



Analysis of YouTube Content Design for Formula Motor TV in Enhancing the Credibility of a Used Car Showroom

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Abstract

This study analyzes how the design of Formula Motor TV's YouTube content contributes to strengthening the credibility of a used-car showroom. Using a quantitative approach supported by content analysis and questionnaire data from 42 respondents, the study evaluates audience characteristics, audiovisual quality, host competence, information transparency, engagement, and trust-related responses. The findings show that YouTube is the dominant information-search platform among respondents and that most participants are familiar with Formula Motor TV. The channel applies structured pre-production, production, and post-production processes through SPK, BISIK, and showroom tour formats. Visual quality, clear audio, coherent editing, competent presenters, and transparent explanations of vehicle specifications, conditions, strengths, and weaknesses collectively enhance the perceived professionalism and reliability of the showroom. These elements reduce information uncertainty, support audience understanding, and contribute to trust formation and purchase-related consideration. The study concludes that professionally designed, informative, and transparent YouTube content can function as a strategic credibility-building mechanism for used-car showrooms, although the descriptive design does not establish direct causality with actual purchases. The findings provide practical guidance for automotive businesses seeking stronger digital communication and consumer relationships.

Keywords: Content Credibility, Digital Marketing, Used-Car Showroom, YouTube Content, Consumer Trust.



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INTRODUCTION

Digital transformation has fundamentally reshaped the ways in which firms communicate with consumers, distribute product information, and construct brand-related perceptions across contemporary markets. Social media platforms increasingly function not merely as promotional channels but also as information environments in which consumers assess brand authenticity, product quality, and seller reliability before making purchasing decisions. Within this environment, visual and audiovisual content has become particularly influential because it enables firms to communicate product attributes in more accessible, interactive, and persuasive formats. Previous research demonstrates that well-designed social media communication can strengthen consumer engagement, brand trust, and behavioral intentions by improving the perceived value and credibility of marketing information (Althuwaini, 2022; Koay et al., 2023; Wei et al., 2023).

Among digital platforms, YouTube occupies a distinctive position because it combines audiovisual richness, relatively long-form information delivery, searchability, audience interaction, and persistent content accessibility within a single communication environment. Unlike short-form promotional messages, YouTube videos enable businesses to explain product characteristics, demonstrate product conditions, present expert opinions, and communicate detailed narratives that may reduce consumers' information uncertainty. Lombardo (2024) shows that YouTube channel characteristics can influence behavioral engagement and purchase intentions through audience satisfaction and channel loyalty, indicating that the effectiveness of the platform depends not only on exposure but also on how content is designed and communicated. Therefore, the quality and structure of YouTube content may constitute strategic components of digital marketing communication,

particularly for products that require extensive consumer evaluation prior to purchase (Lombardo, 2024; Mulcahy et al., 2024).

Credibility represents a particularly important mechanism through which digital content may influence consumer evaluations of a business. In social media environments, perceived credibility is commonly associated with the reliability of information, expertise of the communicator, transparency of the message, and consistency between the information presented and audiences' expectations. Empirical studies have demonstrated that source credibility can strengthen brand credibility, trust, electronic word-of-mouth, and purchase intention, while low perceived credibility may reduce the persuasive effectiveness of digital communication (Coutinho et al., 2023; Crespo & Tille, 2024; Liu & Zheng, 2024; Ngo et al., 2024). For business-operated YouTube channels, credibility is consequently shaped not only by what information is communicated but also by how professionally, transparently, and convincingly that information is presented.

The issue of credibility becomes even more salient in the used-car market, where consumers commonly face substantial information asymmetry regarding vehicle history, physical condition, maintenance records, pricing fairness, and future performance. Because the quality of a used vehicle cannot always be fully assessed before purchase, prospective buyers may perceive higher levels of uncertainty and risk than in transactions involving standardized new products. Research on automotive consumer behavior indicates that information quality, social influence, brand perceptions, and digital communication increasingly contribute to vehicle-related purchase decisions, while automotive social media content can stimulate consumer interest by providing relevant product information and testimonials (Banerjee et al., 2025; Choirunnisa & Walyoto, 2023). Consequently, used-car showrooms require communication strategies capable of reducing uncertainty while simultaneously demonstrating professionalism, transparency, and trustworthiness to prospective customers.

