



Research Paper

# The Role of Brand Trust in Mediating the Influence of Social Media Marketing Features on Purchasing Decisions

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## Abstract

*This study aims to analyse the role of brand trust in mediating the effect of social media marketing features on purchasing decisions. This research was conducted using a survey method by distributing online questionnaires to 65 consumers who made purchases through social media. Data analysis was carried out using structural equation model analysis with SmartPLS 4.1.3 software. The results showed that: (1) Social Media Marketing Features have a positive and significant effect on brand trust (2) Social Media Marketing Features have a positive and significant effect on purchasing decisions (3) Brand Trust has a positive and significant effect on purchasing decisions (4) Social media marketing features have a positive and significant effect on purchasing decisions through brand trust.*

**Keywords:** Social Media Marketing Features, Brand Trust, Purchase Decision

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## I. INTRODUCTION

The internet is a large network of connections that serves to connect various kinds of electronic devices used globally according to Mileva& Dh (2018). The daily use of social media applications for Indonesia is 2 hours and 51 minutes and there are 27% of users who have shopped about the products or services offered online. This development gave birth to marketing activities through social media applications, businesses can be carried out in a more flexible way. Such as conducting product or service marketing activities online, creating and introducing new businesses at a more affordable price, and also simple (Bilgin, 2018). Some of the reasons why various companies choose to practice marketing techniques through social media are because there are no restrictions on time, place or regional coverage, the distribution of content can be in the form of photos and videos which are two-way communication and relatively cheaper prices according to Laksamana (2018).

The role of marketing in business development has changed radically since internet communication became widespread, especially with the advent of social media. Brand trust is a key mediator in long-term relationships that will lead to brand loyalty. In theory, there are several factors that influence purchasing decisions according to Kotler (2005), the factors that influence purchasing decisions include cultural, social, personal and psychological. Social factors are factors that are influenced by the people around us such as reference groups, family, and role and status. Personal factors are characteristics possessed by consumers that can influence purchasing decisions which include: age and stage of the life cycle, occupation, economic conditions, lifestyle, and the personality and self-concept of the buyer. And finally, psychological factors, namely motivation, perception, learning, and beliefs and attitudes.

Promotion through social media has a significant and positive effect on purchasing decisions (Eka Mei Dilasari, 2020), but the results of research conducted by Fifi ZhaqyahUtami (2021) refute this by explaining that social media promotion has no significant effect on consumer buying interest. The results of research conducted by Amalina, A 2016 (in Farrinadewi, 2008) which concluded that social media has a positive and significant effect on trust.

## II. LITERATUR REVIEW AND HYPOTESIS

### 2.1. The Effect of Social Media Features on Brand Trust

Social media marketing can also be interpreted as a useful tool for business people to get to know more deeply and understand a relationship and fulfil something that is sought or consumer needs that are built through social media effectively and efficiently according to Kusuma (2019). Indicators for measuring social media

marketing features according to Hanaysha J.R (2022) & Alalwan, A.A (2018), namely: Interactivity, Entertainment, Perceived Relevance, Informativeness and Habits. The results of research by Zulfikar A. R., (2017) show that social media marketing has a positive and significant effect on brand trust. Social media marketing efforts include a clear website, active and up-to-date social media tools, site security on loyalty and trust. So that the results show that there is a positive influence of these efforts on trust and the influence of trust on loyalty (Tatar, 2016). Based on this explanation, the proposed hypothesis 1 is:

**Hypothesis1 : Social media features have a positive and significant effect on brand trust**

**2.2. The Effect of Social Media Features on Purchasing Decisions**

According to Kusuma (2019) Social media marketing is a medium for businesses to get to know more and understand consumer needs. Indicators for measuring social media marketing features according to Hanaysha J.R (2022) & Alalwan, A.A (2018), namely: Interactivity, Entertainment, Perceived Relevance, Informativeness and Habits. The results of Yogesh (2014) and Gul (2014) found that marketing features are very important in helping consumers process their purchasing decisions. Khatib (2016) and Madni (2014) state that the greatest influence of social media occurs at the information search stage and the purchase decision stage. Based on this explanation, the proposed research hypothesis 2 is:

