction through social media will become stronger. This study focuses on understanding how social media (specifically, interaction) affects consumer affection for digital music platforms. The hypothesis obtained:

H2: Social Media Interaction has a positive effect on consumer Affection for digital music platform

On the other hand, consumer knowledge refers to the number of information customers know regarding different types of goods and services, along with other related knowledge and functions (Annas & Hariasih, 2021). Meanwhile, consumer affection is an emotion or feeling about a specific brand or product that is evaluative. Based on how they feel about the thing, consumers may evaluate it personally or globally and give it a good, negative, or mixed evaluation (Schiffman; Kanuk, 2008). On the other hand, consumers' opinions about well-known products tend to evoke stronger emotional reactions, as they are mostly positive and neutral (Goulart et al., 2021).

A study entitled *The importance of knowledge and trust for ethical fashion consumption* found that knowledge of ethical fashion plays an essential role in consumers' trust in ethical fashion. It also discovered the importance of disseminating knowledge to raise product awareness. Studies have also confirmed that trusting beliefs can enable more precise expectations of results. That creates a more positive attitude and evokes stronger emotional reactions to gain trust (Goulart et al., 2021; Liu et al., 2021). This study measured consumer understanding of digital music platforms via knowledge and how it affects their affection and trust in advertisement (advertising trust) for the brand. The hypotheses obtained:

H3: Consumer Knowledge about digital music platform subscriptions has a positive influence on their Affection for the brand

H4: Consumer Knowledge about digital music platform subscriptions has a positive influence on Advertising Trust of the brand

Furthermore, brand affection describes the positive emotions that a brand elicits (Huaman-Ramirez & Merunka, 2019). Research demonstrates that affection significantly enhances trust. It proves that higher levels of attachment will affect building trust between parties, customers, and a brand. The affection

of YouTube channel owners is evidence that it can positively impact online viewers' trust. Therefore, a positive and significant interaction could build trust in the content (Rofianto et al., 2021). This study focuses on understanding how consumer affection affects their trust in digital music platforms. Hence:

H5: Consumer Affection about digital music platform has a positive influence on Advertising Trust of the brand

Due to its quick development and the fact that it is increasingly used, social media today supports interactive marketing as a new way to communicate with customers, as previously mentioned. In its specific implementation, social media marketing engages with customers by providing relevant and recent brand features (Seo & Park, 2018). It must have assistance in the form of qualified interactions in order to provide these two things. Therefore, a company's endeavor to support this is known as customer engagement through social media (Mahayani, Odytri Caesar, Ismiarta, 2019) and advertising is one approach to achieve this, which also presents as one factor that has a significant impact. The reciprocal relationship that was made in an engagement/interaction is known to be able to help build brand trust.

The goals of advertising are to raise consumer awareness, educate them about the product, and provide them with convincing proof, by the purpose is to measure the quality and reliability of advertised products (Yusuf Mesiya, 2020) to encourage trust in what is advertised. On the other hand, the consumer's desire to believe in the brand attributes that are advertised is known as trust (Chaudhuri & Holbrook, 2001). Hence, building trust with consumers is very important (Moslehpour et al., 2020). Therefore, hypothesis obtained:

H6: Social Media Interaction is positively related to Advertising Trust of digital music platform