In this context, content design becomes strategically important because viewers evaluate digital information through both substantive and presentational cues. High-quality visuals, clear audio, appropriate cinematographic techniques, coherent editing, competent hosts, understandable explanations, and transparent product demonstrations may collectively influence how audiences interpret the professionalism and credibility of a commercial channel. Moreover, informative and educational content can be more persuasive than overtly promotional communication when it provides consumers with useful knowledge that supports independent evaluation of products and sellers (Andonopoulos et al., 2023; Chen, 2023; Mulcahy et al., 2024). Studies concerning social media credibility similarly suggest that expertise, authenticity, information quality, and perceived trustworthiness are important antecedents of favorable consumer responses and purchasing intentions (Dadvari et al., 2023; Shoukat et al., 2023; Olfat et al., 2024).

Despite the expanding literature on social media marketing and credibility, several limitations remain within the existing body of research. Much of the recent literature has concentrated on social media influencers, celebrity endorsements, Instagram, TikTok, and general social commerce rather than examining how firm-managed YouTube channels construct organizational credibility through audiovisual content design (Alcántara-Pilar et al., 2024; Cheah et al., 2024; Koay et al., 2024; Pan et al., 2025). Furthermore, studies connecting digital credibility with purchase intention have generally emphasized fashion, retail, services, or influencer marketing, whereas empirical examinations of used-car showrooms remain relatively limited despite the high level of information asymmetry inherent in this market. This gap indicates the need for research that shifts attention from influencer credibility toward the credibility of the business itself and investigates how specific audiovisual and communication elements embedded in YouTube content contribute to the construction of trust in a used-car showroom.

Formula Motor TV provides a relevant empirical context for addressing this gap because its YouTube presence combines promotional communication with automotive information, discussions, and showroom-oriented content intended for prospective consumers. The channel employs different content formats, including *Seputar Pendapat Kami* (SPK), *Bincang Asik* (BISIK), and showroom tours, which allow vehicle information and automotive discussions to be delivered through audiovisual communication rather than conventional advertising alone. The existing research design therefore emphasizes video quality, host competence, information delivery, cinematographic and audiovisual elements, and audience trust as central dimensions for evaluating the effectiveness of

Formula Motor TV's content. These dimensions are consistent with contemporary research suggesting that credible, informative, and engaging digital communication can improve consumers' perceptions of brands and strengthen behavioral responses toward commercially oriented social media content (Liu & Zheng, 2024; Lombardo, 2024; Ngo et al., 2024).

Against this background, this study aims to analyze the design of YouTube content produced by Formula Motor TV and its contribution to enhancing the credibility of Formula Motor as a used-car showroom. Specifically, the study examines how audiovisual quality, cinematographic presentation, host competence, information transparency, and content delivery are associated with audience perceptions of credibility and trust toward the showroom. The study contributes to the digital marketing communication literature by extending credibility research from influencer-centered contexts toward firm-generated automotive YouTube content and by positioning content design as an important mechanism through which organizational credibility may be constructed in a high-information-asymmetry market. Practically, the findings are expected to provide useful implications for used-car showrooms and other automotive businesses seeking to design informative, transparent, and professionally produced YouTube content that can reduce consumer uncertainty, strengthen trust, and support purchasing decisions (Banerjee et al., 2025; Lombardo, 2024; Mulcahy et al., 2024).

RESEARCH METHODS

This study employed a quantitative research approach combined with content analysis to examine how the design of Formula Motor TV's YouTube content contributes to enhancing the credibility of Formula Motor as a used-car showroom. The research was conducted over a three-month period from April to June 2026, with the Formula Motor TV YouTube channel serving as the primary unit of analysis. Data were collected through systematic observation, documentation, literature review, and questionnaires distributed to 42 respondents who represented YouTube viewers and potential consumers. The observational data covered videos, thumbnails, visual and audio quality, content presentation, cinematographic techniques, communication styles, viewer engagement indicators such as views, likes, and comments, as well as audience responses related to information clarity, transparency, and perceived credibility.

The analysis focused on three major Formula Motor TV content categories, namely *Seputar Pendapat Kami* (SPK), *Bincang Asik* (BISIK), and showroom tour videos. The analytical dimensions included video quality, host competence, information delivery, transparency of product information, and audience trust, while the production process was evaluated across the pre-production, production, and post-production stages. Particular attention was given to audiovisual and cinematographic elements, including shot size, camera angle, camera movement, lighting, editing, narration, intonation, audio clarity, background music, and sound effects. The collected data were subsequently interpreted to identify patterns between the quality of YouTube content presentation and audience perceptions of Formula Motor's professionalism, trustworthiness, and credibility as a used-car showroom.