**Hypothesis 2 : Marketing features have a positive and significant effect on purchasing decisions**

**2.3. The Effect of Brand Trust on Purchasing Decisions**

Brand trust is defined as customer confidence built on the reliability and integrity of a brand according to Chaudhuri, (2005). Brand trust is defined as the extent to which a person is confident and takes the desired action based on the words, actions, and decisions of others (McAllister, 2012). There are two indicators that can be used to measure brand trust (Kautonen and Karjaluo in Oktaviani, 2019), namely: Brand Reliability (brand reliability) and Brand Intentions (interest in the brand). The results of research by Indriani (2023) and Satria Tirtayasa (2021) found that brand trust is very important for consumers before deciding to make a purchase. Based on this explanation, the hypothesis 3 proposed in this study is:

**Hypothesis 3: Brand trust has a positive and significant effect on purchasing decisions**

**2.4. The Effect of Marketing Features on Purchasing decisions Through Brand Trust**

According to Kusuma (2019) Social media marketing is a medium for businesses to get to know and understand consumer needs. Social media marketing features that are attractive and easy to use, interactive and informative make it easy for consumers to use their features so that they believe in using the social media marketing features used by the company, high trust in consumers in using the company's social media features in marketing its products and services makes it easier for consumers to decide to make purchases (Indriani, 2023; Satria Tirtayasa, 2021). Based on this explanation, the hypothesis 4 proposed in this study is:

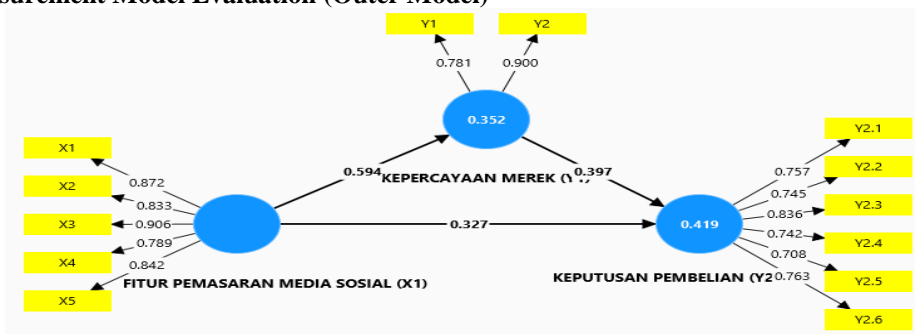
Hypothesis 4: Social media marketing features have a positive and significant effect on purchasing decisions through brand trust.

**III. RESEARCH METHOD**

This research was conducted using a survey method conducted on 65 consumers who buy online through social media. The data analysis tool used is SEM with PLS 4.1.3 software..

**IV. RESEARCH RESULTS AND DISCUSSION**

**4.1 Measurement Model Evaluation (Outer Model)**



**Figure 4. 1 SmartPLS Algorithm Results 4.1.3**

**Table 4.1. Outer Loading**

Variable	Indicator	Loading Factor	Description
Media Social Marketing Feature (X1)	X1.1	0.872	Valid
	X1.2	0.833	Valid
	X1.3	0.906	Valid
	X1.4	0.789	Valid
	X1.5	0.842	Valid
Brand Trust (Y1)	Y1.1	0.781	Valid
	Y1.2	0.900	Valid
Purchase Decision (Y2)	Y2.1	0.757	Valid
	Y2.2	0.745	Valid
	Y2.3	0.836	Valid
	Y2.4	0.742	Valid
	Y2.5	0.708	Valid
	Y2.6	0.763	Valid

Source: Processing Output with smartPLS 4.1.3

Based on the table above, it can be seen that all indicators of this research variable are valid, because the Outer Loadings value of each indicator is greater than 0.7.

In a good test measurement, the AVE test has a value of > 0.5 for each indicator, so this value can be said to be valid. The AVE output obtained from Smart PLS 4.1.3 is presented in table 4.2.