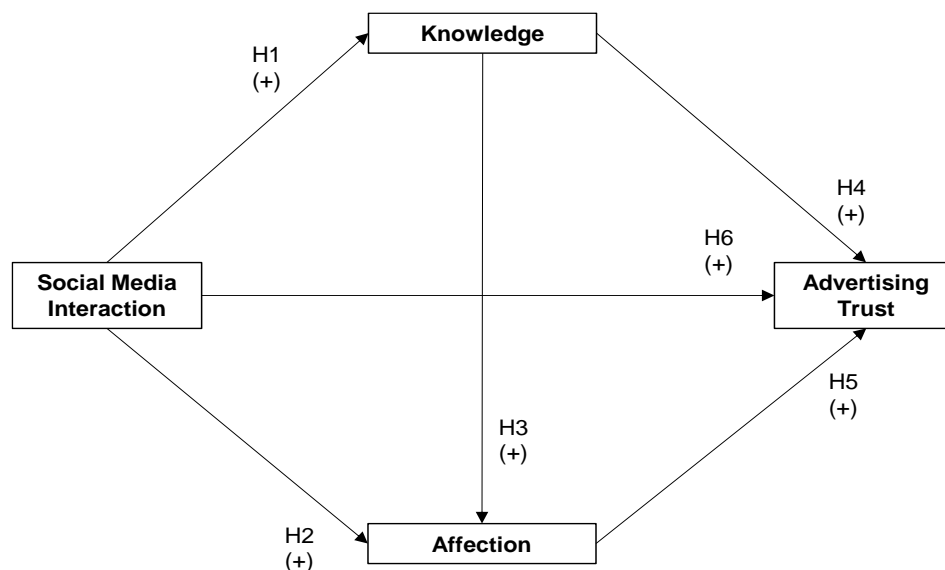


Figure 2. Conceptual Framework

Research Methods

This study has four variables, where the independent variable is Social Media Interaction. Knowledge and Affection are the mediating/intervening

variables, and Advertising Trust is the dependent variable. The population of this study is respondents in Jabodetabek who were 15 years of age or older, and the sample technique employed was non-probability sampling and purposive sampling, with the criteria being at least subscribe to one digital music platform. The number of indicators is multiplied by 5 to 10 to determine the approximate number of representative samples. 130 samples were required for this study's minimal sample size (13 indicators multiplied by 10) (Hair, Jr. et al., 2016). On the basis of the data collection method mentioned, 201 respondents in total were gathered, with 11 of them being invalid. As a result, 190 respondents in total were used for this study.

This study collected primary data by spreading online questionnaires through Google Form, containing five alternative answers for each statement measured on five scales. A value close to 1, meaning the statement disagrees, while approaching five means very agree. Based on the characteristics, respondents are primarily female, aged around 25 – 29. Bachelor degree private employee dominates, with monthly earnings above Rp 4 million. Table 1 below shows the detailed information.

Table 1. Respondents Characteristics Summary

Variable	Description	Frequency	Percentage
Gender	Male	45	23.3%
	Female	148	76.7%
Age	15 – 19	18	9.3%
	20 – 24	62	32.1%
	25 – 29	87	45.1%
	30 – 34	18	9.3%
	> 34	8	4.1%
	Students	47	24.4%
	Private Employee	83	43 %
Occupation	Entrepreneur	15	7.8%
	Teacher/Lecturer	9	4.7%
	Public Servants	22	11.4%
	Others	17	8.8%
	Junior High School	7	3.6%
Education	Senior High School	43	22.3%
	Diploma	22	11.4%
	Bachelor Degree	103	53.4%
	Master Degree	18	9.3%
Earnings/month	< Rp 1 million	27	14 %
	Rp 1 million – Rp 2 million	23	11.9%
	Rp 2 million – Rp 3 million	19	9.8%
	Rp 3 million – Rp 4 million	17	8.8%
	> Rp 4 million	107	55.4%

The questionnaire and measurements utilized in this study were created based on prior research. All questionnaire questions were translated into Indonesian, while three items measured Social Media Interaction, Knowledge, and Affection, as four items measured Advertising Trust. Sources of the adopted above items displayed on the following Table 2. Furthermore, the data processing method used in this study was carried out with Partial Least Squares (PLS). PLS can

apply to any data scale, has few assumptions, and does not require a large sample size of data or special measurement methods (Ghozali & Latan, 2015).

Table 2. Operationalization of Variables

Variable		Dimension	Source
Social Media Interaction	SMI	Availability of sharing and expressing	(Kim & Ko, 2012)
Knowledge	KNO	Brand familiarity	(Kleiser & Mantel, 1994)
Affection	AFC	Self-satisfaction	(Y. Wang et al., 2011)
Advertising Trust	ADT	Trust built in advertising	(Chaudhuri & Holbrook, 2001)

Result and Discussions

The validity and reliability of the instrument were evaluated before data processing was put into place to make sure it was a precise and dependable measurement instrument. Then a descriptive test is run, giving a summary or description of the data. If the outer loading scored 0.6 or above, the variable's statement is regarded as valid and latent. At the same time, if Composite Reliability (CR) scored 0,7 or above, the variable's statement is regarded as reliable.