RESULTS AND DISCUSSION

Audience Characteristics, Digital Information Behavior, and Initial Credibility Context

The respondent profile provides an important empirical foundation for understanding how Formula Motor TV's YouTube content is received within its target market. The study involved 42 respondents representing viewers and potential consumers who were exposed to digital automotive information and were therefore relevant for evaluating the communication function of the channel. Audience characteristics are particularly important because perceptions of credibility are not formed independently of consumers' media habits, demographic profiles, and familiarity with the source of information. Recent research indicates that digital communication effectiveness is shaped by the interaction between content characteristics and audience-related factors, including media engagement, perceived relevance, and trust in the information source (Crespo & Tille, 2024; Zheng et al., 2024).

In terms of age, respondents ranged from 17 to 56 years, although the most prominent concentration occurred among young adults. Respondents aged 22 and 23 represented the largest individual age groups, with five respondents or 11.9% in each group, followed by those aged 25 and 26 with four respondents or 9.5% in each category. The age profile indicates that Formula Motor TV primarily reaches consumers belonging to a digitally active demographic that is accustomed to searching for product information through online platforms before making purchasing decisions. This

pattern is relevant because younger consumers are generally more exposed to digital marketing environments in which audiovisual information, social interaction, and source credibility jointly influence purchase-related evaluations (Koay et al., 2023; Ooi et al., 2023).

Gender distribution further demonstrates the characteristics of Formula Motor TV's audience, with 28 male respondents accounting for 66.7% of the sample and 14 female respondents representing 33.3%. The predominance of male respondents is consistent with the automotive orientation of the channel, particularly its emphasis on vehicle specifications, used-car conditions, showroom information, and automotive discussion. However, the participation of female respondents also shows that automotive digital content is not restricted exclusively to male audiences and may potentially attract consumers with different demographic characteristics. From a marketing perspective, this diversity suggests that content design should avoid overly narrow audience assumptions and instead communicate technical automotive information in an accessible and trustworthy manner that can be understood by heterogeneous prospective buyers (Banerjee et al., 2025; Choirunnisa & Walyoto, 2023).

Geographically, the audience was strongly concentrated in West Java, where 38 respondents or 90.5% of the sample resided, while three respondents or 7.1% came from DKI Jakarta and one respondent or 2.4% lived outside Java. This concentration is strategically relevant because Formula Motor operates as a used-car showroom in Bekasi, West Java, meaning that the majority of respondents are located within or near the showroom's principal market area. At the same time, the presence of respondents outside West Java illustrates the capacity of YouTube to extend promotional and informational communication beyond the physical boundaries of a conventional showroom. Digital platforms therefore allow locally based automotive businesses to combine geographically concentrated commercial operations with wider communication reach, thereby enhancing brand exposure and opportunities for relationship development with prospective consumers (Wei et al., 2023; Ho et al., 2024).

The respondents' digital information-seeking behavior further strengthens the relevance of YouTube as the central communication platform examined in this study. YouTube was identified as the most frequently used platform for obtaining information, selected by 16 respondents or 38.1%, closely followed by Instagram with 15 respondents or 35.7%, TikTok with nine respondents or 21.4%, and WhatsApp with two respondents or 4.8%. Although the difference between YouTube and Instagram was relatively small, YouTube's leading position demonstrates the continuing importance of long-form audiovisual media for consumers who require relatively detailed information. This is consistent with the argument that digital content becomes more valuable when it enables consumers to evaluate information quality, authenticity, and credibility before engaging in purchase-related behavior (Lombardo, 2024; Mulcahy et al., 2024; Ngo et al., 2024).