**Table 4.2 Test Results of Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)	Result
<b>X1</b>	0.721	Valid
<b>Y1</b>	0.710	Valid
<b>Y2</b>	0.577	Valid

Source: Processing Output with smartPLS 4.1.3

Based on table 4.2 above, it can be seen that the AVE value is greater than 0.50, which means that all of these indicators have met the predetermined criteria and have potential reliability for further testing.

**4.2. Model Evaluation (Inner Model)**

A variable will be said to be reliable if the Composite Reliability must be > 0.7, for confirmatory research and a value of > 0.6 - 0.7 is still acceptable for exploratory research (H. I. Ghozali, 2021).

**Table 4.3 Test Results of Composite Reliability**

Variable	Composite Reliability	Results
Social Media Marketing Feature (X1)	0.928	Reliabel
Brand Trust(Y1)	0.830	Reliabel
Purchase Decision(Y2)	0.891	Reliabel

Source: Processing Output with smartPLS 4.1.3

Based on table 4.3 above, it can be seen that the results of Composite Reliability testing show a satisfactory value, namely all latent variables are reliable because all latent variable values have a Composite Reliability value  $\geq 0.70$ .

The stages of testing the structural model (inner model) are carried out with the following steps: R-Square values < 0.70, < 0.50, < 0.25 indicate strong, moderate and weak models (Ghozali, 2014). If the value is getting bigger, then this shows that the predictor model is getting better at explaining the variance.

**Table 4.R-Square Value Test Results. (R2)**

Variable	R-Square
Brand Trust (Y1)	0.352
Purchase Decision (Y2)	0.419

Source: Processing Output with smartPLS 4.1.3

Based on table 4.4, it can be seen that the value of R Square on the brand trust variable has a value of 0.352 which means that the influence on the social media marketing features variable on brand trust is 35.2% and on the purchasing decision variable has a value of 0.419 which means that the influence on the media marketing features variable and brand trust on purchasing decisions is 41.9%.

Testing Goodness of Fit The structural model in the inner model uses the predictive relevance (Q<sup>2</sup>) value. A Q-Square value greater than 0 (zero) indicates that the model has predictive relevance. The R-Square value of each endogenous variable in this study can be seen in the following calculation:

**Table 4.4. Q-Square Test Results**

Structural Model	Endogen Variable	R-Square
Y1	Brand Trust	0.352
Y2	Purchase Decision	0.419

Source: Processing Output with smartPLS 4.1.3

Based on the coefficient of determination (R<sup>2</sup>), the value of Q<sup>2</sup> can be known with the following calculation:

$$Q^2 = 1 - \{(1 - R^2_1) (1 - R^2_2)\}$$

$$Q^2 = 1 - \{1 - 0,352\} (1 - 0,419)\}$$

$$Q^2 = 1 - \{(0,648) (0,581)\}$$

$$Q^2 = 1 - 0,376$$

$$Q^2 = 0,624$$

Based on the calculation results, the Q<sup>2</sup> predictive relevance value = 0.624 or 62.4%. This means that the accuracy or accuracy of this research model can explain social media marketing features, brand trust and purchasing decisions by 62.4%. The remaining 37.6% is explained by other variables contained in this research model. Therefore, the model designed in this study can be said to be good because it is above 50%.

#### 4.3. Hypothesis Testing Results (Path Coefficient Estimation)

The hypothesis is accepted if the p-value <0.05 (5%), and the hypothesis is rejected if the P-Values <0.05. The following are the results of hypothesis testing in this study:

**Table 4.5 Hypothesis Testing Results**

Hypotesis	Original sampel (O)	Standard Deviation (STDEV)	T Statiscs ((O/STDEV)	P Values	Results
X1 -> Y1	0.594	0.091	6.515	0.000	Signifikan
X1 -> Y2	0.563	0.090	6.260	0.000	Signifikan
Y1 -> Y2	0.397	0.113	3.506	0.000	Signifikan
X1->Y1->Y2	0.235	0.081	2.899	0.004	Signifikan

Source: Processing Output with smartPLS 4.1.3

The following are the results of hypothesis testing on the structural model:

##### 4.3.1. The Effect of Social Media Marketing Features on Brand Trust.

The results show that the effect of social media marketing features on brand trust has an original sample value of 0.594 and a p value of 0.000 <0.05. These results indicate that social media marketing features have a positive and significant effect on brand trust, indicating the important role of social media in building positive perceptions of a brand. Based on these findings, hypothesis 1 is accepted.