All questionnaire items for all variables, except for the SIM2 item, which has a value of 0.549, were determined to be valid based on Table 3. Due to its low value, which suggests that the item inquiry was invalid, the indicator item was eliminated during data processing. Thus, only SMI1 and SMI3 were utilized later in the research hypothesis's testing.

Table 3. Outer Loading of Construct

Variable	Items	Outer Loadings
Social Media Interaction	SMI1	0.730
	SMI2	0.549
	SMI3	0.870
Knowledge	KNO1	0.817
	KNO2	0.843
	KNO3	0.688
Affection	AFC1	0.831
	AFC2	0.836
	AFC3	0.880
Advertising Trust	ADT1	0.763
	ADT2	0.840
	ADT3	0.833
	ADT4	0.789

Furthermore, the validity, reliability and descriptive test were carried out based on Table 4. All are declared valid and can be used. In the validity test, the outer loading for all items is above 0.6. In terms of reliability, CR is above 0.7 for all items. That means that everything is compliant and reliable. As for the descriptive tests, the standard deviation of all items is smaller than the average. In other

words, the data held is less diverse.

Table 4. Construct Reliability, Validity and Descriptive Statistics

Variable/Indicators	Outer Loadings	Composite Reliability	Conclusion	Mean	Std. Deviation
<i>Social Media Interaction</i>			<i>Reliable</i>	4.242	0.729
SMI1: Social Media of digital music platform brands make it possible to share information with others	0.730	0.766	<i>Valid</i>	4.411	0.641
SMI3: It is easy to express an opinion about social media of digital music platform brands	0.870		<i>Valid</i>	4.074	0.817
<i>Knowledge</i>			<i>Reliable</i>	3.882	0.881
KNO1: Feeling knowledgeable enough about digital music platform brands	0.817	0.827	<i>Valid</i>	3.837	0.821
KNO2: Enjoy learning about digital music platform brands	0.843		<i>Valid</i>	3.884	0.863
KNO3: Can recognize almost all digital music platform brand names	0.688		<i>Valid</i>	3.926	0.960
<i>Affection</i>			<i>Reliable</i>	3.572	1.051
AFC1: Digital music platforms are special, and using them makes it feels different	0.831	0.886	<i>Valid</i>	3.742	0.963
AFC2: By subscribing to a digital music platform, it feels successful	0.836		<i>Valid</i>	3.295	1.137
AFC3: Using digital music platform services increases confidence	0.880		<i>Valid</i>	3.679	1.055
<i>Advertising Trust</i>			<i>Reliable</i>	3.802	0.906
ADT1: Advertisements from digital music platforms on social media is trustworthy	0.763	0.822	<i>Valid</i>	3.753	0.922
ADT2: The advertising content of the digital music platform provides accurate information about the product	0.840		<i>Valid</i>	3.842	0.880
ADT3: The advertising content of the digital music platform is a fact	0.833		<i>Valid</i>	3.868	0.876
ADT4: Much information could be obtained from the advertising content of digital music platform	0.789		<i>Valid</i>	3.747	0.946

Source: Primary data processed

With the PLS model used, a determination test is conducted to determine how much impact the independent factors have on the dependent variable collectively. Results are shown in Table 5 below.

Table 5. Coefficient Determination

Construct	R Square	R Square Adjusted
Knowledge	0.301	0.290
Affection	0.233	0.224
Advertising Trust	0.053	0.048

Source: Primary data processed

From the Knowledge model, 0.290 R Square Adjusted was obtained. It demonstrates that the variation of the independent variable Social Media Interaction may explain the variation of the Knowledge variable by 29%. In comparison, the remaining 71% is a variation of other independent factors that affect Knowledge but are not included in the model. The same goes with the Affection and Advertising Trust models, which obtain R Square Adjusted of 0.224 and 0.048. Variation of Social Media Interaction as the independent variable may explain the variation of Affection by 22.4% and Advertising Trust by 4.8%. Meanwhile, the remaining 77.6% and 95.2% are variations of other independent factors that affect Affection and Advertising Trust but are not included in the model.