Table 1. Respondent Characteristics and Digital Information Behavior

Indicator	Category	Frequency (n)	Percentage
Gender	Male	28	66.7%
	Female	14	33.3%
Geographic origin	West Java	38	90.5%
	DKI Jakarta	3	7.1%
	Outside Java	1	2.4%
Information platform	YouTube	16	38.1%
	Instagram	15	35.7%
	TikTok	9	21.4%
	WhatsApp	2	4.8%
Familiarity with Formula Motor TV	Familiar	26	61.9%
	Not familiar	16	38.1%
Highest individual age participation	22 years	5	11.9%
	23 years	5	11.9%

Source: Primary data processed by the researchers (2026)

Familiarity with Formula Motor TV provides another important indication of the channel's existing level of market exposure. Of the 42 respondents, 26 or 61.9% reported that they were familiar with the Formula Motor TV YouTube channel, whereas 16 respondents or 38.1% had not previously been familiar with it. The fact that more than half of the respondents recognized the channel suggests that Formula Motor TV already possesses a meaningful level of visibility among the sampled audience, although substantial room for audience expansion remains. Familiarity is particularly relevant in digital marketing because repeated exposure and recognition can facilitate subsequent evaluations of credibility, brand attachment, and behavioral intention when consumers perceive the communication source as consistent and trustworthy (Chen & Lu, 2024; Dadvari et al., 2023).

The predominance of YouTube as an information-search platform is particularly significant for a product category such as used cars, where buyers frequently require more extensive information than can be communicated through static advertisements. Audiovisual content enables prospective consumers to observe vehicle appearance, hear explanations about specifications, examine visible conditions, and evaluate how confidently and transparently information is delivered by the presenter. Such characteristics may reduce perceived information gaps by allowing viewers to obtain multiple informational cues within a single piece of content. This interpretation is consistent with studies showing that perceived information credibility and the quality of digital communication can substantially influence consumers' trust formation and subsequent purchasing intentions (Liu & Zheng, 2024; Ngo et al., 2024).

The demographic concentration among younger adults also provides an important explanation for the prominence of YouTube, Instagram, and TikTok within the sample. These platforms allow consumers to shift rapidly between entertainment, product discovery, peer evaluation, and purchasing-related information, making the boundaries between promotional communication and informational content increasingly blurred. Consequently, Formula Motor TV competes not only with other used-car showrooms but also with automotive influencers, independent reviewers, marketplace platforms, and user-generated content for audience attention and credibility. Under such conditions, professionally produced content alone may not be sufficient; it must also be perceived as informative, believable, relevant, and authentic to generate favorable consumer responses (Andonopoulos et al., 2023; Cheah et al., 2024; Beck et al., 2023).

The geographical concentration of respondents further suggests that Formula Motor TV performs a dual communication function. First, it operates as a digital extension of the physical showroom by providing information to consumers located within the company's immediate commercial territory in Bekasi and surrounding West Java. Second, it functions as a scalable digital communication channel capable of introducing Formula Motor to consumers beyond the showroom's geographical vicinity. This combination is strategically valuable for a used-car business because consistent firm-generated content can support brand familiarity while enabling consumers to assess the professionalism and credibility of the seller before making direct contact or visiting the showroom (Althuwaini, 2022; Koay et al., 2023).

Overall, the respondent characteristics demonstrate that Formula Motor TV is positioned within an audience environment that is highly compatible with digital and audiovisual marketing communication. The dominance of young adults, the high concentration of respondents within the showroom's primary geographical market, the leading role of YouTube as an information source, and the 61.9% channel-familiarity rate together provide a strong empirical basis for examining how the design of Formula Motor TV content contributes to perceived showroom credibility. Nevertheless, these descriptive characteristics should not themselves be interpreted as direct evidence of a causal relationship between YouTube exposure and consumer trust; rather, they establish the audience context within which credibility formation can be evaluated. The subsequent analysis should therefore focus more specifically on the audiovisual, informational, and presenter-related characteristics of Formula Motor TV content and their relationship with credibility and consumer trust (Coutinho et al., 2023; Lombardo, 2024; Mulcahy et al., 2024).

Audiovisual Content Design, Host Competence, and Information Transparency

The analysis of Formula Motor TV indicates that the credibility-building function of the channel is closely connected to the way automotive information is packaged through audiovisual communication. The channel does not rely solely on direct sales-oriented messages but combines

promotional objectives with informational and discussion-based formats, particularly through *Seputar Pendapat Kami* (SPK), *Bincang Asik* (BISIK), and showroom tour content. These formats allow viewers to obtain information about vehicles, automotive issues, and showroom offerings through different modes of presentation rather than through repetitive advertising. Such diversification is important because contemporary audiences tend to evaluate commercial social media content not only from the information provided but also from its perceived usefulness, authenticity, and presentation quality (Chen, 2023; Khan & Khan, 2024).