The use of social media features as an effective marketing tool that can increase brand trust by building brand value in the minds of consumers. The results showed that interactive features such as like, comment, and share on social media make consumers more confident in the brand. This research is also in line with research conducted by Park & Namkung (2022) where the use of social media has a positive and significant effect on brand trust.

##### 4.3.2. The Effect of Social Media Marketing Features on Purchasing Decisions.

The results of the effect of social media marketing features on purchasing decisions have an original sample value of 0.563 and a p value of 0.000 <0.05. These results indicate that social media marketing features have a positive and significant influence on purchasing decisions. indicates the important role of social media in building positive perceptions of purchasing decisions. Based on these findings, hypothesis 2 is accepted.

The results of this study indicate that social media marketing features have a positive and significant effect on consumer purchasing decisions. Social media marketing features consisting of interactivity, entertainment, perceived relevance, informativeness and habit have proven effective in increasing purchasing decisions. This research is also in line with research conducted by Aulia Kusuma & Farida Indriani (2023)

where informativeness in social media marketing features is proven to have a positive and significant effect directly on purchasing decisions.

#### **4.3.3. The Effect of Brand Trust on Purchasing Decisions.**

The results of the effect of brand trust on purchasing decisions have an original sample value of 0.397 and a p value of 0.000 <0.05. These results indicate that brand trust has a positive and significant effect on purchasing decisions. indicates the importance of building consumer brand trust because it has an impact on purchasing decisions. Based on these findings, hypothesis 3 is accepted.

The results of this study indicate that brand trust has a positive and significant effect on purchasing decisions. High brand trust can influence purchasing decisions by increasing consumer confidence in the brand so that consumers are more likely to make purchasing decisions. This research is also in line with research conducted by Zohaib Ahmed et al (2014) that interest in brands has a positive influence on purchasing decisions.

#### **4.3.4. Social Media Marketing Features on Purchasing Decisions through Brand Trust.**

The results of the influence of social media marketing features on purchasing decisions through brand trust have an original sample value of 0.235 and a p value of 0.004 <0.05. These results indicate that social media marketing features have a positive and significant influence on purchasing decisions through brand trust. indicates the importance of social media marketing features being built which are directed at building consumer brand trust because they have an impact on purchasing decisions. This finding confirms that brand trust mediates the relationship between social media marketing features and purchasing decisions, indicating the importance of building consumer trust as a strong intermediary in the process of influence from social media on purchasing decisions. Based on these findings, hypothesis 4 is accepted.

The results showed that social media marketing features have a positive and significant effect on purchasing decisions through brand trust in consumers. This is in accordance with the research of Kurniasari & Agung (2018) which states that social media marketing has a positive and significant influence on consumer purchasing decisions mediated by purchase intention.

## **V. CONCLUSION AND RECOMMENDATION**

Based on the results of the study, it is concluded that; (1) Social media marketing features have a positive and significant effect on brand trust in consumers; (2) Social media marketing features have a positive and significant effect on purchasing decisions in consumers; (3) Brand trust has a positive and significant effect on purchasing decisions in consumers; (4) Social media marketing features have a positive and significant effect on purchasing decisions through brand trust in consumers.

As for the recommendations for future researchers, it is hoped that it will expand the respondent area so that it is not centred on one region. In addition, future research is expected to add individual characteristic variables as moderating variables to see the role of characteristics in strengthening the influence of social media marketing features on trust and purchasing decisions.

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