Table 6. Research Hypothesis Testing

Hypotheses	Coefficient	T-statistics	P-Value	Decision
H1	0.229	2.954	0.003	Supported
H2	0.080	0.927	0.354	Not Supported
H3	0.458	8.096	0.000	Supported
H4	0.163	1.683	0.093	Not Supported
H5	0.353	4.553	0.000	Supported
H6	0.223	3.192	0.002	Supported

Source: Primary data processed

Table 6 shows the results of testing the research hypothesis and the direct effect on each variable. Suppose the p-value of the t-statistic is less than or equal to 0.05. In that case, this indicates a positive effect between the variables. Social Media Interaction proved to have a positive influence on consumer Knowledge of digital music platforms, shown by the p-values of 0.003, indicating that H1 is supported. These findings support an earlier study that asserts social media interaction has a positive impact on consumer knowledge (Zhang et al., 2021). That demonstrates how well-used social media is by the companies of digital music platforms in their marketing efforts, where the role is to communicate with current and potential customers. It is demonstrated by the fact that Spotify, Apple Music, and YouTube Music advertisements are simple to find when we use social media like Facebook, Instagram, and Twitter. The three platforms are the most widely used around the globe because of the intensity of these advertisements' presence, which improves consumer contact and awareness.

Different results appear where Social Media Interaction does not positively influence consumer Affection for digital music platforms, as shown by the p-values of 0.354 (>0.05). Therefore, H2 is not supported. This result contradicts previous research findings (Huang et al., 2018; Zhang et al., 2021) in which, through social media, consumers could have a good and positive interaction so that positive affection occurs. There are demographic factors that result in this study having no positive impact. This study conducted in Indonesia, with most respondents, are aged between 25-29, while in previous research, respondents were in China with a range of ages is between 30-39. It supposes that the respondents' usage patterns for social media in the two age groups differ. Indonesian Millennials, those between the ages of 25-29, prefer messaging and browsing to utilizing social media (Alvara Research Center, 2020). If consumers are not too intensive in their use, the effect will not be too noticeable, no matter how high the interaction produced by digital music platforms on social media.

Consumer knowledge proved to have a positive influence on their affection for the brand. It is shown by the p-values of 0.000 (<0.05) that H3 is supported. That is similarly found by previous research where knowledge positively influences affection, which indicates that information assessed and interaction obtained could give a positive affection towards a brand (Zhang et al., 2021). It could also explain why consumers prefer some brands over others, considering that their opinions tend to evoke stronger emotional reactions to a well-known product (Goulart et al., 2021; Zhang et al., 2020). In this case, respondents have shown that Spotify, Apple Music, and YouTube Music are well-known and familiar, so with the current knowledge, positive affection can be achieved.

On the contrary, consumer knowledge about digital music platforms does not positively influence the advertising trust of the brand. It is shown by the p-values of 0.095 (>0.05) that H4 is not supported. These findings are consistent with earlier research that found a significant negative relationship between knowledge and advertising trust (Karbownik et al., 2019). Therefore, we can conclude that consumer knowledge of digital music platform brands is insufficient to increase advertising confidence. It is also apparent that many people believe advertising to be nothing more than a gimmick. Furthermore, social media advertisements are created to be as straightforward and appealing as possible, with extra information that can only be found by browsing other pages.

Separately, affection and social media interaction proved to have a positive impact on advertising trust. It was shown by the p-values of 0.000 and 0.002 each (<0.05), so H5 and H6 are supported. Results obtained support earlier study, as affection has been proven to have a positive and significant impact on advertising trust (Rofianto et al., 2021). Meanwhile, social media interaction built from its engagement with the brand positively impacts advertising trust (Mahayani, Odytri Caesar, Ismiarta, 2019). That demonstrates Spotify, Apple Music, and YouTube Music have given their brands good and powerful affection so that connections created through advertisements can build mutual trust. These brands have also demonstrated their use of social media as a communication channel by conveying current and relevant information about their products. One is through advertising as a strategy to make a significant impact. As a result, consumer awareness and trust in the services offered may rise. That is consistent with the fact that many businesses are converting to social media as a platform

for conducting marketing operations and reaching consumers more simply and less expensively (Ajina, 2019; Hillier, 2021; Salesforce, 2021; Yusuf Mesiya, 2020). Aside from that, the indirect effect (which serves as a mediator) is depicted in Table 7.