A major finding of the content analysis is that Formula Motor TV applies a structured production process encompassing pre-production, production, and post-production stages. The observed content incorporates several cinematographic and audiovisual components, including shot size, camera angles, camera movement, lighting, editing, narration, intonation, audio clarity, music, and sound effects. These components collectively shape the visual coherence and professional appearance of the videos and contribute to how viewers interpret the competence of the business behind the content. In digital environments, professional content presentation can function as a peripheral credibility cue, particularly when audiences have limited opportunities to directly verify the seller or product before further engagement (Kuuttila et al., 2024; Mulcahy et al., 2024).

Visual quality appears particularly important in Formula Motor TV's showroom-oriented content because used-car consumers require detailed visual information to assess a vehicle before considering direct inspection or purchase. Clear framing, appropriate camera positioning, adequate lighting, and controlled camera movement can make exterior and interior vehicle characteristics more visible and understandable to viewers. In this context, audiovisual quality performs more than an aesthetic function because it influences the accessibility of product information and potentially reduces uncertainty about the condition of the vehicle being presented. This interpretation is consistent with research demonstrating that digital marketing effectiveness depends partly on the capacity of content to deliver credible and diagnostically useful information rather than merely generating attention (Ngo et al., 2024; Zheng et al., 2024).

Host competence constitutes another central component of Formula Motor TV's credibility strategy. The presenter functions as the visible representative of the showroom and therefore becomes an important source through which audiences evaluate expertise, confidence, clarity, and trustworthiness. A host who can explain specifications, vehicle conditions, advantages, limitations, and relevant automotive issues in an understandable manner may strengthen the perceived informational value of the content while simultaneously humanizing the showroom brand. This finding corresponds with source-credibility research showing that perceived expertise and trustworthiness significantly influence how audiences process marketing messages and subsequently form brand-related attitudes and behavioral intentions (Crespo & Tille, 2024; Shoukat et al., 2023).

Transparency of information is also evident as an important credibility dimension within the Formula Motor TV content strategy. The manuscript indicates that viewers positively responded to content presenting information about vehicle specifications, conditions, strengths, weaknesses, and relevant discussions instead of exclusively emphasizing promotional benefits. Such balanced information can be particularly valuable in the used-car market because prospective buyers often suspect that sellers may conceal product defects or selectively communicate favorable information. Research on digital credibility similarly suggests that audiences are more likely to consider information believable when communication reduces uncertainty and appears sufficiently transparent to facilitate independent evaluation (Liu & Zheng, 2024; Olfat et al., 2024).

Table 2. Observed Content-Design Dimensions of Formula Motor TV

Analytical Dimension	Observed Elements	Credibility-Building Function
Content formats	SPK, BISIK, showroom tours	Provides varied informational and discussion-oriented communication
Visual production	Shot size, camera angles, camera movement, lighting	Improves visibility of vehicles and creates a professional presentation
Post-production	Editing, sequencing, music, sound effects	Creates coherent and engaging audiovisual communication

Audio presentation	Narration, intonation, audio clarity	Improves comprehensibility and perceived communication competence
Host competence	Explanation, discussion, presentation of automotive information	Signals expertise and strengthens perceived source credibility
Information transparency	Vehicle specifications, conditions, strengths, and weaknesses	Reduces information asymmetry and uncertainty
Content orientation	Informative, educational, and promotional communication	Positions the channel as an information source rather than solely an advertising outlet
Audience response indicators	Views, watch time, likes, comments, and questionnaire responses	Reflects audience attention and engagement with the content

Source: Primary content analysis and questionnaire findings, processed by the researchers (2026)

The interaction between audiovisual quality and host competence suggests that showroom credibility is produced through a combination of technical and communicative cues rather than by one isolated content characteristic. High-quality cinematography may make content appear professional, but credibility may remain limited if the presenter lacks expertise or if the information is perceived as overly promotional. Conversely, a knowledgeable host may provide strong substantive information, but poor audio, unclear visuals, or disorganized editing can diminish the accessibility and perceived quality of the message. This complementary relationship is consistent with contemporary influencer and digital communication research indicating that credibility emerges from multiple interrelated factors such as expertise, authenticity, presentation quality, congruence, and trustworthiness (Koay et al., 2024; Luarn et al., 2025).

The educational orientation of Formula Motor TV is also significant because it differentiates the channel from conventional sales advertising. Content that explains product specifications, vehicle conditions, automotive considerations, and discussion topics can provide viewers with decision-relevant knowledge before they interact directly with showroom personnel. This approach may reduce consumer resistance because audiences are not positioned merely as targets of persuasion but as information seekers who are provided with resources for evaluating available products. Previous studies similarly indicate that social media content becomes more persuasive when consumers perceive that it offers genuine informational or experiential value rather than functioning solely as commercial persuasion (Andonopoulos et al., 2023; Dadvari et al., 2023).

The results also suggest that audiovisual content design can help translate the physical qualities of a showroom into digital credibility signals. A prospective customer who has not yet visited Formula Motor cannot directly observe the premises, interact with the sales staff, or inspect available vehicles, but the YouTube channel provides an indirect representation of these characteristics. Showroom tours, vehicle demonstrations, presenter explanations, and professionally organized audiovisual production may therefore function as digital proxies for the physical experience of interacting with the seller. This is particularly relevant in high-risk purchase contexts because brand credibility and trust can mediate consumers' willingness to move from information search toward stronger purchase consideration (Naibaho & Cokki, 2024; Chen & Lu, 2024).

Audience engagement indicators strengthen the interpretation that Formula Motor TV's content is not consumed passively. The manuscript reports positive responses reflected through views, watch time, likes, comments, and questionnaire results, with respondents generally perceiving the information as understandable, transparent, and helpful in strengthening trust toward Formula Motor. Although these indicators should not automatically be interpreted as direct measures of credibility, they demonstrate that the channel succeeds in attracting audience attention and generating observable interaction around its automotive content. Research on social media communication similarly emphasizes that engagement becomes more meaningful when it is accompanied by perceived credibility, relationship development, and positive behavioral evaluations rather than being treated merely as a numerical popularity measure (Koay et al., 2023; Ooi et al., 2023).

The findings therefore indicate that Formula Motor TV's credibility-building process is supported by the integration of visual professionalism, audio clarity, competent hosting, informational transparency, and educational content orientation. Rather than functioning independently, these elements reinforce one another by making automotive information easier to understand while simultaneously projecting professionalism and reducing uncertainty about the showroom and its products. This finding supports the broader proposition that credibility in digital marketing is constructed through the interaction between message quality, source characteristics, and consumers' perceptions of authenticity and informational value (Coutinho et al., 2023; Pan et al., 2025). In the context of Formula Motor TV, audiovisual content design consequently operates not merely as a production technique but as a strategic communication mechanism through which the showroom can demonstrate expertise, transparency, and trustworthiness to prospective used-car buyers.

Content Credibility, Consumer Trust, and Purchase-Related Responses

The findings indicate that the ultimate strategic value of Formula Motor TV's YouTube content lies in its capacity to transform audiovisual communication into perceptions of showroom credibility and consumer trust. Respondents generally perceived the information presented through the channel as understandable, transparent, and useful, suggesting that the content performs an informational function beyond conventional product promotion. In digital marketing environments, credibility is particularly important because consumers frequently rely on perceived expertise, authenticity, and information reliability when evaluating commercial messages before engaging with a brand. This finding is consistent with previous evidence that credible digital communication can positively influence brand evaluations, consumer trust, and purchase intentions (Alcántara-Pilar et al., 2024; Liu & Zheng, 2024; Pan et al., 2025).

Information credibility becomes especially relevant when consumers cannot directly verify the condition of a product at the initial stage of information search. Formula Motor TV addresses this limitation by presenting vehicle-related information audiovisually, allowing prospective buyers to observe product characteristics and listen to explanations before visiting the physical showroom (Formula Motor TV, n.d.). The effectiveness of such communication depends on whether viewers perceive the information as sufficiently reliable, internally consistent, and professionally communicated, because credibility assessment increasingly constitutes a central component of digital information consumption. This interpretation corresponds with Apriandi et al. (2024) and Kuuttila et al. (2024), who emphasize the importance of credibility evaluation in digitally mediated information environments.