Table 7. Specific Indirect Effects

Variables	Original Sample	T-statistics	P-Value	Decision
Knowledge -> Affection -> Advertising Trust	0.161	3.798	0.000	Supported
Social Media Interaction -> Knowledge -> Affection -> Advertising Trust	0.037	2.140	0.033	Supported
Social Media Interaction -> Affection -> Advertising Trust	0.028	0.901	0.368	Not Supported
Social Media Interaction -> Knowledge -> Advertising Trust	0.037	1.289	0.198	Not Supported
Social Media Interaction -> Knowledge -> Affection	0.105	2.631	0.009	Supported

Source: Primary data processed

P-values below 0.05 serve as evidence for the indirect effect, much like the direct effect. It is clear from Table 7 that Knowledge and Affection respectively function as mediators of Social Media Interaction and Advertising Trust. It is acknowledged that social media interactions lead to the creation of knowledge, which in this case refers to familiarity with the service. With their knowledge, consumers know themselves, their tastes, and their affection for the service. Thus, trust can be easily obtained using cognitive aspects (knowledge and affection) as a firm foundation.

On the other hand, Affection and Knowledge respectively do not function as mediators between Social Media Interaction and Advertising Trust. As seen in Table 6, Affection is not positively influenced by Social Media Interaction. As a result, despite the fact that Affection alone has a positive influence on Advertising Trust, Affection does not serve as a mediator of Social Media Interaction on Advertising Trust. The same thing applies to Knowledge, despite the fact that Social Media Interaction has a positive influence on Knowledge, however, Knowledge does not have a positive influence on Advertising Trust and does not serve as a mediator of Social Media Interaction on Advertising Trust.

Conclusion

Social media interactions created by digital music platforms in building trust in advertising have proven to be effective, showing a significant positive effect, both directly and indirectly. Directly, interactions provided by digital music platforms have the potential to impact consumer trust in advertising. It is discovered indirectly that social media engagement must occur via knowledge and through knowledge via affection, respectively. That is, the interaction cannot be produced solely by either knowledge or affection. It has been discovered that social media interactions cannot directly influence affection, but such affection can affect advertising trust. Furthermore, whereas social media interactions can impact knowledge, knowledge cannot directly influence trust in advertising.

It can be concluded that interactions on social media must give users

enough knowledge to feel strongly about an advertisement and help build trust in it. This study contributes to the body of literature by offering a viewpoint by examining digital music platforms, taking into account the dynamics of the role of knowledge on trust in prior studies on health and fashion items. The social media interaction variable was additionally provided as an antecedent.

According to the mean value, which is the lowest of the mean of other factors, affection is the variable that the respondents see as having the lowest level. Although affection impacts trust in advertising directly, it is recommended for digital music platforms companies' management to enhance efforts to show consumers affection for their services. In order to gain and keep customer trust, companies can experiment and explore more with both the creation of interactions and the provision of more appealing and credible information and knowledge.

On the other hand, social media interaction has the highest mean among all factors. This illustrates the importance of social media engagement, and it is further suggested that digital music platforms can preserve or even strengthen existing social media interaction alliances to motivate users to engage. From a managerial point of view, in addition to sharing and expressing on already-existing social media, digital music platforms can achieve this through various media such as quizzes or interactive real-time question and answer features. The features could be in a form where it could capture consumer's music preference, as this interaction will help them to understand on how is their taste upon music. It will capture their cognitive aspects through knowledge and affection, so trust can be easily obtained. Furthermore, the results of this feature can also be shared on social media, which can improve engagement and spark curiosity among social media users generally in the possibility of interacting with digital music platforms through social media.

The COVID-19 pandemic's effects have mainly been shown to exist and continue the phenomenon of rising internet and digital music platform usage. It has also been demonstrated that social media has evolved into a powerful tool for businesses to communicate and promote their goods and services to survive, thus, it is essential and vital to employ social media in the marketing of digital music platforms.

This study has several limitations, one of which is that it only concentrated on the top three platforms with subscription features that are accessible in Indonesia. It is also restricted to the digital music market. The cognitive aspect used is also limited to knowledge and affection. Therefore, future research can use other digital music platform companies, industries, and cognitive aspects.

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