The relationship between perceived credibility and trust is also evident in the broader marketing literature. Cahyadiningrum and Rahardjo (2023) demonstrate that credibility can influence purchase-related responses through brand trust and brand image, while Gastiadhy and Hafidz (2026) similarly identify brand trust as an important mechanism connecting social media marketing with purchase intention in the used-car context. International evidence further suggests that brand credibility and brand attitudes can mediate the effects of digital communicators on consumers' behavioral intentions (Dadvari et al., 2023; Naibaho & Cokki, 2024). Formula Motor TV's transparent presentation of vehicle conditions and automotive information can therefore be interpreted as an attempt to reduce perceived risk while strengthening confidence in Formula Motor as the seller.

The role of the presenter further supports this credibility-to-trust mechanism because audiences frequently evaluate both the message and the person delivering it. Previous automotive YouTube research has shown that communicator credibility can affect subscribers' purchasing interest, demonstrating the importance of knowledge, trustworthiness, and communication competence within automotive content (Farida et al., 2022). Similarly, Ricko and Junaidi (2019) illustrate the importance of strategic content development for building engagement on YouTube, whereas Lombardo (2024) demonstrates that channel characteristics can shape behavioral engagement and purchase intentions through satisfaction and loyalty. The present findings extend these perspectives by indicating that host competence, audiovisual quality, and transparent showroom communication can jointly contribute to credibility rather than operating as isolated marketing elements.

The findings also demonstrate that audience engagement should be understood as part of a broader credibility-building process rather than merely as a collection of digital performance metrics. Formula Motor TV's content generated audience responses through views, watch time, likes,

comments, and questionnaire feedback, while respondents generally evaluated the information as accessible and useful for understanding the showroom and its vehicle offerings. Studies of audiovisual content production have likewise emphasized that professionally structured video communication can improve the delivery and promotional value of digital information (Demetrio et al., 2024; Gumilar et al., 2025). However, engagement becomes strategically more meaningful when content is perceived as believable and informative, since perceived believability shapes how consumers interpret social media marketing messages (Mulcahy et al., 2024; Chen, 2023).

Table 3. Empirical Indicators Linking Formula Motor TV Content to Credibility and Purchase-Related Responses

Empirical Indicator	Study Finding	Credibility/Trust Implication	Potential Behavioral Implication
Channel familiarity	26 of 42 respondents (61.9%) were familiar with Formula Motor TV	Indicates existing audience recognition	Creates an initial basis for repeated brand exposure
YouTube information use	16 respondents (38.1%) identified YouTube as their primary information-search platform	Confirms the relevance of audiovisual information for audience evaluation	Supports pre-purchase information seeking
Information presentation	Content communicates vehicle specifications, conditions, strengths, and weaknesses	Increases transparency and reduces information asymmetry	Facilitates more informed vehicle evaluation
Host competence	Automotive information is communicated through explanation and discussion	Signals expertise and source credibility	May strengthen confidence in the showroom
Audiovisual quality	Structured visual, audio, cinematographic, and editing elements are employed	Signals professionalism and communication quality	Encourages continued content consumption
Audience engagement	Views, watch time, likes, comments, and questionnaire responses indicate audience interaction	Demonstrates attention and involvement with channel communication	Can support stronger brand engagement
Audience perception	Information was generally considered understandable, transparent, and useful	Strengthens perceived reliability and trustworthiness	Supports purchase-related consideration
Decision support	Vehicle information assists consumers in evaluating available used cars	Reduces perceived uncertainty surrounding the product	Supports the pre-purchase decision-making process

Source: Primary data and content analysis processed by the researchers (2026)

The informational orientation of the channel additionally differentiates Formula Motor TV from communication strategies dominated by explicit sales persuasion. Providing educational discussions, automotive explanations, and showroom information enables the business to offer informational value before attempting to convert viewers into customers, which may reduce resistance to promotional messages. Similar approaches have been identified in digital branding and content-marketing studies, where useful and consistent content can strengthen interaction, visibility, and brand positioning (Dieva & Dermawan, 2023; Husna et al., 2024). This interpretation is also consistent with Koay, Cheah, and Goon (2023), who argue that perceived social media marketing activities can foster purchase intentions through sequential psychological mechanisms rather than through promotional exposure alone.

Purchase-related implications are particularly relevant because used cars represent relatively high-involvement products for which consumers generally conduct extensive information searches before making final decisions. The manuscript indicates that the provision of vehicle specifications,

product condition, advantages, and disadvantages can assist viewers in evaluating cars and reduce negative perceptions associated with the used-car market. Promotional effectiveness therefore appears to depend on the extent to which marketing communication supports consumers' decision-making needs rather than simply increasing product visibility, which is consistent with conventional evidence regarding promotion and purchasing decisions (Hastuti & Anasrulloh, 2020). More recent evidence from automotive and digital marketing research similarly confirms that information, social influence, content exposure, and consumer perceptions can contribute to automobile purchase intention and behavioral responses (Banerjee et al., 2025; Choirunnisa & Walyoto, 2023; Ooi et al., 2023).

Trust also has implications beyond an immediate purchase decision because it can influence the development of longer-term relationships between consumers and the showroom. Effective handling of communication, reliability, and trust has previously been associated with consumer loyalty, indicating that credibility-building activities may produce relational outcomes extending beyond a single transaction (Hermawati, 2023). In digital environments, these relational outcomes may be reinforced through repeated content exposure, electronic word-of-mouth, parasocial interaction, and attachment to credible brands or communicators (Beck et al., 2023; Chen & Lu, 2024). Formula Motor TV can therefore function simultaneously as an information platform, a relationship-building channel, and a digital representation of the showroom's professional identity.

At the same time, the findings should be interpreted cautiously because descriptive engagement and questionnaire responses do not independently demonstrate a statistically causal effect of content quality on actual vehicle purchases. The results more appropriately indicate an association between professionally structured, transparent, and informative YouTube content and favorable audience perceptions of credibility, trust, and decision usefulness. This distinction is consistent with contemporary credibility research, which conceptualizes consumer responses as the result of interconnected perceptions of source expertise, trustworthiness, authenticity, and relational interaction rather than a single direct stimulus (Coutinho et al., 2023; Crespo & Tille, 2024; Shoukat et al., 2023; Olfat et al., 2024). It also aligns with research showing that the persuasive impact of social media content can depend on perceived congruence, relational closeness, and psychological engagement with the communicator (Koay, Lim, Kaur, Soh, & Poon, 2023).

The third stage of the analysis confirms that Formula Motor TV's YouTube strategy can be understood as a credibility-oriented digital marketing mechanism in which content design, source competence, transparency, and audience engagement interact to influence consumer evaluations of the showroom. The findings support the proposition that audiovisual professionalism attracts attention, informational transparency reduces uncertainty, and competent presentation enhances the perceived trustworthiness of both the message and the organization behind it. These mechanisms are particularly valuable in the used-car market, where information asymmetry and perceived purchasing risk make credibility a prerequisite for stronger brand trust and subsequent purchase consideration (Alcántara-Pilar et al., 2024; Gastiadý & Hafidz, 2026; Lombardo, 2024). Accordingly, Formula Motor TV should be viewed not merely as a promotional YouTube channel but as a strategic digital interface through which Formula Motor can communicate expertise, demonstrate transparency, strengthen consumer trust, and support prospective buyers throughout the pre-purchase decision process.

CONCLUSION

The findings demonstrate that Formula Motor TV has developed YouTube content that contributes to strengthening the credibility of Formula Motor as a used-car showroom through the integration of professional audiovisual production, competent presentation, and transparent information delivery. The use of structured pre-production, production, and post-production processes across SPK, BISIK, and showroom tour content enables the channel to present vehicle information in an informative, educational, and accessible manner. Visual quality, audio clarity, cinematographic techniques, host competence, and explanations concerning vehicle specifications, conditions, advantages, and disadvantages collectively support perceptions of professionalism and reduce information uncertainty among prospective consumers. The respondent profile further confirms the relevance of YouTube as an automotive information platform, with 38.1% identifying YouTube as their primary information-search medium and 61.9% reporting familiarity with Formula Motor TV.

The study further concludes that credibility functions as an important mechanism connecting content design with consumer trust and purchase-related consideration. Professionally produced and

transparent content enables Formula Motor TV to operate not merely as a promotional channel but also as an information and relationship-building platform through which prospective buyers can evaluate vehicles and the reliability of the showroom before direct interaction. Audience engagement and positive perceptions of information clarity and transparency indicate that such content can support trust formation and assist consumers during the pre-purchase decision-making process. Nevertheless, because the study relies primarily on descriptive questionnaire findings and content analysis involving 42 respondents, the results should not be interpreted as establishing a direct causal relationship between YouTube content quality and actual vehicle purchases; future studies may employ larger samples and inferential models to test these relationships more rigorously.

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